



# CUMBERLAND BUSINESS JOURNAL

## **TOP TEN Reasons to Advertise in the CBJ:**

- 1.** The only business publication direct mailed to about 10,000 business professionals and other community leaders throughout the 15-county Upper Cumberland region.
- 2.** The only publication tailored to the most influential and top decision makers in Cookeville and the surrounding area – niche marketing at its best!
- 3.** Our readership consists of upper-middle to upper class consumers – those most likely to make luxury item and other non-essential purchases.
- 4.** Our Business-To-Business (B2B) focus helps specifically target just the right prospects to help your company grow.
- 5.** We are distributed by mail for timely, consistent delivery, limited unused copies and optimum readership results.
- 6.** We offer a true readership number of more than 30,000 people, considering, on average, 3 to 4 people read each copy of the CBJ.
- 7.** Our rates afford a much more cost-effective advertising medium than regular direct mail.
- 8.** We serve the Upper Cumberland region with fresh, vital news content indispensable to business and community leaders and that promotes the advancement of the economy and overall business environment.
- 9.** We offer agency-quality graphics to ensure your advertising looks great and receives the attention it deserves.
- 10.** We get results!

for more information call

**1-800-499-2332**