

7th annual guide to

STUFF

designed, made and built in southeastern Wisconsin

CONNECTING PEOPLE AND JOBS



What is STUFF?

This annual publication, focused on workforce development and career opportunities in the manufacturing, building, technology and healthcare industries, highlights the companies in our region that are doing cool things, the technology they are using to do that, and the workers who are building careers and helping their organizations succeed.

Careers covered include:

- Manufacturing • Construction • Building Trades • Health Care • Technology

A Guide to STUFF Designed, Made & Built in southeastern Wisconsin helps close the workforce gap by connecting employees and employers in southeastern Wisconsin.

STUFF is distributed in print and online to technical colleges, high school and middle school students, educators, guidance counselors, Workforce Development Centers and parents throughout southeastern Wisconsin.

We're re-imagining the workforce of today and identifying solutions for tomorrow.

A cool interactive print and digital publication profiling area companies with technical and technology related career paths. It will feature what those companies design, develop, make and build, who they sell to, and how their product is used, as well as the kinds of jobs/careers available in each company.

Area students, guidance counselors and parents will use it as a resource for making career decisions, and area employers can use it as a vital part of their recruitment efforts.

Publication Date:
September 1, 2023

Reservation Deadline:
July 26, 2023

SOUTHEASTERN WI EDITION

Middle-Skilling • Upskilling • Reskilling



Respiratory Therapist



Fiber Optics Technician



Plumber



Computer Programmer

The New Path to Success

In uncertain times, students need to understand all of their options. The features in this publication will highlight family-supporting careers available at a range of educational levels and how students and job-seekers can find a position to build their future.

The 6th annual publication will raise awareness and act as a recruiting tool for southeast Wisconsin manufacturing, construction, technology, business, transportation, logistics, supply chain, and health care companies like nothing before – going directly to high school and college students as well as job-seekers and workforce centers throughout the region.

STUFF will be published in September 2023. It will feature content like:

- ▶ A look at how technology is embedded into all companies and all industries and just by being able to work in the industry where technology is deployed, greater upward career mobility occurs
- ▶ The vitality and future of manufacturing, construction, technology and health care in southeast Wisconsin
- ▶ Charts, graphs and data showing average earnings, the types of companies and with specific jobs
- ▶ Interviews with young workers who are climbing the ladder at their company

STUFF will be inserted into BizTimes Milwaukee, reaching thousands of company owners, parents and job-seekers throughout the region. This year's publication will also include expanded materials to help teachers facilitate career exploration for students, helping to ensure the materials presented in STUFF make it to those who stand to benefit from seeing it.

We're re-imagining the workforce of today and identifying solutions for tomorrow. Want to spotlight your company in the 2023 edition? Reserve your space today!

Contact Linda Crawford to learn more:
advertise@biztimes.com or (414) 336-7112

Company profile package:



IN-PRINT

[four-color 9" x 10-1/8" magazine]

Two-page spread in the 2023 STUFF magazines (example shown to left). Page on left is a company profile and the page on the right is a profile of one or more workers.

Rate includes creation of company profile page

Rate includes PDF copy of your two-page profile and cover of STUFF for your own promotional efforts

ONLINE

Digital edition of the 2023 STUFF on Stuff.BizTimes.com for one year with a live link to your website

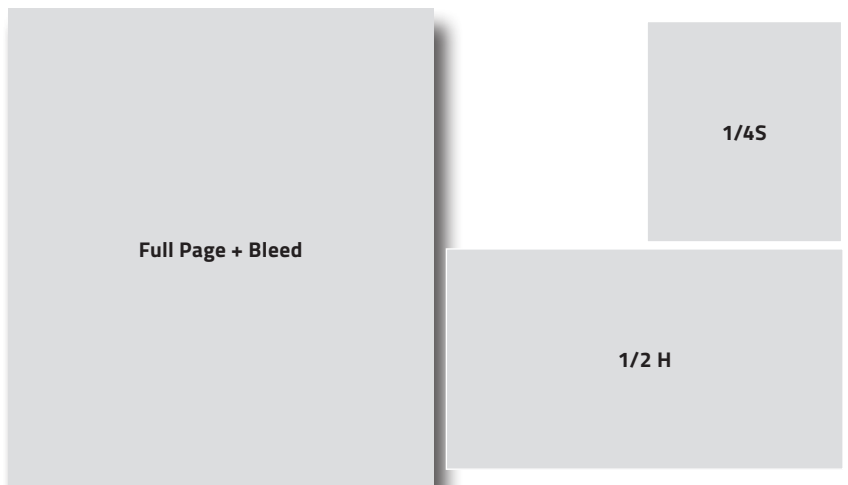
Total Profile Investment - \$2,950

Prepay online at:
biztimes.com/stuff



COMPLETE YOUR PROFILE AT
biztimes.com/stuff

Rates & Specs:



| | Specs | Trim | Live/Safety |
|--------------------------|---------------|------------|-------------|
| Full Page + Bleed | 9.25 x 11.125 | 9 x 10.875 | 8 x 9.875 |
| 1/2 H | 8 x 4.875 | --- | --- |
| 1/4 S | 3.875 x 4.875 | --- | --- |

Camera ready deadline: August 11, 2023

DISPLAY ADVERTISING

We're Hiring! Full Page: \$2,950

Full page: \$5,495

1/2 page: \$2,745

1/4 page: \$1,695

PREMIUM POSITION

Back Cover + 20%

Inside front & inside back +15%

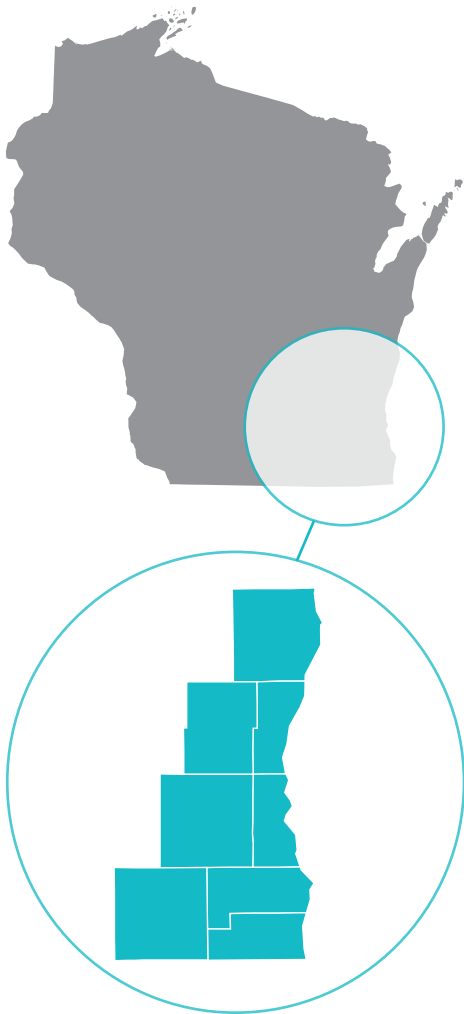
SPONSORED CONTENT

2 and 4 page sponsored content options are available

SPACE RESERVATION:
JULY 26, 2023

MATERIALS DEADLINE:
JULY 28, 2023

Middle-Skilling • Upskilling • Reskilling



Distribution

Print Distribution

6,000 copies in BizTimes Milwaukee and 10,000 additional copies delivered to over 150 locations:

- ▶ Area trade/vocational junior and high schools
- ▶ Guidance counselor offices in area junior and high schools
- ▶ Technical colleges, as well as career counseling offices in area colleges Regional middle schools
- ▶ Regional workforce organizations and employment offices
- ▶ Regional chambers of commerce
- ▶ Targeted to certain junior high schools
- ▶ Jails and correctional facilities
- ▶ Non-profit organizations focused on career development
- ▶ 1,000 copies distributed at key business events throughout the year

Digital Distribution

DIGITAL EDITION

STUFF is offered to readers in a digital edition, where company profiles will directly link to featured company profile web sites and to videos and other digital content - stuff.biztimes.com

Counties Include:

- ▶ Milwaukee
- ▶ Waukesha
- ▶ Washington
- ▶ Ozaukee
- ▶ Racine
- ▶ Kenosha
- ▶ Walworth
- ▶ Sheboygan

ENEWSLETTER DISTRIBUTION

Throughout 2023, BizTimes daily and weekly newsletters will include links to the digital edition for Stuff, providing additional exposure to tens of thousands of BizTimes readers.

WEBSITE - STUFF.BIZTIMES.COM

The content for STUFF will be featured on Stuff.Biztimes.com, which will assure that your profile is seen and read throughout the year. Links to your profile and a job search engine are prominently featured!

PUBLICATION DATE: September 11, 2023

SPACE RESERVATION: July 26, 2023

MATERIALS DUE: July 28, 2023

