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.

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.

Middle-Skilling • Upskilling • Reskilling
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
Rates & Specs:

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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

IN-PRINT
- 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

Company profile package:

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

ENEWSLETTER DISTRIBUTION
Throughout 2023, BizTimes daily and weekly enewsletters 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

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