Covering the people, projects and priorities shaping Central Florida
THE FACE OF i4

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How dare you settle for less when the world has made it so easy for you to be remarkable. — Seth Godin

Every leader — and every business — has a unique story to tell. And Central Florida is home to millions of those stories: all different, all remarkable and all worth telling. Through them, we forge our understandings of ourselves, the people around us, and the world we live in — creating connections and inspiring others.

At the heart of i4 Business is a passion for that connection and the incredible impact it creates, whether through print, digital, photography, video or live events. Since 2013, we have been seeking out examples of leadership and sharing the unique stories that make up the fabric of the Central Florida community. We cover the people, projects and priorities shaping Central Florida — and the "why" behind them. What's your story, and what's your why?
HOW DO YOU TELL YOUR STORY?
OUR AUDIENCE IS LISTENING …

Through multiple platforms, we connect some of the most influential people and organizations in the region. Your story is their story, and their stories are yours.

YOUR STORY IS TOO BIG TO BE TOLD IN JUST ONE MEDIUM.

- Display advertising
- Sponsored articles
- Thought leadership columns
- Magazine inserts
- Special publications
- Video interviews
- Video advertising
- Website placement
- E-newsletters
- Social media
- Premier events

It's a big job to tell your story ... and we are up to the challenge
2020/21 Editorial Calendar

January | February
Healthcare & Finance
Special Feature:
Healthcare Professional Spotlights

March
Diversity & Inclusion
Special Section:
Women’s Inspired Leadership

April
Sustainability & Agriculture
Special Feature:
Sustainability Professional Spotlights

May | June
Construction & Real Estate
Special Feature:
Construction Professional Spotlights
Real Estate Professional Spotlights

July & August
Entrepreneurship & Education
Special Feature:
Entrepreneur Spotlights

September & October
Manufacturing & Technology
Special Feature:
Technology Professional Spotlights

November
Leadership & Workforce Development
Special Feature:
Business Leaders of the Year

December
Tourism, Sports & Entertainment
Special Feature:
Tourism Professional Spotlights
2020/21 EDITORIAL CALENDAR

DIgITAL NEWS LETTER

KEEPING YOU CONNECTED
FOUR TIMES A MONTH!

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VIDEO EDITION - TWELVE TIMES A YEAR

JANUARY
HEALTHCARE

FEBRUARY
FINANCE

MARCH
DIVERSITY & INCLUSION

APRIL
SUSTAINABILITY & AGRICULTURE

MAY
CONSTRUCTION

JUNE
REAL ESTATE

JULY
ENTREPRENEURSHIP

AUGUST
EDUCATION

SEPTEMBER
TECHNOLOGY

OCTOBER
MANUFACTURING

NOVEMBER
LEADERSHIP AND WORKFORCE DEVELOPMENT

DECEMBER
TOURISM, SPORTS AND ENTERTAINMENT
**OUR MISSION**

*i4 Business connects* the community’s leaders by covering the people, projects, and priorities shaping Central Florida. We *promote the spirit of progress* by sharing timely, relevant stories that are uplifting, inspiring and educational.

**ABOUT OUR READERS**

- Evenly divided between male and female
- About 75% college-educated, with 26% holding advanced degrees
- About half ethnic minorities
- Almost one-quarter millennial
- Hold leadership roles: corporate executive, business owner, partner, manager
- Oversee or influence key business decisions at work on banking, finance, accounting, legal, energy use, construction, event planning, vehicle leasing, mobile phones, hiring, workforce education and B2B commerce

At least 4 times more likely than other audiences to:

- Come from military households
- Make banking decisions at home
- Make vehicle purchase decisions at home
- Make construction decisions at work
- Make decisions to initiate home improvement projects
- Buy a luxury or sports vehicle

**COVERAGE AREA**

The Central Florida part of the Interstate 4 High Tech Corridor: Orange, Seminole, Lake and Osceola counties
Your business has a story waiting to be told. Stories create an emotional magnet for clients, customers and potential talent your company is trying to reach. Let us help you craft and showcase your story.

Each print issue of i4 Business provides feature stories on the people, projects and priorities shaping the region. Delivered in a dynamic narrative with compelling visual presentation, the stories contain vital nuggets of insight and wisdom.

Best Practices

Subject matter experts provide insight and advice on everything from HR to cybersecurity, from marketing to banking. This is a great way to position yourself or someone in your organization as a market expert.

Up Close

Revealing conversations with some of the region’s most outstanding leaders show the “why” behind Central Florida’s progress. From Fortune 500 CEOs to college presidents, successful entrepreneurs and regional thought leaders, Up Close goes deeper than the average profile.

Personal Spotlights

Tell your organization’s story by showcasing one of your leaders. Every person has experienced a different path to leadership success, and the i4 Business audience can learn from what your leaders have to say.
Our audience has loved the Up Close feature in the print magazine. Try it in video! A one-on-one interview about your leader’s experience and expertise can showcase your organization’s story in an intimate way that connects with the people you want to reach. The video is available on i4 Business channels online and can be placed on your website and social media channels too.

NEW! Video Up Close

One-page news updates on Central Florida’s leading industries by some of the area’s most prominent thought leaders on why the Orlando area is so powerful. Sponsoring one of these segments shows your organization’s commitment to community leadership.

NEW! Industry Insights

Sometimes your story is too big to be told in just one or two pages. Let it unfold in a special section of 4, 8, 16 or even 32 pages. The section is included in an issue of the magazine and also printed separately, creating a specially branded brochure you can give to your potential clients.

Special Sections

Great teams working together deliver more to their mutual clients. Tell your organization’s story in a unique way by showcasing your partnership with another organization. True leadership is all about collaboration.

Partner Spotlights

More than infomercials, these glimpses into your organization and its leaders can deliver your message while conveying a sense of your unique personality. The video is available on i4 Business channels online and can be placed on your website and social media channels too.

NEW! Video Spotlights

Your business has a story waiting to be told. That is what bridges the gap between your company and your potential clients. Thus, our print and digital platforms give you unprecedented entrée to our unique and exclusive audience, which creates a deep and diverse lead base.

Story creates an emotional magnet for clients, consumers and potential talent your company is trying to recruit. Effective content doesn’t interrupt what people are interested in, it is what people are interested in.

MAGAZINES ARE THE #1 STIMULUS FOR INITIATING AN ONLINE SEARCH

i4 Business brings together Central Florida’s most successful and innovative leaders.
Sometimes the same-old, same-old formats of traditional media aren’t bold enough to tell the best stories about exceptional leaders doing exceptional things. Let us help you showcase your story in a way that best fits you and your organization.

**Creative Folds**

Fold-out three-page or four-page surprise sections tucked inside a front cover can deliver a special message.

**Commemorative Covers**

A one-page special cover attached to the front of the magazine, or a four-page section wrapped around the outside, showcases your message in a way that is sure to “wow” current and potential customers.

**Belly Bands**

Get your time-sensitive special message to readers quickly and cleanly in this paper strip that wraps around the outside of the magazine.

**Poly Bags**

Include your paper materials in a delivery to i4 Business readers by piggybacking them in our mailing in a convenient bag that reaches each subscriber.

**Special Inserts**

Your brochure can be bound into the publication or inserted separately into the pages of the magazine so readers can pull it out.

**Custom Publications and Marketing Pieces**

Don’t see what you’re looking for here? Give us a call. We’ll collaborate with you to come up with the perfect solution. We can offer photography, graphic design, writing, printing, delivery and just about anything else you need. You just bring the story.

**CONTACT**

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