



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

Data driven impact

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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With data collection capabilities higher than ever, it is surprising that relatively few businesses know how to use this to their advantage. This special feature will shine a light on the positive impact that utilizing data strategically can have on businesses' decision making to lead to better outcomes.

- CAPABILITIES** — different useful applications of data
- TOOLS & TRAINING** — education on how to use your data to gain a competitive advantage
- EXPERT GUIDANCE** — specialists who are here to help
- INFRASTRUCTURE** — resources to support your work

GET INVOLVED TODAY. CONTACT:
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*Reaching more senior executives, business owners and professionals**

*Reaching more High-Net-Worth Investors with over \$500K in assets.**

Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
Dec. 13 and Feb. 9	Jan. 17 and Mar. 23	Jan 24 and Mar 30	Dec. 13 and Feb. 9