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# OPERATIONS EXECUTIVE



## 2017 MEDIA KIT

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# ABOUT US

Operations executives and the companies they help lead today face a great choice – and opportunity. Do they continue down the same well-trodden path? Or do they unleash the know-how and skills of their COOs and other top operations people?

COOs have long been seen as simply the people who keep the wheels turning on the organization. That's not going to change, of course. However, smart businesses today also value their operations people as important strategic assets. They are seen as natural complements to the CEO and CFO roles, and indeed are often prime candidates to move into the chief executive seats one day.

And yet, only about 40 percent of COOs were “strongly satisfied with their career development potential,” according to a study by EY (Ernst & Young). Further, nearly a third said a lack of corporate understanding of their role was holding back their careers.

That's simply not acceptable in today's challenging and fast-moving business climate. *Operations Executive* is here to help today's COOs flourish, whether they want to help lead their companies to greater success or simply hone their business skills – or both.

Each digital and print issue of *Operations Executive* shines a light on best practices among COOs and profiles some of the most successful operations executives and their companies. Our contributors include business thought-leaders as well as our award-winning editorial staff.

*Operations Executive* helps today's COO design and execute goals and strategies, establish effective policies and priorities, and meet the many other vital responsibilities of an operations executive in 2017. After all, as the EY study noted: “Successful COOs have to adapt constantly to a fast-changing corporate and external environment. They must possess a mastery of change, to help translate strategic vision into action. And they must ultimately help the business to innovate and grow.” *Operations Executive* is here to help these professionals do all of those things and more to the best of their abilities.

“Leadership belongs to those who take it.” – SHERYL SANDBERG, COO, FACEBOOK

“The days when COOs could focus all their attention on the nuts and bolts of operations are fading. Today, mastery of operational issues is a given.” – FROM “THE DNA OF THE COO – TIME TO CLAIM THE SPOTLIGHT,” EY (ERNST & YOUNG)

# OPERATIONS EXCELLENCE

*Operations Executive* is all about highlighting the best practices among operations leaders and their organizations. Each issue profiles the most innovative and exciting people and companies, allowing our readers to learn and profit from their experiences.

But, even among the esteemed group we profile in every issue, some executives and organizations stand out above the rest for their operational excellence.

That is why, for each issue of *Operations Executive*, our staff selects a particular person or

company to honor for demonstrating particular “Operations Excellence.” These companies are highlighted in a special article in the magazine, both print and digital, and are also promoted on our website and through social media.



Operations Executive looks for great companies and operations leaders in these categories:

**MANUFACTURING**

**CONSTRUCTION & BUILDING PRODUCTS**

**HEALTHCARE**

**HOSPITALITY & RETAIL**

**TECHNOLOGY**

**Contact us if you would like to be considered for this honor!**

# 2017 EDITORIAL CALENDAR



## OUR MISSION:

To help today's COOs, VPs of operations and other operations leaders flourish, whether their goals are to help lead their companies to greater success or simply hone their business skills – or both. Each issue of *Operations Executive* focuses on best practices as well as on trends and news that today's COOs need to know so they can be at the top of their profession.

ISSUE	VISION & STRATEGY	OPERATIONS	TECHNOLOGY	EXECUTIVE CHALLENGES
<b>MAY/JUNE</b>	Communicating the Vision	Optimizing Efficiencies	CRM	Taking the Company Public
<b>JULY/AUGUST</b>	Company Culture	Managing Expansion	Inventory Control	Managing a Crisis
<b>SEPTEMBER/OCTOBER</b>	Regulatory Update	Driving Change	Social and Digital Media	Negotiating Leadership Change
<b>NOVEMBER/DECEMBER</b>	Implementing the Strategy	Managing Strategic Assets	Social and Digital Media	Managing Key Relationships

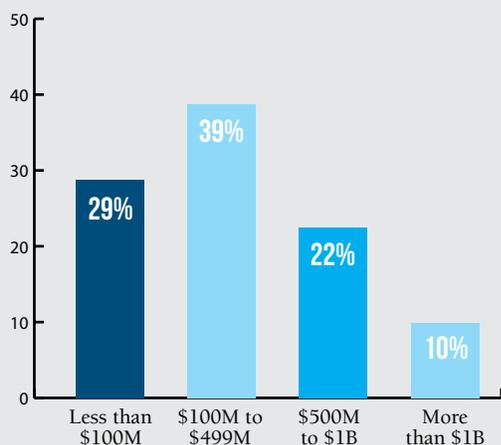
\*Every edition is comprised of individual company profiles and operational executive spotlights. This is the bulk of the publication makeup. Advertorials, paid content and industry case studies/independent contributions round out the rest.

# READERSHIP BREAKDOWN

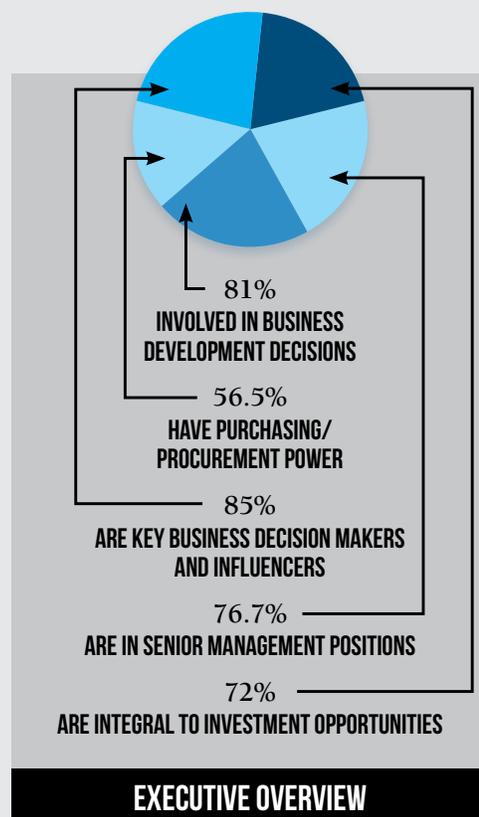
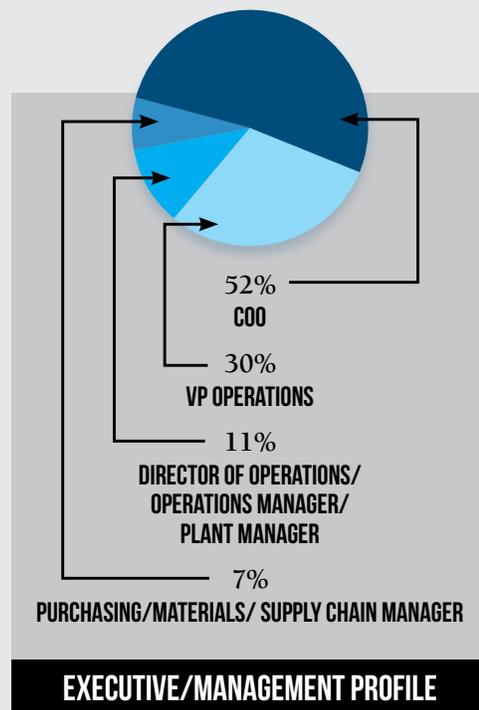
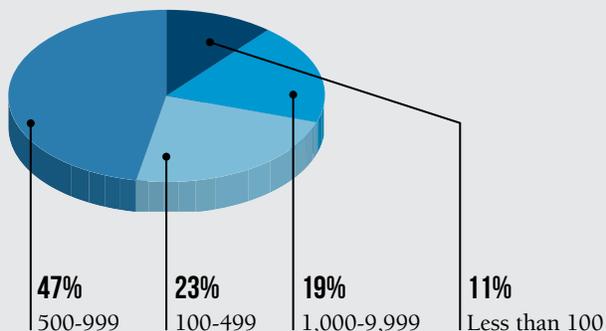
## AMERICAS REACH

United States	96,136
Canada	44,370
Caribbean/Latin America	7,395
<b>TOTAL</b>	<b>147,901</b>

## COMPANY REVENUE



## EMPLOYEE SIZE



# CUSTOM PUBLISHING

## What is a Business Development Profile?

- Fully catered to the client's needs.
- Outlines corporate growth initiatives, strategic branding & business development efforts, and industry best practices.
- Showcases supply-chain partnerships and/or operations best practices.
- POV perspective from C-suite executives.



(A)(B) Print and Digital Presence

(C) Social Media Promotion

(D) Reprints

(E) E-Newsletter

(F) Dedicated E-Blasts

(G) Videography

# VALUE-ADD RESULTS

*Multiple platform exposure including print, digital, and social*



**SOCIAL MEDIA OUTLETS** include Facebook, Twitter, LinkedIn and blogs



**Increased SEO presence with published profile**



**WE ONLY TARGET SENIOR-LEVEL EXECUTIVES WITH DECISION-MAKING POWER**

Gain access to *Operations Executive's* comprehensive contact directory for industry-leading and emerging companies.



*Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals.*

Gain a website presence for 12 months plus the archived digital issue.

**ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS**

# CLIENT PROFILES

[BENCHMARK RESORTS & HOTELS](#)

[DUTCH-WAY FARM MARKET](#)

[ESCO CORPORATION](#)

[HARLEY MARINE SERVICES](#)

[HARVEST MARKET](#)

[ILLES SEASONINGS & FLAVORS](#)

[LENOVO](#)

[MAMMOET](#)

[PLEXUS CORP.](#)

[RAYTHEON MISSILE SYSTEMS](#)

[SBA GLOBAL LOGISTIC SERVICES](#)

[SHALE-INLAND](#)

[SHEETZ INC.](#)

[SUNOCO INC.](#)

[SUPER STEEL LLC](#)

◇ Click on any of the links above to give you a visual of the layout and structure ◇

## PUBLICATION BREAKDOWN

**Company Profiles/Case Studies:** Upstart, emerging, and industry-leading companies will share their best practices, strategies and solutions, and supply chain efficiencies with prospective buyers, customers, project partners and investors.

**Regional Breakdown:** Within every edition, we will showcase geographic regions that are part of the overall readership base. The company profiles in this section will reflect the strengths and issues of that specific regional market.



# WHY ADVERTISE

- Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries.
- Reach C-suite executives and investors who comprise a readership base that has been organically built and maintained.
- Our research team only targets COOs, vice presidents of operations, directors of operations, operations managers and plant managers. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior-level officials.
- Create solidarity among featured companies, strategic industry trade partners and basically any organization involved in the industry.
- Leverage strategic alliance/partnership with an industry-leading brand to create business opportunities.
- Just as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision-makers.
- Gain additional platform exposure through the print, digital, website, and social avenues.
- Benefit from tangible material to assist in any marketing and business development plan.



# RATES/SPECIFICATIONS

	COLOR	BLACK & WHITE	EDIT MENTION
2-Page Spread	\$15,000	\$14,100	200 words
Full Page	\$9,000	\$8,300	150 words
1/2 Page Island	\$6,800	\$6,200	60 words
1/2 Page	\$6,100	\$5,600	60 words
1/3 Vertical	\$4,500		40 words
1/4 Page	\$4,100	\$3,800	None

## ADVERTISEMENT SIZES

Magazine Size	8.375" w X 10.75" h
2 Pg. Spread (bleed)	16.999" w X 11" h
2 Pg. Spread (non bleed)	15.648" w X 9.5" h
Full Page (bleed)	8.625" w X 11" h
Full Page (non bleed)	7.273" w X 9.5" h
1/2 Page Horizontal	7.273" w X 4.667" h
1/2 Page Vertical	3.551" w X 9.5" h
1/2 Page Island	4.667" w X 7.273" h
1/3 vertical	2.305" w X 9.5" h
1/4 Page	3.551" w X 4.667" h

## SPECIAL

Belly Band	\$6,000	2pg Insert	\$9,000
Vendor Focus	\$9,200	4pg Insert	\$12,000

## AD REQUIREMENTS:

For all designed ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all images embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files.

Regrettably, we cannot accept any artwork lifted directly from a web site or sent via fax, as the quality is incompatible for print. We also cannot accept designed ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

All supplied ads must be presented in a manner ready for press. Operations Executive does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator.

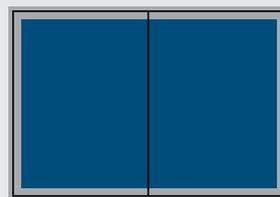
Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 10MB can be sent to us via e-mail to ads@khmginc.com. For larger files, contact one of our production coordinators for information about uploading files to the Knighthouse Publishing FTP site, or send a CD, overnight, to the address below.

If you need our studio to design your ad, at no additional cost, or have questions or concerns regarding ad material, please e-mail ads@khmginc.com.

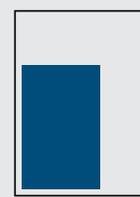
**Send all ad materials to:** Studio at Knighthouse Publishing  
150 N. Michigan Ave., Suite 900, Chicago, IL 60601  
ads@khmginc.com



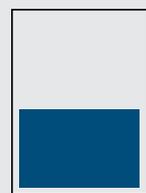
Full Page



2-Page Spread



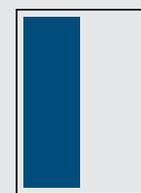
1/2 Island



1/2 Horizontal



1/4 1/3 Vert.



1/2 Vertical

■ Non-Bleed  
■ Bleed

## TERMS & CONDITIONS

These conditions shall apply to all insertion orders for advertisements submitted by the Advertiser and accepted for publication by the Publisher. All insertion orders for advertisements are accepted subject to the Publisher's approval of the copy and to the space being available.

The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise. Acceptance of an advertisement for publication by the Publisher does not constitute endorsement or approval by the Publisher of any product or service advertised.

All copy MUST be received by the stated dates. In the event of non-receipt of copy, the Publisher reserves the right to repeat existing copy held or to compose "generic" advertising for the Advertiser. Time shall be of the essence in respect of all obligations undertaken by the Advertiser. Failure to timely submit copy to the Publisher shall not relieve the Advertiser from liability for the cost of the advertisement.

Every care is taken to avoid mistakes, but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. Claims of errors in finished orders will only be considered if the Advertiser has previously affirmatively submitted copy and/or approved the proof, the advertisement deviates from the submitted copy and/or approved proof, and notification of the error is received in writing within ten days of receipt of invoice. The Advertiser accepts full responsibility for all content it submits to the Publisher (including text, representations, illustrations and advertisements) and agrees to indemnify and hold harmless the Publisher against all actions, costs, claims, proceedings, damages and liabilities whatsoever incurred by the Publisher as a result of the publication of any material supplied or approved by the Advertiser.

The Publisher shall not be liable for any financial, consequential or indirect loss or damages suffered by the Advertiser as a result of any act or omission of the Publisher. The liability of the Publisher in respect of any breach

of its obligations pursuant to this contract shall be limited to an amount equal to the sum actually paid by the Advertiser to the Publisher in respect of the relevant order. Save to the extent that the same cannot by law or statute be excluded, all express or implied conditions, warranties or representations relating to the service provided by the Publisher to the Client are hereby excluded. Covers and single insertion orders are non-cancelable.

**CONTRACT ADVERTISERS:** If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, which are non-cancelable), it relinquishes any right to that series discount to which it was previously entitled and advertisements will be invoiced at the appropriate rate. While every effort will be made to meet the wishes of Advertisers regarding positioning, no guarantee can be made unless the Advertiser is paying a special position charge. Extra production work requiring artwork and/or film will be charged out at cost.

The insertion order, including these terms and conditions, and the rate card constitute all the terms of the contract between the Advertiser and the Publisher. No agent or other representative of the Publisher has the right to vary the terms of the contract in any way, except in writing, signed by the President of the Publisher. Invoices are rendered at the end of each month. Full settlement is due upon publication. Advertisers who fail to pay within this period will be liable for a surcharge of 4% interest per month for each full month overdue, and shall pay to Publisher any costs and fees, including reasonable attorneys fees, incurred by Publisher in the enforcement of this contract and in the collection of any sums due.

**READERSHIP:** The majority of our readership data is provided by an outside vendor(s). In a few instances, our internal editorial research department has produced a more detailed breakdown of our readers based entirely on industry knowledge, without the support of independent data or research. It should only be relied on as a benchmark and general guidance as to what we believe is the readership makeup.

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