817biz

Media Kit – 2027



We deliver business news differently



Unique Content Formula
Our original local content is blended and curated with top stories from various news sources.



Time-Saving Format
Everything busy leaders need to know packaged in bite-sized summaries, to stay informed while also saving time.



High Value Audience
We speak with current and future leaders and decision-makers. They are smart, ambitious and affluent.

We connect with business-minded readers in multiple ways on multiple days



Newsletter

Business owners and top executives read our newsletter to get up to speed on the day's big local business stories, and more.



Publication

Our bimonthly, glossy tabloid is distributed in both digital and printed formats.



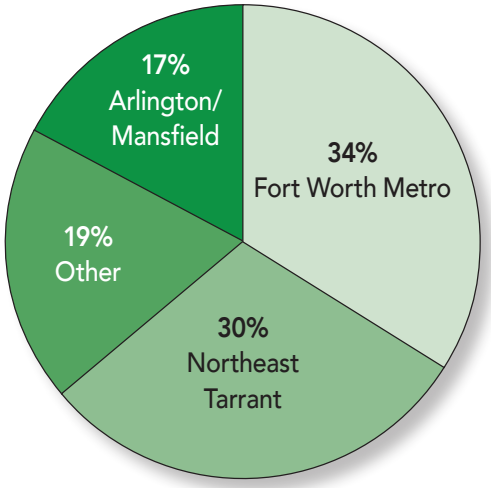
Events

817 BIZ's networking events attract a diverse crowd of business leaders in a variety of social settings.

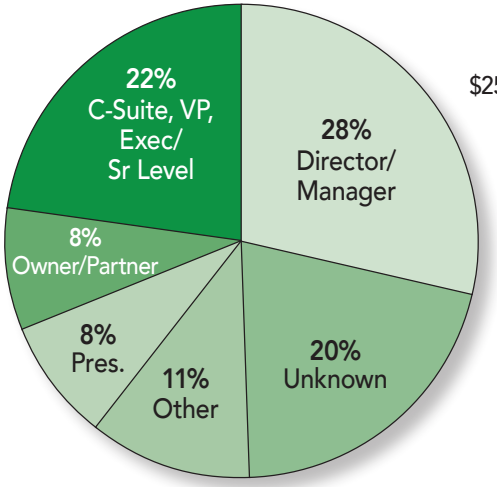
Who we speak to:

15,000+ Tarrant County business leaders and decision-makers are reached by the newsletter.

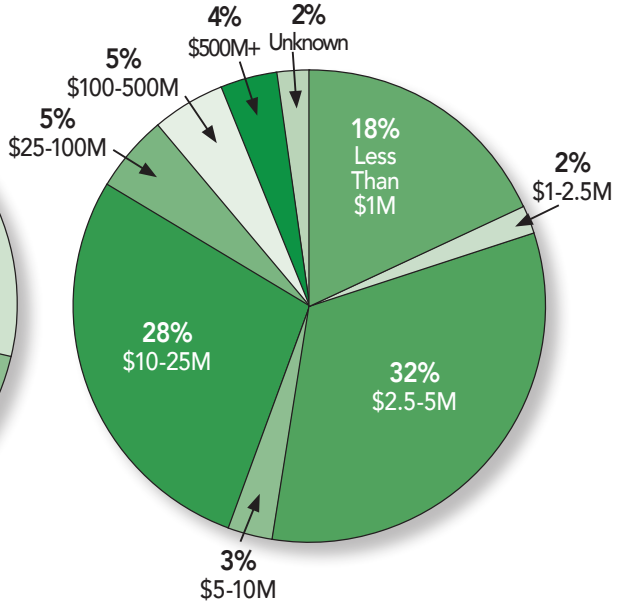
Business Location



Job Title



Annual Company Sales



Household Income

Average Household Income = $264,883
(April 2025)

Home Value

Average Home Value = $1,415,000
(Oct 2025/TAD)

Our audience:

Newsletter subscribers:	15,300
Average issue open rate:	66.9% (vs. 22.2% industry average)
Average issue click rate:	5.2% (vs. 4.6% industry average)

(*Data source: June 2026)

Digital Ad Rates

Primary Ad:

Presenting name or logo graphic at top of issue, plus 50 to 80 words of native editorial (2 links, 1 photo) for placement in top half of newsletter.

$1,500

Display Ad:

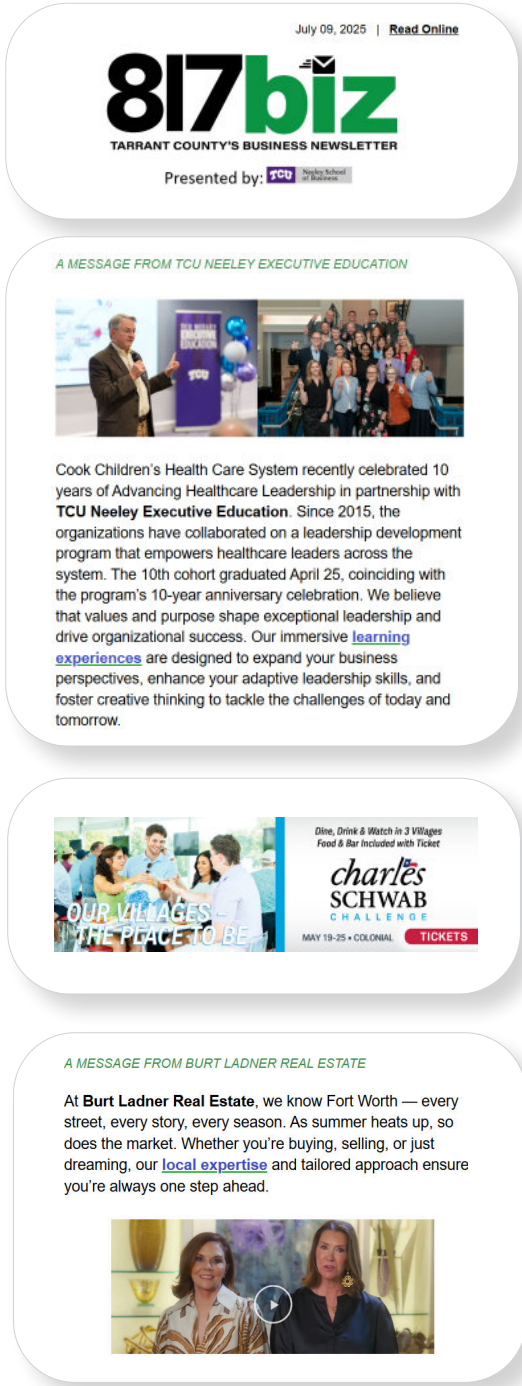
Brand-focused banner ad (600 x 190px)

$400

Mini Article:

Up to 40 words of native editorial (1 link, 1 photo) for placement in newsletter.

$950



Dedicated Marketing Email:

Send a 100% co-branded email (300 words max.) from the newsletter to our curated list of 15,000+ subscribers. Enjoy the influence, authority, and endorsement value that we create with readers.

$1,500

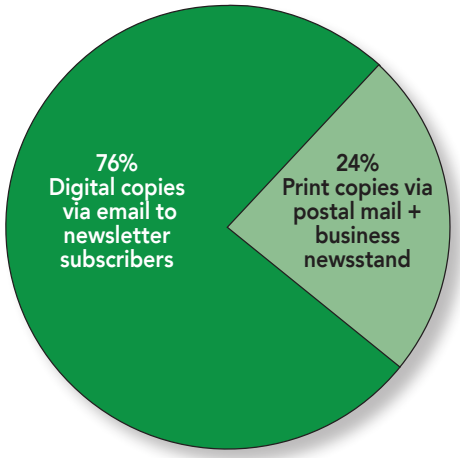


Print & Digital Publication

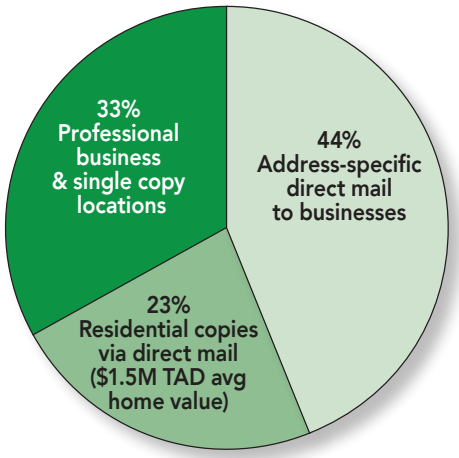
Delivered via postal mail, business newsstand and dedicated email.



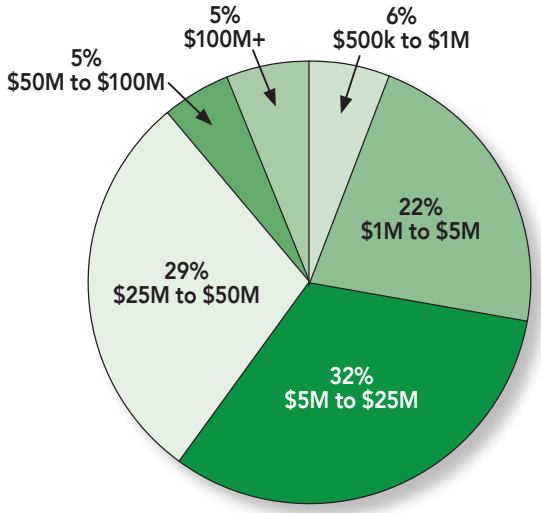
DISTRIBUTION OVERVIEW (20,300+ avg issue)



PRINT ONLY (5,000+ avg issue)



DIRECT MAIL TO BUSINESSES (Annual Sales)



Publication Rates, Deadlines, Specs & Editorial Calendar

AD RATES (net)	1x	6x	12x
Spread	$6,250	$5,625	$4,950
Back cover	$4,250	$3,750	$3,500
Page 2 or 3	$4,000	$3,600	$3,250
Full page	$3,675	$3,325	$2,950
Half page	$2,125	$1,925	$1,700
Quarter (V or H)	$1,075	$ 975	$ 875

DEADLINES	SPACE RESERVATION	AD MATERIAL DUE DATE	PUBLISH DATE
January/February	December 11	December 16	December 30
March/April	February 12	February 17	March 1
May/June	April 16	April 21	May 3
July/August	June 11	June 16	June 28
September/October	August 13	August 18	August 30
November/December	October 15	October 20	November 1

EDITORIAL CALENDAR: Throughout the year, *817 Biz* publishes expanded content and rankings on industries of high interest to readers.

ISSUE	TOPIC/LIST
January/February	Largest Accounting Firms
March/April	Colleges & Universities
May/June	Top Banks by Deposits
July/August	Largest Law Firms
September/October	MBA Programs in D-FW
November/December	Commercial Real Estate Brokerages

Publication Trim Size: 10" x 12"

Image Resolution: 300 DPI

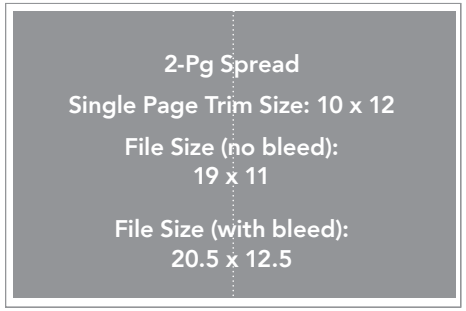
Line Screen: 150 LPI

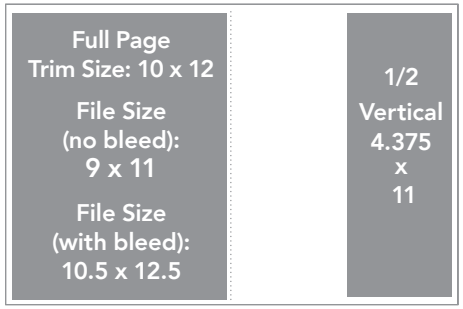
Safety: 3/8" from trim on all sides

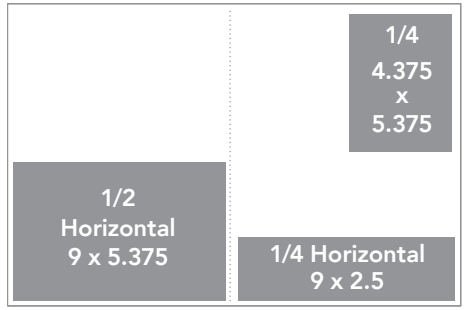
Bleed: 1/4" extra outside trim on all sides

Acceptable File Formats:

- Ads should be submitted as PDF/X-1a files with all fonts and **high-resolution** images embedded.
- Files should be prepared in a layout program such as InDesign. Type should remain vector and the fonts should be outlined or embedded.
- Color ads should be CMYK only. Ads using RGB color will be converted to CMYK and could have a color shift on printed publication. Pantone or spot colors are not used.
- Minimum photo resolution is 300 DPI







PLEASE SEND AD MATERIALS AND QUESTIONS TO:
ads@817biz.com or 817-475-2658

Why partner with 817 Biz?

Active advertisers include:

UMB
Morgan Stanley
COLONIAL
UNT Health Fort Worth
Frost
UTA
Briggs Freeman | Sotheby's International Realty
Edward Jones
First Bank Texas
Fort Worth Stock Show & Rodeo
charles SCHWAB Challenge
TCU
TCC Tarrant County College
BL Burt Ladner Residential · Ranches
All Saints' Episcopal School
Fort Worth Billiards Superstore
David Lewis Builder Luxury Residential Construction
61 Osteria
Nolan Catholic High School
Dickies Arena
American National Bank of Texas Your Bank. For Life.
First Financial Bank
Trinity Metro



"We were contacted by a buyer looking for a $1 million+ home who said they found out about us in *817 Biz*. That tells me prospective customers are not only reading the newsletter, but are also seeing our ads."

—Raleigh Green V, Realtor, Briggs Freeman



"The reader demographics of *817 Biz's* e-newsletter and companion print publication are very desirable to most clients. As a buyer of local media, I read *817 Biz* every day. It's the best of all the Fort Worth morning e-news sources."

—Britt Todd, President, Todd Company

What readers are saying:

"*817 Biz* does a really nice job curating local business news. Their team has a good eye for what's important and interesting to the business community here."

—Former Star-Telegram Managing Editor/ News

"Love the tidbits of information this newsletter provides. I always look forward to reading it in the morning before my day gets too hectic at work. Keeps me in the loop on things I would not otherwise know about."

"I look forward to it every issue. I love learning about what's going on around here. I also like the random cool things from other places! I learn things here that no one else has discovered nor reported."

"Fantastic newsletter. No babble or bias, concise and very informative. Only one that I read through the end."

"I read *817 Biz* every day… and love it. It's the best of all the Fort Worth morning e-news sources."

—Fort Worth ad agency president

"I enjoy reading *817 Biz* every issue. It is without a doubt, the most current and wide coverage business news in North Texas."

—U.S. Navy Captain (retired)