

CRAIN'S

DETROIT BUSINESS

Media Kit 2021



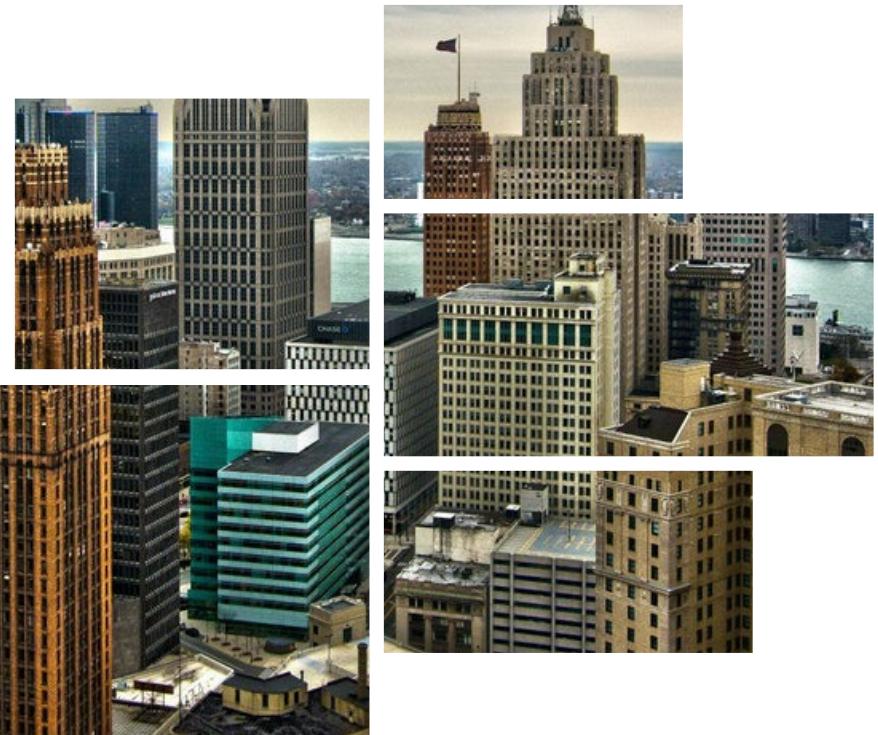
KNOW US. TRUST US.

Let us solve your business problems.

Crain's Detroit Business is a full-service communications company – connecting affluent and influential decision makers by providing insights, analysis and opinion needed to navigate Detroit's business landscape. We are constantly innovating to solve your business problems – from both inside and outside our newsroom. Our integrated approach - across print, digital, in-person event and custom content platforms - aligns powerful content with a powerful audience.

Multi-platform Opportunities

Our high-quality journalism and storytelling, coupled with our integrated capabilities – across **print, digital, podcast, video, social media and events** – enables us to reach and engage Detroit's influential business audience in a way no other media brand can.



THE FINAL WORD ON BUSINESS. THE TRUSTED VOICE.

"The business paper of record and an excellent resource for anyone doing business in Detroit, or anywhere in the Southeast Michigan region. Well regarded and trusted for quality journalism."

- READER TESTIMONIAL
SIGNET READERSHIP STUDY

REACH & ENGAGEMENT

Subscribers

Total subscribers (print + digital) **23,252k**

Print

Total print circulation **91k+**

Weekly print circulation **21,780k**

Average time spent with issue **29 min**

Average number of days readers keep an issue **60**

E-newsletters

13 email newsletters with an average open rate of **58%**

Total email newsletter reach per week is **648k**

Digital

Total paid digital subscribers **19k+**

Average monthly unique website visitors **650k+**

Average monthly web page views **2.1mil+**

Average monthly unique mobile visitors **424k+**

Visitors who access our site more than 3x per week **61%**

Total email subscribers **433k+**

Social



79K

Twitter followers



39K

Facebook followers



29K

LinkedIn followers

SOURCES: 2019 SIGNET READERSHIP STUDY, CVC AUDIT, OMNITURE, PUBLISHER'S DATA

Brand Audience

INCOME & NET WORTH

- Avg. household income..... **\$322,000**
- Avg. net worth..... **\$2 mil**
- Own home..... **88%**
- Own a second home..... **27%**

PROFESSIONAL

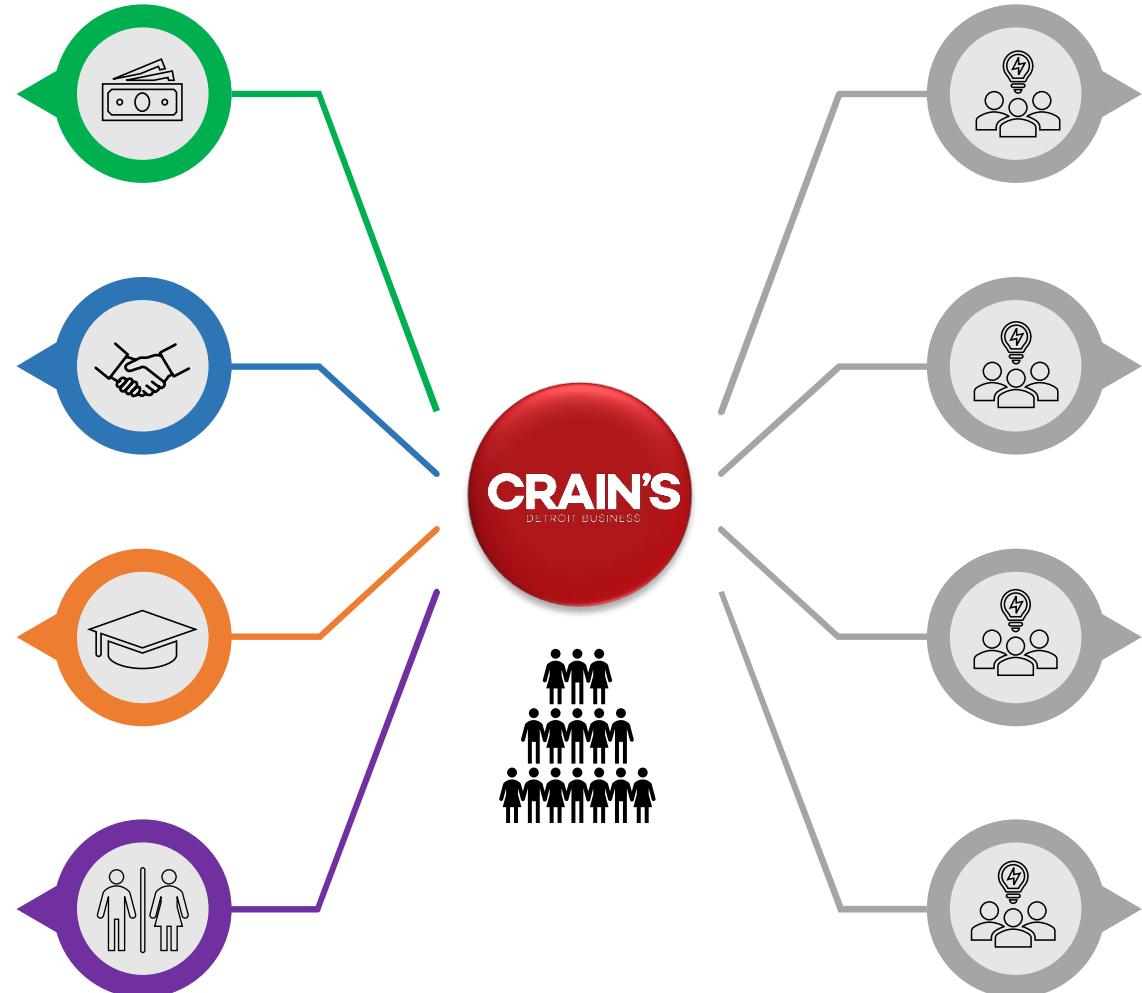
- Top or Middle management..... **88%**
- Currently serving on one or more boards..... **47%**

EDUCATION

- Attended college..... **99%**
- Graduated from a 4-year college.... **87%**
- Hold a post-grad degree..... **55%**

AGE & GENDER

- Male..... **51%**
- Female..... **49%**
- Median age..... **55**



CONSIDERABLE INFLUENCE

3x
more likely to be an opinion leader at their company

3x
more likely to be a B2B decision maker

54%
have influence in capital expenditures, leasing or purchasing decisions

36%
C-suite professionals

SOURCE: 2019 SIGNET READERSHIP STUDY/ CVC AUDIT (TOTAL AUDIENCE)

PRINT

For more than 35 years, Crain's Detroit Business has been Michigan's premier source for indispensable business reporting. We go beyond the headlines to provide context, insight and analysis that busy professionals need to make informed decisions.

PRINT

HIGHLIGHTS:

- Award-winning, in-depth beat reporting on health care, nonprofits, tech and finance, manufacturing, real estate, government, public policy and more.
- Monthly special sections highlighting small business; statewide business trends; and current topics in real estate and health care.
- Comprehensive, frequently updated lists and data, including rankings of top private and public companies; fastest-growing companies; top-paid CEOs; biggest mergers and acquisitions; and more.
- Respected, sought-after recognition programs, including 40 Under 40; 20 Under 20; Health Care Heroes; and notable professionals in multiple fields.
- Annual “cornerstone” issues including the Giving Guide to nonprofits; Newsmakers of the Year; the Book of Lists; Cool Places to Work, Mackinac Policy Conference, and others.



PRINT ADVERTISING OPPORTUNITIES

OPPORTUNITIES INCLUDE:

- Display advertising
 - High impact ads including inserts, partnership inserts, cornerstone, gatefold, half cover wrap, outsert/polybag, strip ad, band ad, belly band and dot whack
 - Premium positioning including inside front cover, inside back cover and back cover
 - Section and feature adjacencies
 - List and data adjacency
 - Sponsored content
 - Custom/native advertising



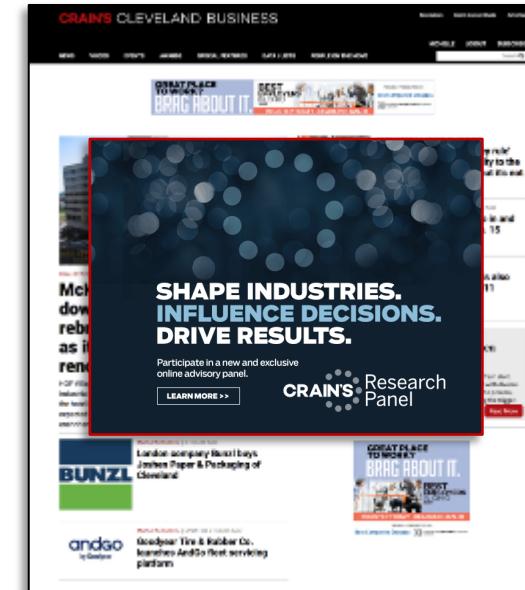
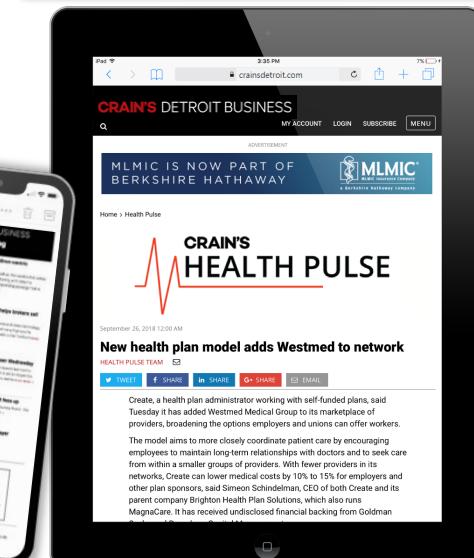
DIGITAL

Seamless integration from the print page to the home page and beyond. Crainsdetroit.com is Southeast Michigan's comprehensive destination for breaking news, data, information and the tools business influencers need to run their companies. Find industry specific news delivered directly to the subscriber's inbox's & engaging social journalism platforms that enables readers to join the conversation.

DIGITAL ADVERTISING

OPPORTUNITIES INCLUDE:

- High impact, rich media and unique ad units including homepage takeover, super leaderboard, center stage, interstitial, text with image and special report takeover.
- Advertising for key verticals based on behavioral targeting
- Sponsored Content & Dayparting
- Custom story-telling messaging units & native advertising
- Custom e-book publications
- Webcasts
- In stream video advertising



SUPER LEADERBOARD

INTERSTITIAL

CENTER STAGE

STANDARD POSITION

STANDARD POSITION

SIGN UP FOR NEWSLETTERS

Breaking News - Delivered as it happens
 Daily Alert - Delivered by 8pm, M-F
 Morning 10 - Delivered by 8am, M-F
 Editor's Picks - Delivered Sat
 Real Estate Daily - Delivered by 2pm, M-F
 Health Pulse - Delivered by 8am, M-F
 Crain's Events Calendar
 People on the Move - Delivered Fri
 Small-Business Toolbox - Delivered Th

EMAIL ADDRESS

EMAIL NEWSLETTERS

CRAIN'S MICHIGAN MORNING

A morning roundup of news from around Michigan.
Delivered 7 a.m. Monday to Friday.

CRAIN'S AFTERNOON REPORT

A daily summary of breaking and relevant stories.
Delivered 3 p.m. Monday to Friday.

CRAIN'S BREAKING NEWS ALERTS

News delivered to your email as it happens.

CRAIN'S SATURDAY EXTRA

A review of the best original Crain's reporting of the week, with a look at the week ahead.

CRAIN'S PEOPLE ON THE MOVE

A weekly compilation of job changes and board appointments.

CRAIN'S HEALTH CARE EXTRA

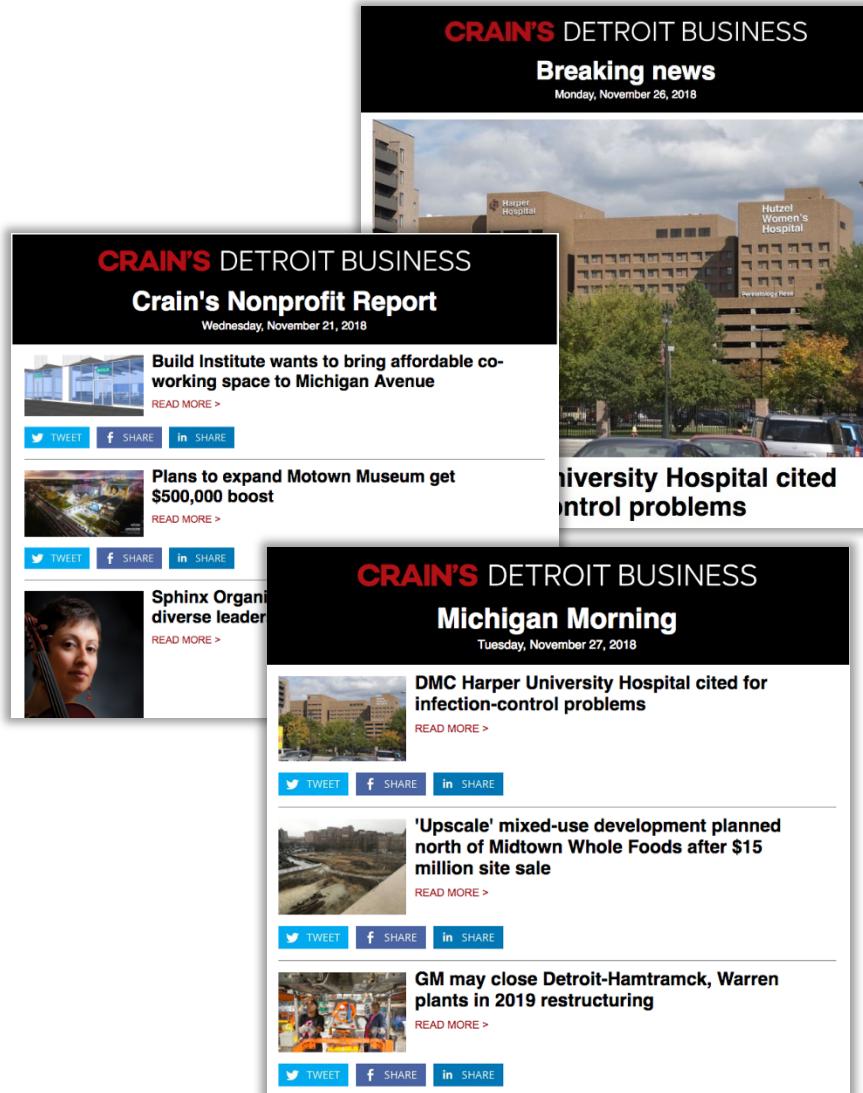
A weekly report on the health industry in Southeast Michigan. Delivered Mondays.

CRAIN'S REAL ESTATE REPORT

A weekly report of real estate news. Delivered on Tuesdays

CRAIN'S NONPROFIT REPORT

A weekly summary of nonprofit news and developments. Delivered Thursdays.



The image displays three examples of Crain's Detroit Business email newsletters. Each newsletter has a black header with the Crain's logo and the title. The first newsletter is titled "Breaking news" (Monday, November 26, 2018) and shows a photo of a hospital building. The second is titled "Crain's Nonprofit Report" (Wednesday, November 21, 2018) and shows a photo of a building under construction. The third is titled "Michigan Morning" (Tuesday, November 27, 2018) and shows a photo of a city street. Each newsletter includes several news items with "READ MORE" links and social sharing buttons for Twitter, Facebook, and LinkedIn.

CRAIN'S DETROIT RISING

A weekly digest of all the important news about Detroit – real estate developments, philanthropic investments, local “doers” making things happen, social entrepreneurs, startups and “been up” companies with promise. Delivered Wednesdays.

CRAIN'S MANUFACTURING REPORT

Southeast Michigan's weekly newsletter on the manufacturing industry. Delivered Fridays.

CRAIN'S SPECIAL REPORT

Weekly email bringing Crain's readers special editorial features and reports, including 40 Under 40 and other award programs.

CRAIN'S EARLY ACCESS*

Monday's news on Sunday: digital access to the weekly print edition. Delivered on Sundays.

CRAIN'S THE WAY FORWARD: COMING BACK FROM CORONAVIRUS

This Crain's Detroit Business newsletter will feature up-to-date information on Michigan's re-emergence from the COVID-19 crisis as the state's economy re-opens and we navigate the “new normal.” We'll cover all aspects of the recovery, including public health updates; the latest government guidance; and the ongoing impact on businesses, health care, education and much more.

EVENTS

Crain's produces celebratory and industry focused events both virtual and on location.

2021 EVENT CALENDAR

SECRETS OF THE BEST-MANAGED NONPROFITS WEBINAR

SECRETS OF THE BEST-MANAGED NONPROFITS

Michigan nonprofits pivoted, collaborated and innovated to keep their operations and, most importantly, their missions on track in 2020. This virtual event will highlight their best practices while looking at what's ahead for the industry in 2021.

Date: January 2021

CRAIN'S NEWSMAKER OF THE YEAR WEBCAST SERIES

CRAIN'S NEWSMAKER OF THE YEAR AWARDS

Crain's Detroit Business in this 4-part series recognizes the year's Newsmakers — leaders who made headlines, for good or for ill, and made a difference in metro Detroit and Michigan.

Date: February 2021

CRAIN'S REAL ESTATE NEXT WEBCAST SERIES

CRAIN'S REAL ESTATE NEXT SERIES

Crain's 2021 Real Estate NEXT webcast series will bring together leaders in the Michigan commercial and residential real estate industry to talk about trends, based on specific geographic areas. Content will be localized and timely.

Date: February, April, September, November 2021

CRAIN'S 2020 BIGGEST DEALS

M&A: LESSON'S FROM THE BIGGEST DEALS OF 2020

Despite the pandemic slowing M&A activity, Michigan saw some interesting movement throughout 2020 with a pickup towards the end of the year. Experts expect a wave of activity to be on the horizon for 2021. From bank activity to reverse mergers to what lies ahead, we will dive into what happened with the biggest deals in a year like no other.

Date: March 2021

CRAIN'S | MAY DAYS OF GIVING

CRAIN'S MAY DAYS OF GIVING

To coincide with the publication of Crain's annual Giving Guide, this virtual fundraising campaign gives nonprofits an opportunity to tell their stories and receive much-needed donations to support their missions.

Date: March 2021

20 IN THEIR TWENTIES CRAIN'S DETROIT BUSINESS

CRAIN'S CELEBRATION OF 20 IN THEIR 20S

For more than a decade Crain's has honored up-and-coming leaders in the Michigan business community; this event celebrates their achievements.

Date: May 2021

CRAIN'S 2021 HEALTH CARE HEROES

CRAIN'S HEALTH CARE HEROES

A closer look at the stories behind the heroes of the health care industry – from doctors and nurses to administrators and other in the field.

Date: May 2021

CRAIN'S 2021 FAMILY OWNED BUSINESSES WEBCAST SERIES

CRAIN'S FAMILY-OWNED

More than 85 percent of businesses in the country are family-owned. This event brings together family business owners to share best practices and network with peers.

Date: June 2021

MORE DETAILS: CRAINSDETROIT.COM/CRAINS-EVENTS

2021 EVENT CALENDAR

CRAIN'S HR SUMMIT

CRAIN'S 2021 MOST INFLUENTIAL WOMEN

CRAIN'S 2021 COOL PLACES TO WORK

DETROIT HOMECOMING

CRAIN'S HR SUMMIT

Trade ideas with your peers and learn best practices from industry experts in this weeklong virtual summit. Best practices from industry leaders. Who's being honored as Crain's 2020 Excellence in HR Award winners

Date: June 2021

CRAIN'S MOST INFLUENTIAL WOMEN

Every 5 years, Crain's celebrates 100 women in leadership roles across the state with stories that highlight their accomplishments. Celebrate these women and learn from their achievements.

Date: August 2021

CRAIN'S COOL PLACES TO WORK CELEBRATION

Celebrate the companies that ranked among the coolest in Michigan this year and learn what factors led them to the top of the list. In this issue, we profile the 100 Coolest Places to Work in Michigan – as determined, in part, by a companywide survey of the workplaces' employees.

Date: August 2021

DETROIT HOMECOMING

Detroit Homecoming reconnects Detroit expats with their hometown by providing news, events, and opportunities to live, work, or invest in Detroit.

Date: September 2021

CRAIN'S HEALTH CARE LEADERSHIP SUMMIT



CRAIN'S HEALTH CARE LEADERSHIP

Crain's Health Care Leadership Summit provides attendees with the opportunity to learn about the latest innovative health care strategies. Join local business leaders and health care providers to examine the everchanging landscape of the industry, plus make professional contacts to help navigate these changes.

Date: October 2021

CRAIN'S CELEBRATION OF 40 UNDER 40

A celebration to honor metro Detroit's best and brightest professionals who are scaling businesses to new heights, making decisions that put their organizations on the map and producing a stream of impactful work.

Date: November 2021

MORE DETAILS: CRAINSDETROIT.COM/CRAINS-EVENTS



CRAIN'S CONTENT STUDIO

DETROIT

Crain's Content Studio is the marketing storytelling arm of Crain's Detroit Business. We tell our clients' stories through written words, shareable digital content, webcasts and live events.

Virtual Roundtable Participants

Top row, left to right: Samuel L. Stanley Jr., MD, President, Michigan State University; Darius Adamczyk, Chairman and CEO, Honeywell; Nicole Sherard-Freeman, Executive Director of Workforce Development, City of Detroit; Tina Freese Decker, President and CEO Spectrum Health; Terry Grimm, Senior Scientist and CEO, Niowave; Linda Hubbard, President and COO, Carhartt



INSIDE: How MSU students, faculty have supported Michigan during the pandemic. PAGE 6

ORGANIZATIONS FEATURED: BRILLIANT DETROIT, EASTERN MARKET AND ENCORE CATERING | CARE OF SOUTHERN MICHIGAN | CENTRAL CITY INTEGRATED HEALTH | CHALDEAN COMMUNITY FOUNDATION | THE CHILDREN'S CENTER | C.S. MOTTE CHILDREN'S HOSPITAL AND VON VOIGTLANDER WOMEN'S HOSPITAL | FORGOTTEN HARVEST | LEADERS ADVANCING AND HELPING COMMUNITIES | LOVE FOR A CHILD | OAKLAND FAMILY SERVICES

GIVING HOPE

Challenges confronting children and their families don't pause during a global health crisis, so critical services they depend on can't take a break, either. Here's how THE CHILDREN'S FOUNDATION built a safety net to help.



CARING FOR KIDS

Advocating for the health and wellness of children and families



Margaret Trimmer, Vice President of Strategic Partnerships, Delta Dental of Michigan, Ohio, and Indiana



Debra Burns Where do you see Delta Dental's efforts in Michigan and beyond in the future?
Debra Burns I think we're going to continue to expand our services. We've got a great product. It's a great value. It's a great service. And it's an all-out space.

Larry Burns: You recently became a trustee of the Jamie Daniels Foundation board.

Trimmer: Our purpose remains building healthy, smart, vibrant communities.

Larry Burns: Please give us an overview of the Midnight Golf Program.

What are your thoughts about joining that board? Margaret Trimmer: I'm truly honored and while I may and we are able to do that by setting dental benefit plans, taking care of our contractors and growing. Michiganers is Ronne Fluker: Midlothian Golf started nearly 20 years ago. When I started the program, we had only 17 take them as 12th graders. They would get golf lessons, learn life skills, prepare for college and get help fitting

It's been a year of challenges, but certainly didn't take long to feel like a fixer in the member group. From a corporate perspective, the dental

profession has to care about substance use disorder. We have to be part of the solution because over the years, dental money has gone to our customers this year, because we know the year has been tough. We've given premium relief over Zoom because of the pandemic. That was very hard because you can only have so many kids at one time. We also, might God needs a bit. It might be with First Test. We're here all over and our offices are in separate buildings. We're at a

practitioners have prescribed opioids for procedures like wisdom tooth extractions.

Burns: You're involved in oral and dental health issues. We gave every practicing dentist in our three states—whether or not they participate with us—information about how to prevent prescription opioid abuse. We've had great success with that. We've taken 200 students from 53 different high schools.

Burns: Can you tell us about your kids who go on vacation?

McGinnis: They're usually centralized locations.

If someone can help, they can go on our website at midgivorthow.com/.

many community-based organizations. Can you share the highlights of some of those?

Dental Dental—a \$1,000 credit to help with supplies and PPE. In 2021, we're turning our attention to economic support for small business.

Hakim We follow our kids. I call them my children. We have three college success stories.

Shawn We've been working with the local school districts and contact me directly at (248) 566-0126. Our office is (248) 592-9438.

To learn more about our work, visit www.ewm.org.

Trimmer: Through our pillars of investment of Data, Design, we build healthy, smart, vibrant communities. We have a commitment to our students to make sure we invest in underserved communities. We will be inclusive in that space.

Truman: We're working with venture capital fund of Gardner, Perkins & Co., to economic development and overall health," Sauer" refers to education and workforce development and "Sauer" in economic development are you excited about?

and making sure that our communities are places where our customers can succeed. The Detroit Riverfront Lightship Capital. Their investments are very much focused on underrepresented entrepreneurs. Wrap some Mortgage to classic and their initiative to break down the digital divide in Detroit.

Conservancy is an organization that is dear to me personally and to our company. We invested to support entrepreneurial bootcamps and angel investor projects for this sector of the economy and help provide Howard, came back to Wayne State and got a medical degree. Now she has a doctorate in nursing. I went our college students and we're trying to get everybody a laptop and access to the internet. We also have 60

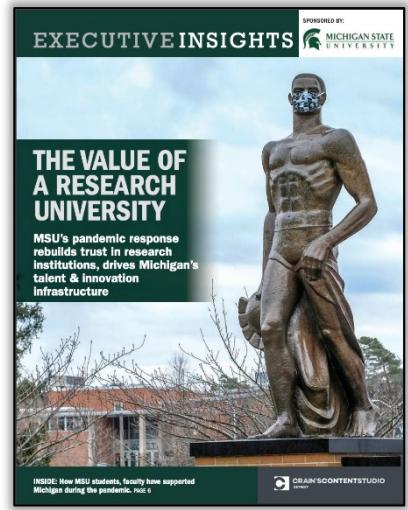
\$5 million in the West Riverfront. That development will open in 2022. We're looking at the Delta Dental with them with the tools for prosperity. It's not just about profit. It's not just about charity. We want to focus on giving back to our community.

Last year we had a big Christmas party with 800 past and present students, mentors. We give them laptops to Zoom with the kids. Two of our mentees don't have the internet. They

Play Garden as a place where we can engage the on community health and community wealth. You see these kids networking and talking about what can't do zoom unless they have internet service.

Children's Foundation

CONTENT STUDIO CAPABILITIES



Executive Roundtables

Position your organization as a thought leader in your sector with an invitation-only, executive roundtable on a topic of your choosing. Our connections help ensure your wish-list participants are seated around the discussion table (virtual or in-person). We take care of it all—invitations, planning, moderation and photography—and capture it all in an 8-page, magazine-style publication in print and digital formats.

From bust to boom: Talent attraction and retention in the era of COVID-19

A Thought Leadership Forum

Kerry Reed, Ph.D.

TWEET SHARE IN SHARE EMAIL



Six months ago, business leaders were struggling to find enough talent to support their record-setting business growth. Then almost overnight, COVID-19 caused a seismic shift. In a matter of days, many organizations shifted their focus away from talent acquisition, instead implementing hiring freezes, furloughs and layoffs.

Many organizations are now faced with figuring out which employees to retain and how to keep them engaged while these employees are facing very real concerns for their health, work-family arrangements and financial security. Fortunately, HR leaders have access to data that can help them determine who—and how—to hire and retain.

How to make talent decisions

To make rapid talent decisions, consider operational workforce data, including 360 feedback on leaders. If your organization conducts most of its work digitally, you can learn about relationships and productivity thanks to "digital exhaust" mapping software. These tools provide ongoing streams of data that highlight centers of productivity, burn-out risk, ineffective management and protected-class exclusion risk.

In addition, observational data is crucial. Most likely the past few months have been telling, showing who rose to the occasion and who didn't, who proactively communicated and who didn't, and who handled the pressure and who didn't. These behaviors are a good predictor of success in the ongoing environment of the unexpected—or what some call the new era of the "never normal."

OUTLOOK 2021

SPONSORED BY BANK OF AMERICA

BEGINNING THE 'LONG CLIMB' TOWARD ECONOMIC AND SOCIAL STABILITY

Detroit-area leaders forecast how the big issues of 2020 — Covid and corporate community engagement and inclusion — will shape the year to come.

BY ANNE KLEIN | PHOTOS COURTESY OF BANK OF AMERICA

No. 2

Where ideas, hard work are rewarded and doors are open

GUIDE TO STRATEGIC GIVING

HEALTHRISE

SUPPORTED CONTENT MBA PLUS | 2020

Guide to Executive Education in Michigan

Wayne State University

PUBLIC

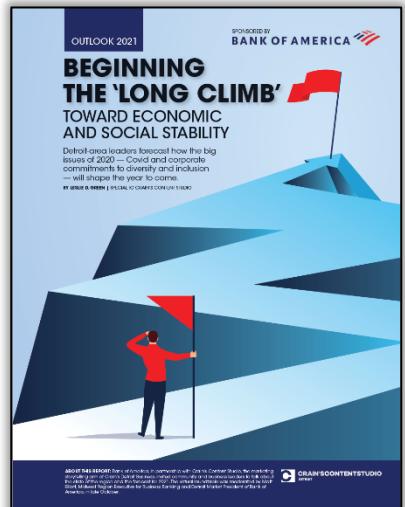
Mike Ilitch School of Business

Main campus: Detroit, Michigan
Website: gradbusiness.wayne.edu
Email: gradbusiness@wayne.edu

ALL PREV NEXT

Thought Leadership Forum

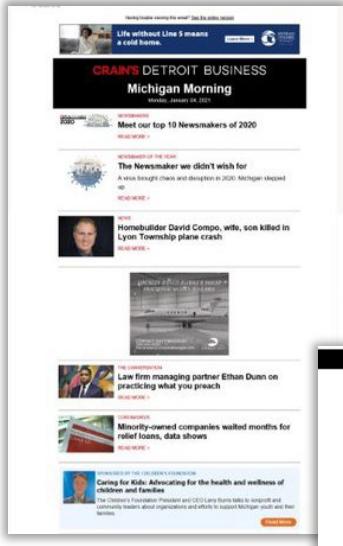
A monthly feature on a wide range of topics, including HR, healthcare, D&I, M&A, law and cybersecurity. A prime opportunity to showcase your expertise and speak to the Southeast Michigan community about current events, trends and hot issues. This is a fully-integrated forum incorporating an ad with your expert's narrative and photo, distributed in print and digital formats.



Special Projects

- Giving Guide. Nonprofits can elevate their voice and tell their story in two-page spreads, online, in a virtual roundtable and digital and print ads.
- MBA Plus Guide. MBA and executive education program points of pride and key metrics, in print and online.
- Cool Places to Work. The 100 coolest workplaces can promote their achievement in print and digital ads or content produced by us: a 1-minute video, photo essay or in-depth narrative story.

CONTENT STUDIO CAPABILITIES



Native ad units

An editorial-like approach to drive traffic to sponsored digital content on Crain's site or to a client's website. Native ad units are comprised of a headline, image and teaser copy and appear on Crain's newsletters or Crain's home page.



Digital content hub

A digital hub that allows clients to have exclusivity and dedication to one key topic. Content hub can also include advertiser supplied articles, videos, podcasts and more. Hub is supported by a digital plan.



CRAIN'S DETROIT BUSINESS

THIS WEEK NEWS & DATA AWARDS SPECIAL FEATURES VOICES EVENTS CONTENT STUDIO MORE + SUBSCRIBE LOGOUT

Home > Sponsored Content

SPONSORED BY MICHIGAN ECONOMIC DEVELOPMENT CORPORATION (MEDC)

In Michigan, women support women in the startup ecosystem

Crain's Content Studio

TWEET SHARE IN SHARE EMAIL REPRINTS PRINT

Women and VC

Is Michigan, 71 startups received over \$21.5 million from venture capital firms in 2019. Of that, \$50 million was invested in startup companies led by a team of an underrepresented group. \$20.4 million invested in female-led startups.

MICHIGAN ECONOMIC CRAIN'SCONTENTSTUDIO

Custom webcasts

A custom virtual event fully produced by Crain's, giving panelists the opportunity to generate leads, foster dialogue with potential partners and demonstrate their thought-leadership and expertise in a live or pre-recorded webcast. Each custom webcast includes promotion leading up to event.

FROM INNOVATION TO SOLUTIONS
BUILDING STRATEGIC PARTNERSHIPS IN AN EXCITING DIGITAL HEALTH LANDSCAPE

Section 1
Digital health's pursuit of providers and pharma

KEY TAKEAWAY: The health care sector should tackle fragmentation by cooperating with digital health companies through carefully crafted partnerships.

"It's a very small window to collect and analyze data, refine your technology, generate shared savings, and prove outcomes before you go belly up."

Brett Friedman, Ropes & Gray

DIGITAL TECH ROADBLOCKS

Most tech can't be levered now without significant investment in infrastructure, and many don't have a clear path to monetization. For one product to work, it needs to be adopted across multiple platforms and sectors. In addition, the industry has not always been praised for its transparency, and many believe that the lack of disclosure will result in a loss of public trust. Health providers make up the bulk of the market, so accessibility is necessary.

Providers are not inclined to adopt new technologies unless they see a clear benefit. This means that a lack of a clear value proposition can be a major barrier to adoption. In addition, the industry has not always been praised for its transparency, and many believe that the lack of disclosure will result in a loss of public trust. Health providers make up the bulk of the market, so accessibility is necessary.

Most important qualities in a digital health product or service

23%	Effectiveness
21%	Meeting all regulatory and compliance requirements
20%	Consistency with data security and privacy standards

and get money continues to pour into digital health startups. With venture-backed digital health startups raising an average of \$1.1 million in 2019, 23% over 2018, according to CB Insights. This raise statistic only encompasses the number of digital health startups raising partnerships.

Custom research

Crain's Content Studio works with advertisers to craft custom research studies: with surveys deployed to the Crain's Detroit audience. Research is often paired with written content, whitepapers and/or events.

CONTENT STUDIO CASE STUDIES

Burns & Wilcox Solutions Intel Experts Our Difference Careers Make a Payment US site

General Contractor Fined \$25,000 for Sewage Spill

Eye on 2021: Specialty Insurance Overview

This webinar includes a high-level overview of market conditions and expert insight on Personal Insurance Professional Liability Commercial Insurance Casualty...

01.31.21 01.08.21

POWERING A CLIENT'S CONTENT PORTAL
H.W. Kaufman Group is a Detroit-based global network of insurance brokers and agents. Recognizing that almost all breaking news has an insurance or "risk" component to it, the company approached Crain Content Studio to help tell those stories. Since early 2018, our team of writers and editors has provided weekly content for Kaufman's news portal at burnsandwilcox.com/intel.

GIVING HOPE

Challenges confronting children and their families don't pause during a pandemic, so critical services they depend on must take on new challenges. Learn how THE CHILDREN'S FOUNDATION built a safety net to help.

Do more with more: How one foundation uses partnerships to thrive

When Matt Friedman became chairman of the board for The Children's Foundation in 2014, he approached the position with a "do more with more" attitude.

White "do more with less" was a popular post-Recession catchphrase, Friedman set out to help more kids in more ways with more money and effort. He is proud of the progress the foundation has made to impact children in Michigan.

EXPAND REACH AND ELEVATE MESSAGING
We help position The Children's Foundation as a leader and advocate for healthy children and families statewide while promoting the CEO's monthly "Caring for Kids" radio show and extend its reach, through monthly promotion and recap of radio program in print, digital, native advertising and social media. We also produced two content series—one narrative and one video—to highlight grant recipients' stories and The Foundation's impact.

How to connect with purchasers to grow your business

Today's Presenters

How to CONNECT WITH PURCHASERS TO GROW YOUR BUSINESS

NOON - 1PM - Wednesday, Aug. 28
Featuring live Q&A with panelists
Register today at crainsdetroit.com/purchasingwebinar

PANELISTS INCLUDE:

- THE BUYERS: Kara Drost, Cherry Capital
- THE SUPPLER: Jeff Simsek, R&O Engineering & R&O Aerospace
- THE MATCHMAKER: John Golembi, Detroit Engineered Products (DEP)
- Panelists from Pure Michigan Business Connect

PROMOTE MICHIGAN BUSINESS SERVICES
Michigan Economic Development Corporation's goal was to increase awareness of state-sponsored business development services and generate leads for future in-person business matchmaking events. We helped them achieve this with a series of 5 webinars featuring state business development experts and business executives who have successfully used state services; webinar content was recapped in sponsored stories on crainsdetroit.com.

SUPPORTED BY MICHIGAN STATE UNIVERSITY

The value of a research university

MSU's pandemic response rebuilds trust in research institutions, drives Michigan's talent & innovation infrastructure

Virtual Roundtable Participants

Top row, left to right: Samuel L. Stanley Jr., MD, President, Michigan State University Honeywell; Nicole Sherod-Freeman, Executive Director of Workforce Development CEO, Spectrum Health System; Terry Grimm, Senior Scientist and CEO, Novartis; Dr. Glenn Stevens, Executive Director, MICHauts

Bottom row, left to right: Dr. Jonieh S. Khalid, Chief Medical Executive, State of America and International Operations, GM International; Chad Manger, Founder and Healthcare Operations and COO, Henry Ford Health System; Elissa Sletkin, U.S. Rep. Glenn Stevens, Executive Director, MICHauts

• MSU received emergency use authorization from the FDA in July for its vaporized hydrogen peroxide (VHP) technology to decontaminate N95 masks for health care workers. Previously MSU pioneered a process to decontaminate masks in minutes.

• In April, MSU processor air separation plant (Air Purify) led the development of the National Convalescent Plasma Project, a website containing a registry of people who could potentially provide serum for convalescent plasma researchers and tools to connect them to investigators.

HIGHER EDUCATION LEADERSHIP ROUNDTABLE
Michigan State University President Stanley met with government officials, health care and other business leaders to talk about MSU's value as a research institution. Former Crain's Group Publisher Mary Kramer moderated the virtual conversation, which was recapped in an 8-page report in print and online and promoted via native ads and social media.

WEBCASTS

Crain's webcasts bring together Michigan's top thought leaders, influencers and rising stars for stimulating discussions and high-class celebrations.

WEBCAST OPPORTUNITY

If your live event strategy needs to pivot or you need to increase engagement with your audience, Crain's Content Studio can ensure business continuity with virtual event opportunities.

Crain's Content Studio makes it easy to reach your target stakeholders through relevant and timely custom webcasts. Generate leads, foster dialogue with potential partners and demonstrate your thought-leadership on a topic of your choice. Inform your audience with a live, online webcast.

Crain's Content Studio will help you:

- Identify potential virtual event topics and content
- Source speaker talent to participate
- Promote your virtual event to targeted audiences through email invites, social media posts, and digital and print advertising
- Host the virtual event and manage audience polls, live Q&A and other engagement tools



*All ads are non-cancelable

WEBCAST SPONSORSHIP

At Crain's, sponsors have direct access to Detroit's business leaders and decision-makers. From branding to thought-leadership, networking or product distribution, Crain's delivers on a wide variety of sponsorship goals. We work one-on-one with our sponsors to fully integrate them into our events in ways that not only benefits your brand but our in-demand audience as well.

Marketing & Promotion

- A minimum of two email promotions to Crain's list of contacts
- Sponsored social posts on LinkedIn and Facebook
- ROS digital ads on www.crainsdetroit.com for four weeks (40,000 impressions total)

Program Management

- Full registration process managed by Crain's Content Studio including registration page setup and design and registrant and attendee reporting
- A member of Crain's Content Studio will also moderate the webcast and facilitate the live Q&A

Visibility & Branding

- Client logo on webcast landing page
- Client logo on all webcast promotional material including emails, registration page and print ads
- Client 'call to action' featured prominently during webcast

Post Event

- Full registrant and attendee list
- Detailed report on audience engagement

CRAIN'S DETROIT BUSINESS

THIS WEEK NEWS & DATA AWARDS SPECIAL FEATURES VOICES EVENTS CONTENT STUDIO MORE +

SUBSCRIBE LOGOUT

Search

Home > Sponsored Content

SPONSORED BY MICHIGAN ECONOMIC DEVELOPMENT CORPORATION (MEDC) [1](#)

October 12, 2020 12:00 AM

In Michigan, women support women in the startup ecosystem

Crain's Content Studio

[TWEET](#) [SHARE](#) [SHARE](#) [EMAIL](#) [REPRINTS](#) [PRINT](#)

EMAIL ADDRESS SUBMIT

I'm not a robot reCAPTCHA Privacy - Terms

WEBCAST AUDIENCE

Involved in purchase/lease decision making

80%

Male

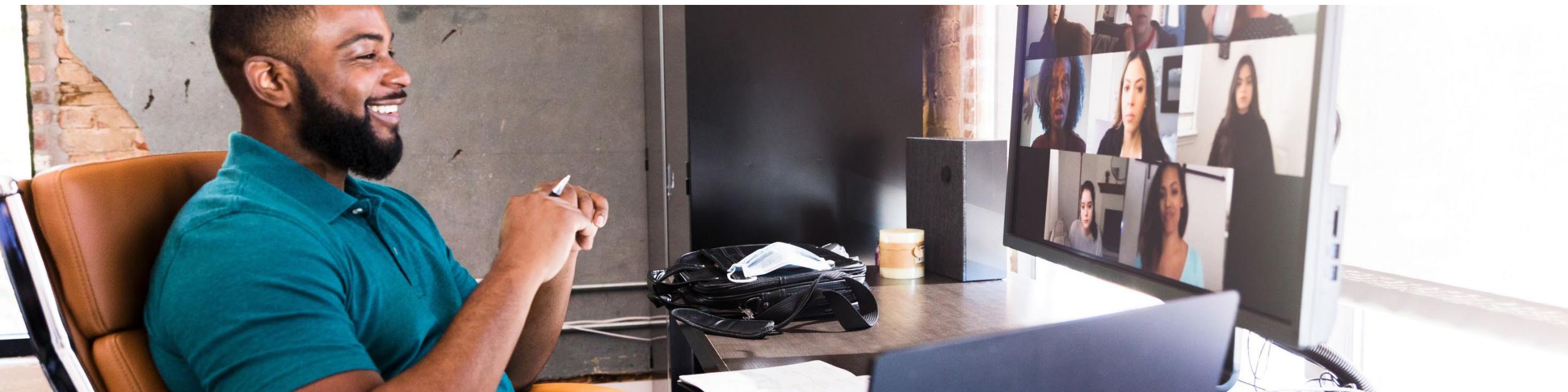
56%

Female

44%

Mean age

55



Taken-action after interacting with *Crain's*

96%

Would attend a *Crain's* events again

96%

Hours of engagement in the last 6 months

5,000+

Sources: Signet Readership Study | Post-Event Surveys