

# Invest:



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## Media Kit



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## About *Invest*:

*Invest*: is a series of the **most comprehensive** annual business publications available. These **in-depth economic reviews** are what **investors, entrepreneurs** and **business people** rely on to understand the key issues facing the region. The 200+ page reports feature **in-house** analysis, supporting data and stats, alongside **exclusive insights** from prominent industry leaders. Over the course of a **6-8 month research period**, our teams speak with over **250 top leaders** and **executives** from across key economic sectors.

- Arts, Culture & Entertainment
- Banking & Financial Services
- City and County Spotlights
- Education
- Fintech
- Healthcare
- Real Estate & Construction
- Sports
- Technology & Innovation
- Tourism & Hospitality
- Trade & Logistics
- Transportation

The **global readership of 900,000** comes from over **52 countries**. **70% of our readers hold C-level positions**, and many of these businesses are either based in these markets or looking to enter market.

“Abby, Good luck with your publication!”

Rick **Scott** – Governor, *State of Florida*

“The great thing about *Invest: Miami* is that you have good representation from a variety of sectors – all of which have a big impact on Miami, its economy and the quality of life.”

Wayne **Brackin** – Executive Vice-President and Chief Operating Officer, *Baptist Health South Florida*

“Congratulations on your continued success at *Invest Miami* – truly remarkable!”

Steve **Nivet** – Area President – South Florida, *Regions Bank*

“I have to be honest in saying that it is nearly 3:00 a.m. because I just read the entire *Invest*: magazine cover to covers which started as leisure for personal knowledge but turned very quickly into a useful research opportunity for my clients. I’m incredibly impressed with the thoroughness of the content and clean professionalism portrayed throughout!”

Jamie Rose **Maniscalco** – Founder & CEO, *Rose Relations*

“This is terrific! The book encompasses so many sectors in one place. I like the summary and presentation” It does a great job of delivering the information and gives you the ability to wrap your mind around the entire market ”

Wael **Barsoum** – President, *Cleveland Clinic Florida*

“It’s phenomenal I I’m thoroughly impressed.”

Joe **Gentry** – VP Sales South, *The Coca-Cola Company- Florida*

“*Invest: Miami* is a key annual publication that offers insights into local business developments from the leaders amongst South Florida’s top industries. ”

Gerard **Greenspoon** – Co-Founder and Co-Managing Director, *Greenspoon Marder*

“It’s awesome that you’re doing this. It looks great, and I want to both participate in it and use it as a reader.”

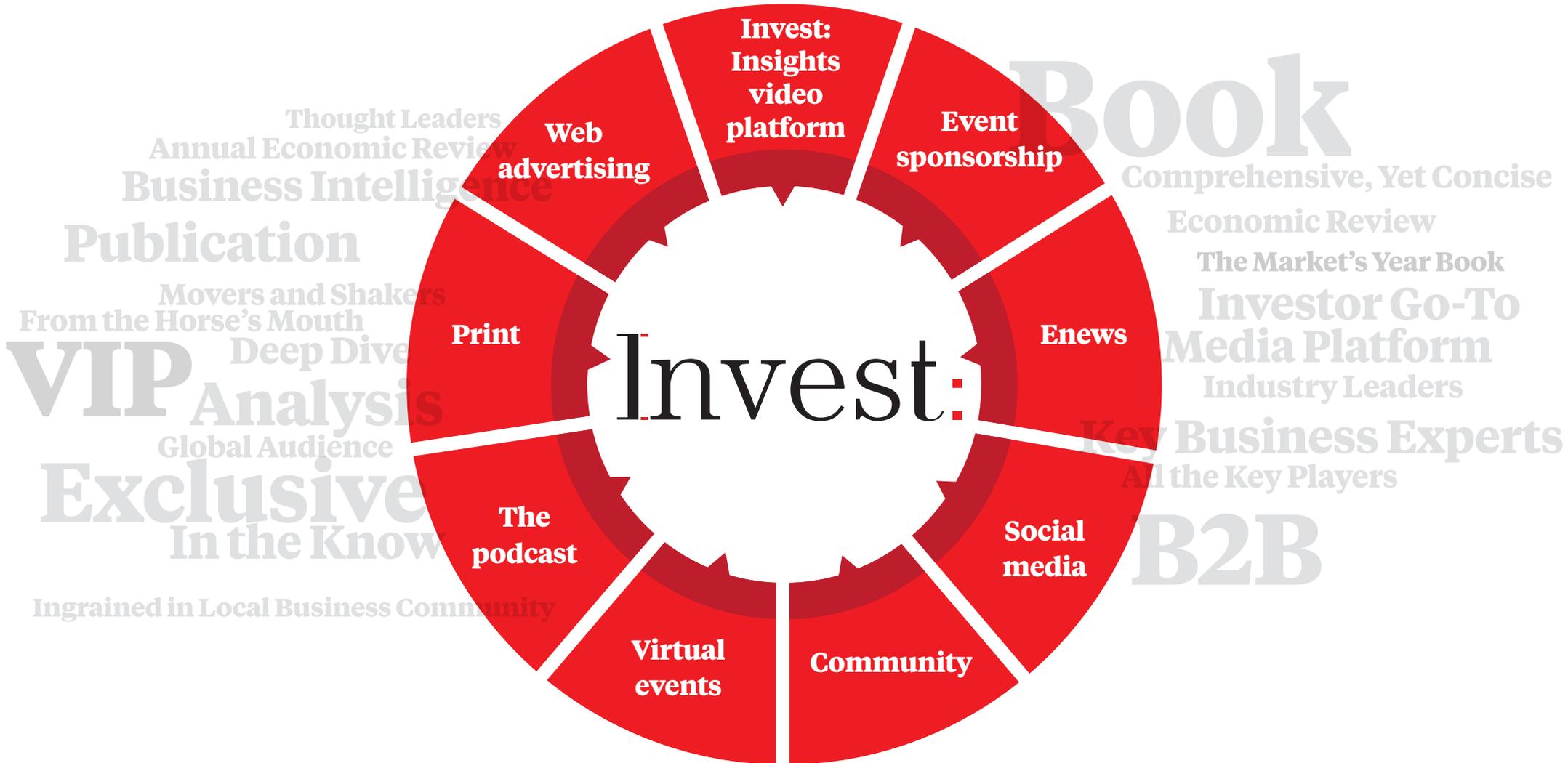
Matthew **Caldwell** – President & CEO, *Florida Panthers*

“This is a really high-quality publication. I don’t think anybody else does anything like this in Miami. It’s good stuff.”

Jorge **Gonzalez** – CEO, *City National Bank*

## Integrated Media Platform:

Capital Analytics is an **integrated media platform**, combining various platforms to ensure our advertisers enjoy maximum visibility. Our company's focus is to bring the highest level and quality of exposure to our commercial partners through a variety of ways. Realizing each company's needs are unique, we tailor our sponsorship packages to coincide with the goals and ambitions of the institutions we work with.



## Distribution and Readership:

### 1 **The one and only:**

*Invest:* is the first and only comprehensive business report, featuring a region's top movers and shakers alongside high-quality business and investment information

### 2 **More readers:**

With well over **900,000** global readers, *Invest:* has a captive, serious audience

### 3 **Decision makers:**

**70%** of our readers are senior executives;  
**81%** influence company purchasing decisions

### 4 **Direct to the source:**

*Invest:* is mailed to over **4,000** local and national businesses, directly to the desk of the CEO

### 5 **Build your brand:**

Magazine advertising ranks as the **#1** media buy to boost a company's brand favorability and increase sales

### 6 **Year-round visibility:**

Our reports are read and distributed throughout the calendar year, offering our advertisers maximum exposure for an extended amount of time

### 7 **Global presence:**

Our readership is from over **52** countries around the globe. These readers are serious about doing business and making investments in the markets we cover

### 8 **Invest series:**

Capital Analytics currently produces its annual business reviews on **9** metro areas including: Atlanta, Charlotte, Fort Lauderdale, Miami, Orlando, Palm Beach, Philadelphia, South Jersey and Tampa Bay

### 9 **Conference presence:**

Our reports are featured at over **50** conferences throughout the country each year. Where we go, our advertisers go

### 10 **Local partnerships:**

*Invest:* partners with the key business associations, chambers of commerce and government economic development arms to distribute these reports to their member and for use in high-level trade missions

## Digital content:

The weekly articles below are sent out to our global online community, informing them of current key trends and hot topics to keep our readers up today outside of the annual investor's guide. In addition, we feature leading business people in our series 'Spotlight On:'



### CONQUER POSSIBILITY

#### SPOTLIGHT ON:

##### Christopher Lam, Partner, Bradley Arant Boult Cummings LLP

2 min read February 2020 — Charlotte's growth continues to attract a gamut of industries and talent into the region. As a result, the legal needs of businesses are evolving along with the diversification of the local economy, expanding the opportunities for legal professionals in the Queen City. Charlotte's cost of living and sophisticated legal services rival the likes of New York, Chicago and Washington. D.C. Bradley Arant Boult Cummings Partner Christopher Lam told Invest: Charlotte. The business diversity is driving the need for expertise in compliance and data privacy. Additionally, there is a great emphasis to provide access to justice to all residents via pro bono legal services or by committing financial resources to community agencies in the region. Lam said.

**Q: How has the legal landscape changed with so much economic growth in the region?**

**A:** From a legal perspective, a lot of firms from outside North Carolina decided to set up an office here, and not all of those have remained (.)

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### Invest Charlotte

#### Face Off: The growth of Gaston County

2 min read January 2020 — in the last few years, Gaston County, located an hour away from the Queen City, has greatly benefited from the activity happening in Mecklenburg County. As a result, Gaston County, home to cities like Gastonia and Mount Holly, is experiencing growth in its residential, commercial and industrial sectors. Its proximity to the Charlotte Douglas International Airport and available land make it a suitable place for businesses and new residents to settle in and still tap into the energy of nearby Charlotte. In an interview with Invest: Charlotte, city of Gastonia Mayor Walker E. Reid and Mount Holly Mayor Bryan Hough talk about how their perspective cities are adapting to the growth, changes in infrastructure, and their vision for their cities moving forward.

**What areas are witnessing growth in your cities?**

Walker E. Reid: Residential is growing in the southeast part of the city. It is an area we invested in a while back in hopes of developing it (.)

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### Invest Tampa Bay

#### Commercial Real Estate to Remain Steady in 2020

2 min read February 2020 — If there were ever a time or place to consider investing in commercial real estate, now would be that time and the Tampa Bay region would be that place. 2019 proved to be another banner year for the real estate sector and with interest rates remaining low consistent immigration into Florida and the Tampa Bay region, rising rental rates and ongoing outside investment into the area, all indicators point to 2020 being just as strong if not better for the commercial real estate sector.

"Around \$17 billion has migrated to Florida, the No. 1 destination for capital in the country followed by Texas, at \$2 billion. People are leaving states that are not tax friendly and coming to Florida, which is very tax friendly. Because the stock market can go up or down, hard assets are attractive (.)

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### SPOTLIGHT ON:

#### Bill Cronin, President & CEO, Pasco EDC

2 min read February 2020 — Successful economic development is a product of consistent improvement of the current situation of a region and consideration of what the long-term future could hold for that same region. In Florida's Pasco County, economic developers are thinking about what is to come and how to create a sustainable economic growth environment by helping startups get off the ground while training a competitive workforce, taking advantage of the state's first-rate education system. In a conversation with Invest: President and CEO for the Pasco EDC Bill Cronin discussed these initiatives and actions at length.

**How is Pasco County working to push forward economic development?**

We want to make sure we have a good mix of both office and industrial investments in the county since large industry has a different multiplier because it attracts suppliers and others that the office investments do not (.)

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### Learn More

### Invest Philadelphia

#### Gov. Wolf's Pennsylvania Budget Prioritizes Education, Income

2 min read February 2020 — Democrat Gov. Tom focused his 2020-21 budget on education and income, proposing an increase in spending of almost 6% to \$34 billion over the fiscal year, including \$600 million to cover cost overruns. Republicans criticized the heavy reliance of the budget on the assumption that revenue would grow by 4.5% (\$1.6 billion) over the period. The proposals also require borrowing funds. "It's easy to put things on a credit card and then ask other people in the future to pay for it," said Republican State Representative Stan Saylor. "That is not the solution for Pennsylvania."

1. There will be no major tax increases

Instead of tax increases for citizens, several novel approaches were proposed in the budget to fund services, one of which was a state police fee based on number of incidents and coverage area (.)

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#### Healthcare in Philadelphia Going from Strength to Strength

2 min read January 2020 — Innovation in Philadelphia's healthcare industry has long been recognized as exemplary, and it served as a focal point of Philly's B-PHL Innovation Fest held in September. Recent developments show that healthcare pioneers were right to bet on Philadelphia.

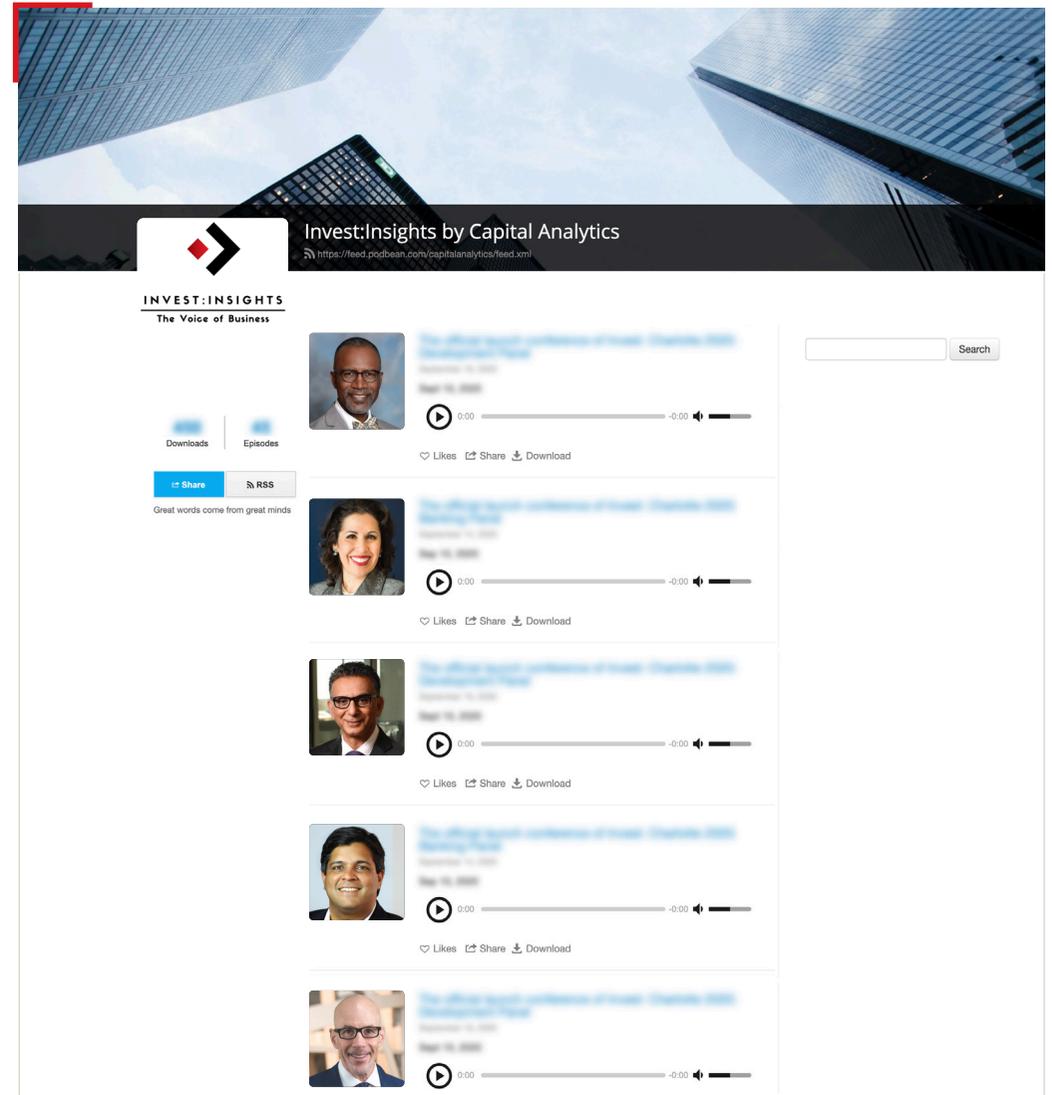
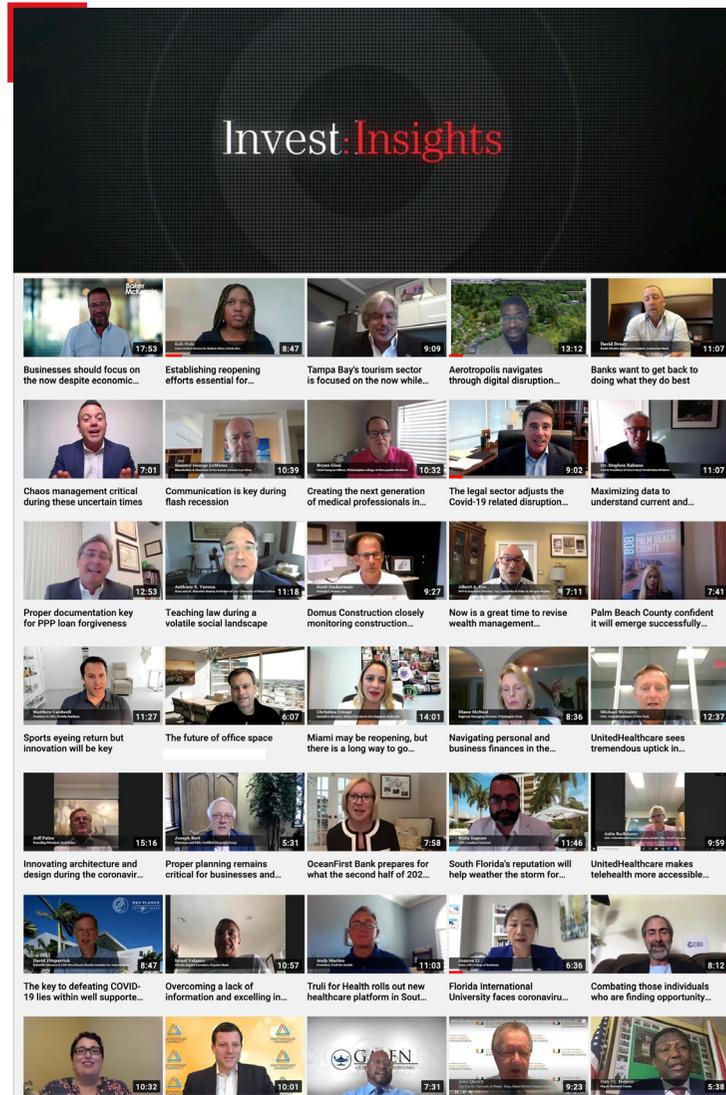
It's only a week in and already 2020 has been a big year for healthcare in Philadelphia. Healthcare software company Repisodic announced this week it has raised \$1.75 million from a private stock sale led by VC company American Enterprise Ventures. Repisodic was nominated among just 17 early-stage companies that received a total of \$3 million in pre-seed funding from Ben Franklin Technology Partners of Southeastern Pennsylvania in 2018. (.)

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Invest:

# Invest:Insights

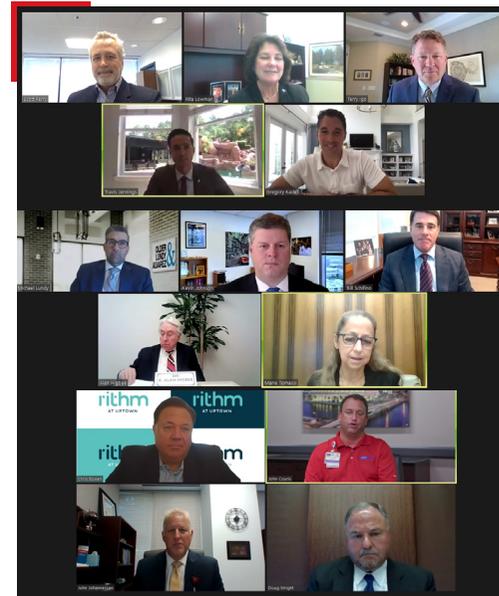
Capital Analytics puts industry leaders in front of the camera in its short-form video platform and podcast series Invest:Insights.



# Invest:

## Invest: Events:

*Invest:* prides itself on its annual marquee leadership summits. Gathering as many as 500 people together, we bring the reports to life, hosting high caliber panels with leading CEOs in market. While the pandemic has changed how we meet, it has not altered the quality of our content. We are delighted to announce that our events have continued without a hitch, and with registered attendees well over 450 for each event, we know our network is staying engaged.



## Capital Analytics Sponsors:

Join the country's top companies in marketing your brand. The below are a small snapshot of the many advertisers across our media platform.



## Conference visibility:

Each year, Capital Analytics sponsors business conferences and forums where we distribute our annual economic report both physically and digitally. The below is a window in the many conferences we sponsor on an annual basis where your brand is visible even if you cannot attend yourself.

