

WORKFORCE

2024



Media Kit

ABOUT THE GUIDE

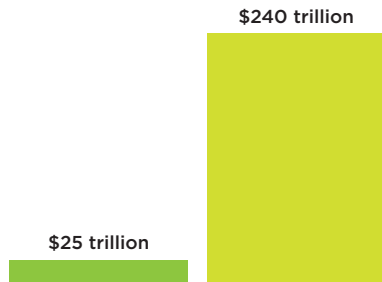
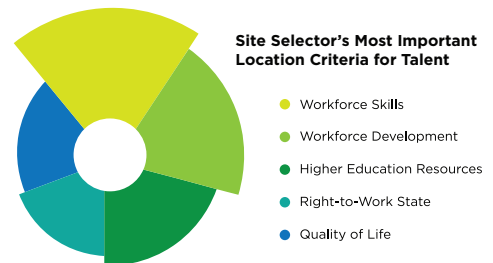


WORKFORCE 2024 GUIDE

A special report on workforce development programs, partnerships and implementation practices around the country, created by the staff of Site Selection Magazine.

WORKFORCE IS THE NEW CURRENCY FOR ECONOMIC DEVELOPMENT

Workforce is the #1 factor cited by corporate consultants in site selection decisions (Site Selection Magazine Survey, 2019)



Studies show the ROI from job training is 10 times that of tax incentives (Upjohn Institute, 2019). The collective knowledge and capabilities of the U.S. workforce is worth an estimated \$240 trillion — ten times more valuable than all the urban land in the United States (Brookings, 2019).

EXPANDED IMPACT



DATA ANALYSIS

Demographic, business climate and labor force analysis



WORKFORCE DEVELOPMENT TRENDS

Detailed reporting and analysis



COMPETITIVE ADVANTAGES

Actionable analysis of competitive advantages



INDUSTRY REPORTS

Developing in-depth industry reports

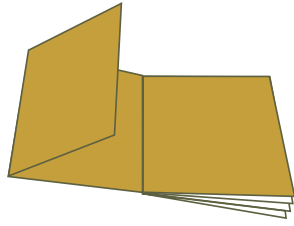


EXECUTIVE INTERVIEWS

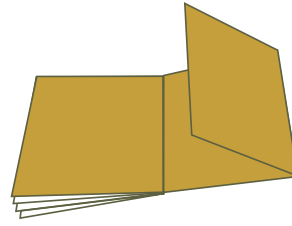
Interviews with C-Suite executives and educational leaders

AD INSERTIONS & SIZE OPTIONS

Includes multi-panel gatefolds, full-page ads, and fractional ads

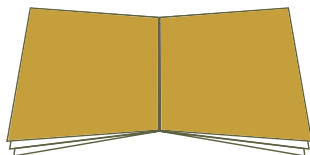


Front Cover Gatefold

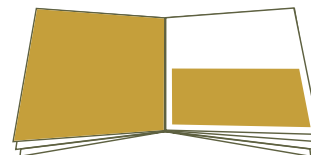


Back Cover Gatefold

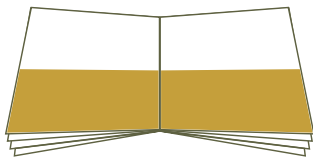
Multiple page options available, please contact Bob Gravlee at bob.gravlee@conway.com for exact specifications.



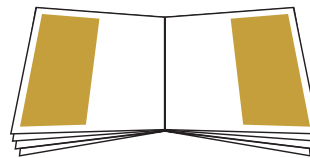
2 pg Spread (bleed ad*)**
16.5" x 11.125"
(419mm x 283mm)



Full pg (bleed ad*) 1/2 pg Horizontal
8.375" x 11.125" 7" x 4.875"
(419mm x 283mm) (178mm x 124mm)



1/2 pg Horizontal spread (bleed ad*)**
16.5" x 5.5625"
(419mm x 141mm)



1/2 pg Vertical
3.5" x 10"
(89mm x 254mm)

EXPANDED REACH

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