

INNOVATION AND CREATIVITY IN PROFESSIONAL SERVICES

NEW CUSTOM SECTION IN BLOOMBERG BUSINESSWEEK WILL SHOWCASE BEST PRACTICES, EXPERIENCES AND RESULTS IN RELATIONS BETWEEN ADVISOR & CLIENTS.

Professional services firms are a fertile economic force in the midst of radical market transformation. Across a broad range of professions—from accounting, law, and consulting firms to financial experts and marketing agencies—the professional services industries are pressed to innovate and create new business models for themselves as well as for their clients. Meanwhile, those same clients are becoming more sophisticated at procuring and managing professional services as demand for these services shifts. The once sacrosanct relationship between clients and advisors is in transition.

In a new custom section in the pages of Bloomberg Businessweek (North America edition, rate base 900,000), we will identify the clients and advisors who are getting it right. The section will showcase leading examples of innovation, creativity and partnership on both sides of the client advisor relationship. Slated for the May 14, 2012 issue, our special advertising section will be developed with guidance from Creative Growth Group, creators of the annual Client Advisor Awards that honor professionalism, superior client experience and transformational results in the relationship between professional services firms and their clients.

Advertisers will receive guaranteed text coverage in the feature story that will flow through this section. This is an opportunity to showcase your initiatives, your products and services, your case studies, and your executives that are redefining client and advisor relationships.

ABOUT CGG

Creative Growth Group (www.creativegrowthgroup.com) Creative Growth Group is a relationship marketing, thought leadership and business development agency exclusively serving professional services firms.



KEY DATES TO NOTE

- Issue Date:** May 14, 2012
- Ad Close:** March 26, 2012
- Materials Due:** April 16, 2012
- On-Sale Date:** May 11, 2012

For rates and additional information, please contact:
Jordan Hyman: 212-617-3709; jhyman10@bloomberg.com
Andrew Dietz (Creative Growth Group):
404-664-7484 or andrew@creativegrowthgroup.com
Or your local Bloomberg Businessweek representative



FAST FACT

Bloomberg Businessweek reaches 23% of all senior executives who are personally involved in executive recruitment and management consulting purchase decisions. This accounts for 123,000 executives, more than Forbes, Fortune, and The Economist.

Source: Erdos & Morgan

WE MADE THE HOT LIST!

Bloomberg Businessweek was named to **Adweek's Hotlist for 2011, the annual listing of the top 10 most influential magazines.** We were the only business magazine to make the list.

SUBSCRIBER DEMAND

- ▶ 90% are satisfied with magazine (+3% from July 2010)
- ▶ 85% say BBW "embodies what an innovative business and finance magazine should be" (+7%)
- ▶ 49% looked into a product/service they read an article about

2011 Post relaunch study

ADDL SPONSOR BENEFITS

- ▶ Copies of this issue will be handed out at the Creative Growth Group's Winner's Circle Event in May.
- ▶ Once printed, we will promote this section on Businessweek.com
- ▶ Our section and all advertisements within it will be measured for effectiveness in a Vista Research Survey conducted for this issue.