

BRAND^{RI}

First Quarter
2012

The mark of good business in Rhode Island

Shake hands with

BRAND^{RI}

This is not your daily source for local business news or ticker tape analytics. This is Brand RI, Rhode Island's

new magazine where the business savvy reader can turn for compelling, business minded content. In here you will find the stories behind Rhode Island's successes both big and small, reap inspiration from its entrepreneurs and lessons from its philanthropists. And, as a publication of Rhode Island Monthly Communications, it will demonstrate the same standards of excellence and local insight readers have come to expect from our brand. Brand RI is the new mark of good business in Rhode Island.

THE LITTLE GUY **THE CHAMBER**

takes a tough stance
for small business

TOUGH AS NAILS **KELLY NAYLOR**

owns the largest construction
company in Rhode Island
She's silly smart, crazy tough
and always ready to deal

Supplement to

Rhode Island
MONTHLY

EDITOR'S NOTE

Jen Swanson



BRAND SPANKIN' NEW

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Who will make the list of 2012 Five Star Wealth Managers?

See the special section in the January issue

www.fivestarpromotional.com

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MADE IN RI

1st quarter 2012

BRAND RI is published on the premise that knowledge is power. Our editors and writers work hard to lay out for you the current issues facing our business community and the people rising to the challenges they present. We believe our readers need to be well armed in order to understand, navigate and weather today's economic climate in Rhode Island.

We are as resourceful with the stories we research as the great ideas that come from this 37 mile-long patch of land we call home. A prideful bunch, we Rhode Islanders. That's why the stuff that originates here needs to be talked about here — in BRAND RI.

IMPACTING OUR COMMUNITY

HOUSING
Nellie Corbis of HousingWorks RI and Barbara Stone of RH Habitat in partnership with United Way of Rhode Island, advocate for the creation of more affordable housing in our community, which will help more people find a safe, affordable place to live for the long term.

- In 2006, United Way of Rhode Island helped lead the "Yes on 9" Campaign, which resulted in passage of a \$50 million bond to fund the production of affordable housing units.
- As a result, long-term affordable housing through the Building Homes Rhode Island program has yielded more than 1,000 affordable homes.
- The \$50 million invested in the Building Homes Rhode Island program generated nearly \$800 million in total economic activity - \$15.80 per \$1 of funding deployed.

We are making progress, thanks to people like you. Yet, we also know that many in our community still need help. So, please **LIVE UNITED** by making a contribution to United Way of Rhode Island's Community Impact Fund today.

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED

www.LIVEUNITEDri.org

BRAND RI

The Voice of Rhode Island's Business Leaders

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THE MINUTES

Palm-Sized Sun

Narragansett-based Chris Draper has harnessed the power of solar energy into a 4" x 4" wafer you can mount on your roof giving your house as much solar power to heat your home, your water and your food as an industry-standard solar panel forty times its size. He's piqued the interest of venture capitalists all over New England.

The Bright Idea | The Necessities | Running the Numbers | Conference Call | Synopsis

WHO WILL READ BRAND RI?

Brand RI will be mailed quarterly to subscribers of *Rhode Island Monthly* magazine as well as to local chambers of commerce, members of the General Assembly and Rhode Island's general officers. It will also be distributed to offices throughout Rhode Island and southeastern Massachusetts.

Total readership: 110,000

Bank of choice for Rhode Island businesses.



As Rhode Island's largest independent bank, we offer your company a unique combination of expertise, resources, and local accessibility. We are a hands-on financial partner, committed to personalized service and ready to get the deal done. And because we make decisions right here in Rhode Island, you get the answers you need fast. Find out why leading Rhode Island businesses, manufacturers, hospitals, and educational institutions choose to do business with us. Call 401-331-5090 or visit www.watrust.com. Member FDIC.



Commercial Banking

Trusted Advisors Since 1800

MINUTES

Synopsis



Brains & Brawn

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The Big Idea



JENNIFER JACOBS

Winner of this year's RHODE ISLAND VENTURE CAPITAL COMPETITION

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The Necessities

Seismic Shift

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No political agendas.
No axes to grind.
There's a lot of good stuff happening in Rhode Island.
The smallest state in the union has a story to tell and BRAND RI brings it to you.

Every quarter, BRAND RI sheds new light on what's happening in this corner of the business universe. Our pages will offer insight on how to prosper in good times and how to hold the fort in tougher times.

Telephone contact resulted in Frank entering cardiac rehabilitation, joining a gym, and changing his eating habits. Today, Frank has quit smoking, gained control over his diabetes, and lowered his cholesterol. According to Frank, "Diane and Blue Cross changed my life." Visit bcbsri.com/together to see how Blue Cross can help you.

"When Diane called me up, I realized someone actually cares to help me."

- Frank



Blue Cross & Blue Shield of Rhode Island is an independent licensee of the Blue Cross and Blue Shield Association.

Regional and National Quarterly Numbers that effect the way we do business right here in the Ocean State.

53%

68%

-7%

16%

9.6%

628m

-6.3%

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- ▶ Rhode Island Monthly readers have an average household income of \$172,750
- ▶ Household net worth of \$1,092,000
- ▶ Average age: 54

- ▶ 70% have a college degree or higher
- ▶ 66% hold a professional/managerial position
- ▶ 23% are business owners or a partner in a local business

BRAND^{RI}

The mark of good business in Rhode Island

BRAND YOURSELF ▲

Advertising Specifications

FILE FORMAT

- Adobe InDesign
- Adobe Illustrator (with type converted to paths and saved as an EPS file)
- Adobe Photoshop (saved as a TIFF or EPS, not JPEG)

PDF FILES

Hi-res press-optimized PDFs or PDF/X-1a files. Fonts must be embedded, no TrueType fonts unless converted to outlines. Convert all spot/PMS colors to CMYK. All images must be in CMYK, 300 dpi minimum.

MAGAZINE SPECIFICATIONS (all measurements in inches)

Trim size - 8.125 X 10.5
Saddle stitched, jogs to the head

AD SIZES

Document size for both bleed and non-bleed full page ads must measure 8.125 X 10.5. For bleed ads, extend bleed 0.125" past trim on all sides. Keep all live matter 0.375" away from trim edges.

Full Page

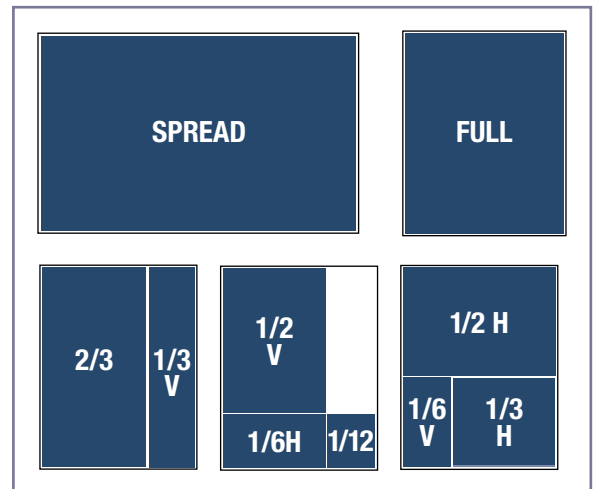
Document Size	Bleed area	Non-bleed area
8.125 X 10.5	8.375 X 10.75	7 X 9.5

Spread

Document Size	Bleed area	Non-bleed area
8.125 X 10.5 X 2	16.5 X 10.75	15.25 X 9.5

Fractional ads (width X height)

2/3 vertical	4.57 X 9.42
1/2 vertical	4.57 X 7.03
1/2 horizontal	6.93 X 4.63
1/3 vertical	2.20 X 9.42
1/3 horizontal	4.57 X 4.63
1/6 vertical	2.20 X 4.63
1/6 horizontal	4.57 X 2.24
1/12 page	2.20 X 2.24



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