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SmartCEO Magazine Expands to Philadelphia Market
Monthly business publication to reach 50,000 mid-Atlantic CEO readers

Baltimore, Md. – SmartCEO Publishing, a regional business magazine publisher, is expanding to include a Philadelphia SmartCEO edition with the launch of its debut issue in August. Entrepreneur and former Philadelphia 76ers owner Pat Croce will grace the cover of this premier edition.

SmartCEO will host a kick-off party on September 16 at the Franklin Institute, inviting local business leaders to join us in celebrating our entry into the Philadelphia market.

Founded in 2001 by Craig Burris, SmartCEO magazine has been educating, motivating and inspiring its C-level readers for nearly a decade. Headquartered in Baltimore, Md., SmartCEO expanded five years ago to also include a Washington, DC, edition.

“We are proud to be an indispensable resource for leaders of growing businesses,” Burris says. “With the addition of Philadelphia, SmartCEO will reach more than 50,000 C-level readers in the mid-Atlantic.”

Each month, a variety of business leaders in the mid-Atlantic turn to SmartCEO’s full-gloss pages for features, case-study advice and trend analysis, all with a uniquely local flavor. SmartCEO’s editorial staff has garnered numerous recognitions for its business coverage, including the 2008 ASBPE 2008 Editorial Award.

In November, SmartCEO will bring its highly anticipated Brava! Women Business Achievement Awards program to the Philadelphia market, highlighting 25 top female business leaders. In January, SmartCEO will recognize 50 of Philadelphia’s fastest-growing companies with its prestigious Future 50 Awards.

About SmartCEO:

SmartCEO is a regional “growing company” publication. We are not news; we are a resource full of smart ideas to help educate and inspire decision-makers. SmartCEO is read by more than 34,000 business owners in the Baltimore and Washington metro markets. Each issue contains features, interviews, case studies, columns and other departments designed to help this region’s CEOs face the daily challenges of running a business.