

## Circulation

**Total Circulation\*** **441,149**

## Readership

**Total Readers** **1,364,304**

### Number of Issues Read

Three or more of past four 89%  
Four out of four 77%

Time Spent Reading 41 minutes

Avg. Annual Subscription Price \$100  
Subscription Renewal Rate 67%

Reference the Book of Lists Average of  
Once Per Month

Attend Business Journal Events Average One  
Per Year

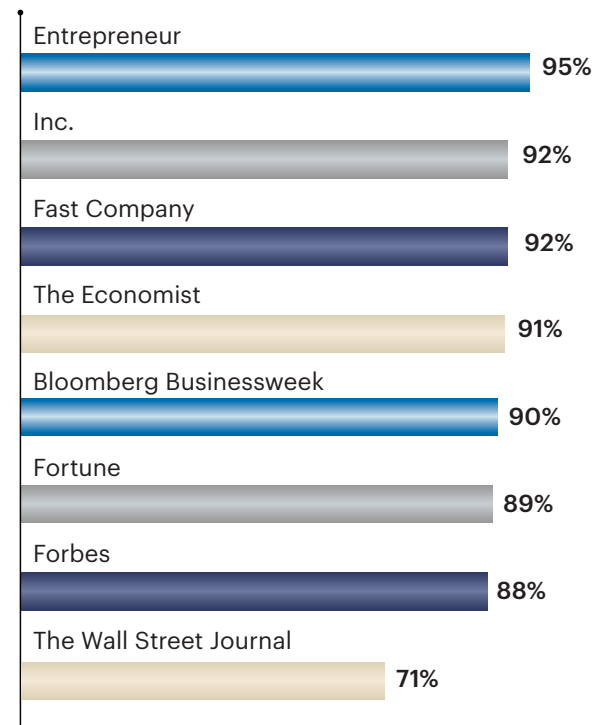
<b>Male</b>	<b>64%</b>
<b>Average Age</b>	<b>54</b>
Age 25-34	7%
Age 35-44	13
Age 45-54	28
Age 55-64	33
Age 65+	18
<b>Management</b>	<b>76%</b>
C-Level	54
Vice President	6

## Subscribers Are Highly Affluent

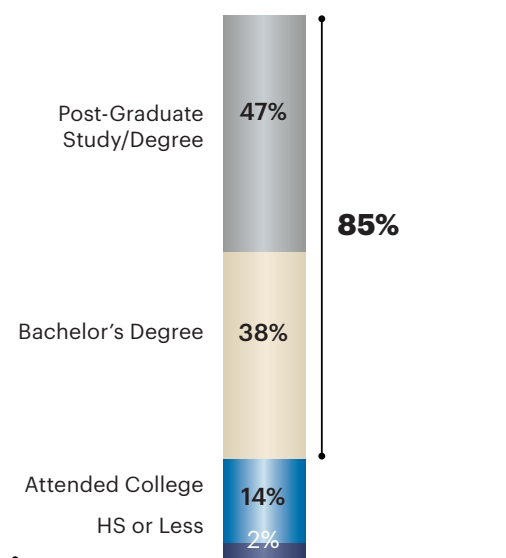
	<b>2014</b>
<b>Household Income (avg)</b>	<b>\$233,200</b>
<b>Net worth (avg)</b> \$1M+	<b>\$1.8M</b> 45%
<b>Value of Investments (avg)</b>	<b>\$1.41M</b>

## Readership is Unduplicated

Percent of business journal subscribers who do not subscribe to:



## Extremely Well-Educated



Sources: The Business Journals Subscriber Study, 2014; Alliance for Audited Media 06/15

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