

2015 GfK MRI Doublebase Prototype

Basic Information	<ul style="list-style-type: none"> ❑ Circulation: 444,280; Audited by AAM and Statement of Ownership ❑ Publishing Frequency: 39 Journals (weekly) 		
Where Available	<ul style="list-style-type: none"> ❑ 2015 GfK MRI Spring and Doublebase 		
Editorial Overview	<ul style="list-style-type: none"> ❑ The Business Journals represents a nationwide group of local business journals that talk to their market's business owners. Member business journals provide up-to-date local business news. ❑ The Business Journals provides can't miss information to help business owners build competitive strategies and find new leads. The <i>Business Journals</i> provide national advertisers with a single source for placing advertising in local business journals across multiple markets. ❑ Editorial departments include: Breaking News, Top 25 Lists, Industry Focus, Opinion, Successful Business Strategies, For The Record, Profiles, People On The Move 		
Subscriber Study	<ul style="list-style-type: none"> ❑ Conducted in 2014 by Russell Research for 40 owned publications. ❑ A mixed-mode survey (web and mail-to-Web) was sent to domestic paid subscribers. Print subscribers were recruited via email invitation, plus two postcard invitations were sent to a sub-set of Print Subscribers across all 40 markets without a deliverable email address. The email sample went to 274,326 and the postcard was sent to a sample of 21,736. ❑ The 41 question survey, plus the option of adding up to two custom questions for each participating publication, was closed on April 6, 2014 with 10,093 usable responses for a 3.4% response rate. ❑ Male = 64% ▪ Median Age = 55 yrs. ▪ Grad College+ = 85% ▪ Median HHI = \$162,500 Co. Size: <25 = 43%, <100 = 59%, 100+ = 41% 		
Circulation Profile	<ul style="list-style-type: none"> ❑ The 39 titles within the 48 contiguous states combine to deliver a circulation of 444,280. Circulation ranges from a high of 33,089 for the Atlanta Business Chronicle to a low of 5,126 for Memphis Business Journal. Publications are audited by: The Alliance for Audited Media (AAM) and Statement of Ownership. 		
Development Process	<ul style="list-style-type: none"> ❑ Reviewed existing prototypes on MRI. ❑ Analyzed an extensive list of publications with the most appropriate demographic and behavioral match. ❑ Reviewed editorial, circulation and RPC (Media Audit) history. ❑ Chose a combination of <i>Wall Street Journal</i> weighted at 75% and <i>Inc.</i> at 25%. Additional weights applied to Employed (95%), HHI \$150,000+ (52%), Company Size (<i>Under 10=29%; 10-99=27%; 100+=39%; No Company Size=5%</i>) and Non Employed (5%). ❑ Estimated a RPC of 4.00 with a projected total audience of 1,778,000. 		
Projected Reader Profile	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ❑ Men: 69% (Index 143) ❑ Age 25-54: 60% (Index 114) ❑ Median Age: 46.1 years ❑ Married: 60% (index 113) ❑ Graduated College+: 68% (Index 235) ❑ Professional/Managerial: 66% (Index 281) ❑ Top 8 Job Titles: 36% (Index 458) ❑ HHI \$100,000+: 72% (Index 267) </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ❑ Median HHI: \$151,220 (Index 243) ❑ Net Worth 1,000,000+: 29% (Index 391) ❑ Median Net Worth: \$613,109 (Index 275) ❑ Own Home: 73% (Index 110) ❑ Median Value of Owned Home: \$393,027 (Index 196) ❑ Co. Size <25: 38% (Index 265) ❑ Co. Size <100: 53% (Index 277) ❑ Co. Size 100+: 37% (Index 160) </td> </tr> </table>	<ul style="list-style-type: none"> ❑ Men: 69% (Index 143) ❑ Age 25-54: 60% (Index 114) ❑ Median Age: 46.1 years ❑ Married: 60% (index 113) ❑ Graduated College+: 68% (Index 235) ❑ Professional/Managerial: 66% (Index 281) ❑ Top 8 Job Titles: 36% (Index 458) ❑ HHI \$100,000+: 72% (Index 267) 	<ul style="list-style-type: none"> ❑ Median HHI: \$151,220 (Index 243) ❑ Net Worth 1,000,000+: 29% (Index 391) ❑ Median Net Worth: \$613,109 (Index 275) ❑ Own Home: 73% (Index 110) ❑ Median Value of Owned Home: \$393,027 (Index 196) ❑ Co. Size <25: 38% (Index 265) ❑ Co. Size <100: 53% (Index 277) ❑ Co. Size 100+: 37% (Index 160)
<ul style="list-style-type: none"> ❑ Men: 69% (Index 143) ❑ Age 25-54: 60% (Index 114) ❑ Median Age: 46.1 years ❑ Married: 60% (index 113) ❑ Graduated College+: 68% (Index 235) ❑ Professional/Managerial: 66% (Index 281) ❑ Top 8 Job Titles: 36% (Index 458) ❑ HHI \$100,000+: 72% (Index 267) 	<ul style="list-style-type: none"> ❑ Median HHI: \$151,220 (Index 243) ❑ Net Worth 1,000,000+: 29% (Index 391) ❑ Median Net Worth: \$613,109 (Index 275) ❑ Own Home: 73% (Index 110) ❑ Median Value of Owned Home: \$393,027 (Index 196) ❑ Co. Size <25: 38% (Index 265) ❑ Co. Size <100: 53% (Index 277) ❑ Co. Size 100+: 37% (Index 160) 		
Prototype Availability & Support	<ul style="list-style-type: none"> ❑ The Business Journals Prototype is available through IMS, <i>Telmar</i> and MEMRI. ❑ Agency research departments can contact Debbie Kaplan at DJG Marketing by phone at (212) 840-3209 or via e-mail at debbiek@djgmarketing.com with any questions 		