

CIRCULATION & READERSHIP

Reach more business decision-makers with **TCB's 84,000 readers per issue.**

Circulation: 32,617 audited monthly circulation

Readership: 84,804 readers per issue

Connect with more Minnesota businesses through **Twin Cities Business.**

Twin Cities Business reaches:

- 100% of all Minnesota-based Fortune 500 companies
- 92% of Minnesota public companies with 50 or more employees
- 90% of Minnesota private companies with 50 or more employees
- 88% of all businesses in Minnesota with 50 or more employees
- 82% of all businesses in Greater Minnesota with 50 or more employees

"I wanted to commend you and your staff on an outstanding job, but beyond that thank you for the great job *Twin Cities Business* does being a positive influence in the upper Midwest for business."

—Edward F. Flaherty, President,
Lariat Companies, Inc., Eden Prairie

Get unparalleled penetration into Minnesota business with more than **32,000 subscribers.**

Company Size	# of Businesses in Metro Area	# of TCB Subscribers
1,000+	114	2,505
500-999	185	1,197
100-499	2,427	6,230
10-99	24,121	17,120
1-9	67,047	3,262
Newsstand/Other	NA	2,359



COMPETITIVE COMPARISON

Circulation audits and readership studies prove *Twin Cities Business* reaches more of the Minnesota business market.



Information based upon each publication's circulation audit statement and readership study. Sources: *Twin Cities Business*—BPA Publisher's Statement ending June 2009, MRI Reader Profile Dec. 2007; *The Business Journal*—ABC Audit June 2009, Readex Subscriber Study 2005; *Minnesota Business*—BPA Dec. 2008, Readex Reader Survey 2007.

READER INVOLVEMENT

Surround your advertising message with editorial content that keeps readers informed and engaged.

Total readership	84,804
Read 3-4 out of the last 4 issues	82%
Average time spent with one issue.....	38 minutes
Referred to information from an issue	68%
Saves items of interest	52%

LIFESTYLE DEMOGRAPHICS

Twin Cities Business readers have an average net worth of over \$2 million.

Gender

Male	73%
Female	27%

Age

Average age of *TCB* readers is 52

Education

Attended College	89%
College Graduate	76%
Post-Graduate Studies	39%

Household Income

\$227,000 average

Net Worth

\$2,277,000 average

Investments

(average current market value)

Primary Residence	\$519,000
Investment Real Estate (not including primary residence)	\$1,175,000
Investment Portfolio	\$940,000

Dining out

Average number of times per week: 4

Air Travel

Trips annually	6
More than 3 trips annually	61%

Recreation

Golf	46%
Stayed at a MN resort	23%
Exercise regularly	71%

CORPORATE DEMOGRAPHICS

75% of Twin Cities Business readers are top management.

Occupation

Top Management	75%
(Owners, Operators, Presidents, C-titles, and Vice Presidents)	
Middle Management	25%
(Department Directors, Managers, and Supervisors)	

Readership Based on Company Employee Numbers

1 – 9 employees	10%
10 – 19 employees	19%
20 – 49 employees	19%
50 – 99 employees	15%
100 – 499 employees	19%
500 – 999 employees	4%
1,000+ employees	8%

Meetings & Events

In the last 12 months, our subscribers:

- Held an average of 6 off-site meetings
- Used local restaurant, catering, meeting facility, ballroom or resort
- Used event/meeting planning
- Held an off-site company meeting
- Used a local restaurant
- Used a local meeting facility
- Used a local hotel ballroom or meeting room ..
- Used a local catering service
- Used local hotel guest rooms

PURCHASING INVOLVEMENT

92% of Twin Cities Business readers make company buying decisions.

Professional Services 88%

Accounting	43%
Advertising/Marketing	46%
Banking	52%
Financial Services	57%
Insurance Consulting Services	32%
Legal Services	38%

Staffing

Recruiting Services	25%
Plans to Expand Staff	52%
Would consider using temporary service firm	36%

Education & Training 43%

Company reimburses employees for training/continuing education	56%
Company brings in customized training programs	26%

Technology 66%

Cellular Phones	37%
Computer Software/Hardware	51%
Copiers	33%
Internet Service Provider (ISP)	26%
Long-distance and Local Telephone Services	26%
Web Development Services	32%

Commercial Real Estate 52%

Equipment Leasing	23%
Office Furniture/Fixtures	29%

Insurance 59%

Health Care Insurance	51%
Insurance Consulting Services	32%
Other Employee Benefits	33%
Property/Casualty/Liability Insurance	37%

Health Care 51%

Health Care Insurance	51%
Provide health care benefits for employees . . .	80%
Would consider changing health care benefits	44%

“Your Best Regional Business Magazine in America^{*} award is much deserved. I opened the issue the other day and was so pleased to see where your organization stands in the big picture. Each issue is always interesting and there is a willingness to take on big topics.”

—Sharon Lund, Co-owner, Falls Agency, Minneapolis

*Honor awarded by the Alliance of Area Business Publications (AABP). Judging conducted by faculty members at the University of Missouri’s School of Journalism.