

# Circulation & Readership

**Reach more business decision-makers with Twin Cities Business.**

Circulation: 30,617 audited monthly circulation

Readership: 73,480 readers per issue

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

**Twin Cities Business reaches:**

- 100% of all Minnesota-based Fortune 500 companies
- 90% of Minnesota public companies with 50 or more employees
- 89% of Minnesota private companies with 50 or more employees
- 85% of all businesses in Minnesota with 50 or more employees
- 86% of all businesses in Greater Minnesota with 50 or more employees
- 55% of *Twin Cities Business* subscribers are with companies of less than 50 employees

**Get unparalleled penetration into Minnesota business with more than 30,000 subscribers.**

Company Size	Number of Businesses in Metro Area	Number of Twin Cities Business Subscribers
1,000+	104	4,603
500–999	175	2,081
100–499	2,312	6,812
10–99	23,598	11,665
1–9	64,283	3,427

Sources: *Twin Cities Business* BPA Publisher’s Statement June 2011, 2010 *Twin Cities Business* Reader Profile Study, GfK MRI Market Solutions, U.S. Census Bureau, 2009 MSA Business Patterns.

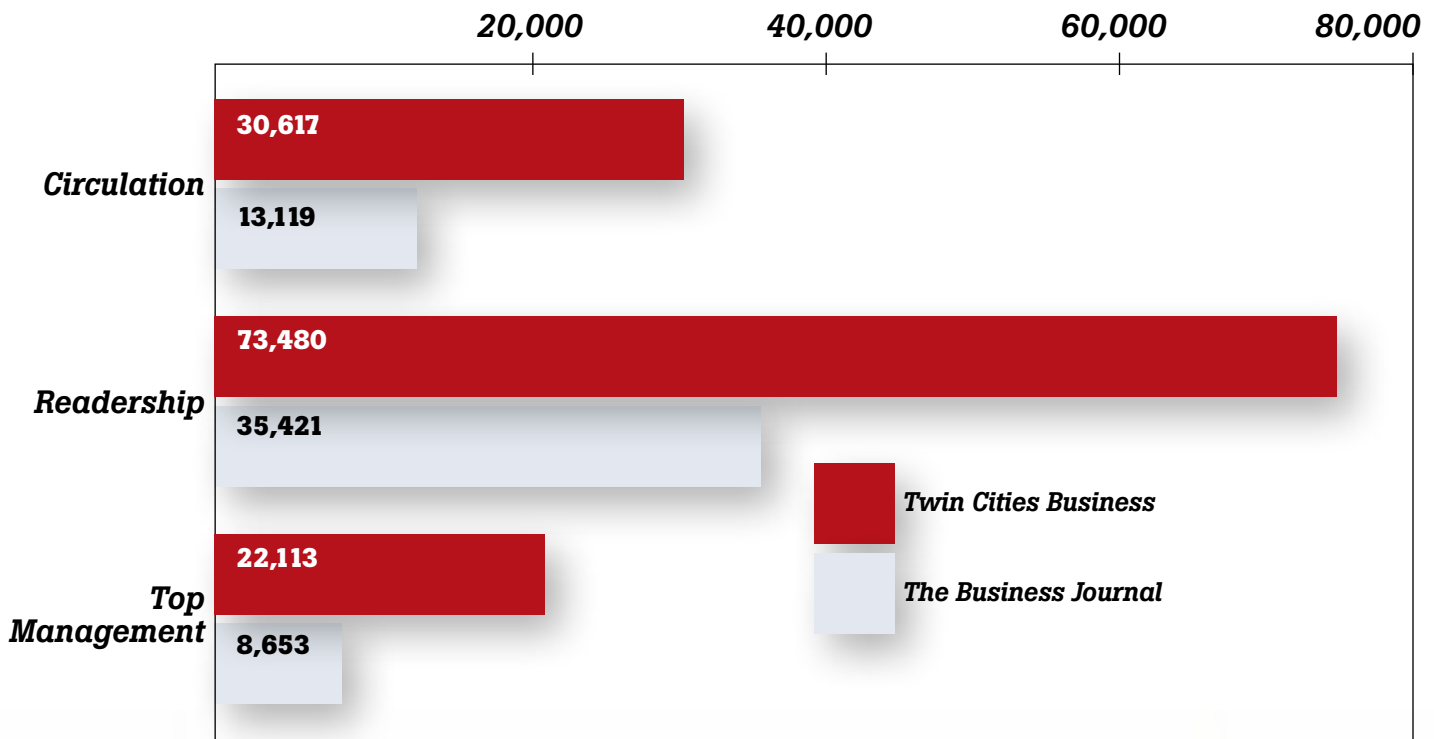
## Reader Involvement

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

Total readership .....73,480  
 Read 3–4 out of the last 4 issues ..... 92%  
 Average time spent with one issue .....35 minutes  
 Referred to information from an issue..... 71%

# Marketplace Comparison

*Circulation audits and readership studies prove that 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 June 2011, MRI Reader Profile—Dec. 2010;  
*The Business Journal*—ABC Audit June 2011, Readex Subscriber Study 2005 and 2008.



# Lifestyle Demographics

**Twin Cities Business readers have an average net worth of more than \$2 million.**

## Gender

Male .....	72%
Female .....	28%

## Age

Average age .....	51
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## Education

Attended College .....	96%
College Graduate .....	89%
Post-Graduate Studies .....	45%

## Household Income

\$266,800

## Net Worth

\$2,125,000

## Investments

Primary Residence (average current market value) . . . .	\$623,400
Investment Portfolio .....	\$1,085,700

## Dining out

Average number of times per week: .....	5
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## Recreation

Golf. ....	55%
Stayed at a MN resort .....	44%
Exercise regularly. ....	80%

# Corporate Demographics

**72% of Twin Cities Business readers are in top management positions.**

## Occupation

Top Management .....	73%
(Owners, Operators, Presidents, C-titles, and Vice Presidents)	

## Readership Based on Company Employee Numbers

1-9 employees .....	11%
10-19 employees .....	12%
20-49 employees .....	10%
50-99 employees .....	16%
100-499 employees .....	22%
500-999 employees .....	7%
1,000+ employees .....	15%

## Meetings & Events

In the last 12 months, *Twin Cities Business* subscribers:

Held an average of 13 off-site meetings

Used local restaurant, catering, meeting facility, ballroom, or resort .....	82%
Used a local restaurant for a meeting .....	68%
Used a local meeting facility .....	41%
Used a local hotel ballroom or meeting room . . . .	33%
Used a local catering service .....	54%
Used local hotel guest rooms .....	49%



# Purchasing Involvement

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

## **Professional Services . . . . . 81%**

- Accounting . . . . . 40%
- Advertising/Marketing . . . . . 49%
- Banking . . . . . 44%
- Education/Training Programs . . . . . 40%
- Financial Services . . . . . 49%
- Legal Services . . . . . 35%

## **Education & Training . . . . . 40%**

- Company reimburses employees for training/continuing education . . . . . 56%

## **Technology . . . . . 62%**

- Cellular Phones . . . . . 40%
- Computer Software/Hardware . . . . . 46%

## **Commercial Real Estate . . . . . 40%**

- Office space, building and construction

## **Employee Benefits . . . . . 48%**

- Health Care Insurance . . . . . 36%
- Other Employee Benefits and Insurance . . . . . 39%
- Property/Casualty/Liability Insurance . . . . . 29%

## **Health Care . . . . . 51%**

- Health Care Insurance . . . . . 36%
- Provide health care benefits for employees . . . . . 72%

Sources: *Twin Cities Business* BPA Publisher's Statement ending June 2011, 2010 *Twin Cities Business* Reader Profile Study, GfK MRI Market Solutions.