Twin Cities Business delivers the most desirable and largest business audience in Minnesota.

{ Our audience is comprised of smart, educated, connected, affluent, and influential business leaders who rely on us for the intelligence they need to make their companies thrive. }

SMALL BUSINESS

Twin Cities Business is where the region's most successful small businesses go for the most insightful look at relevant issues, trends, and how-to examples. Our Special Focus sections are aimed at small business operators, and our People & Companies and Starters sections typically showcase new ideas from small businesses.

Our Readers:

60% are decision-makers in companies of <100 employees
92% influence company purchasing decisions
74% are owners, operators, presidents, CEOs, or VPs

MID-MARKET

Minnesota is home to many successful mid-market companies. Most of them were born and bred locally and many of them have had their stories of success featured in the pages of *Twin Cities Business* or honored through our Outstanding Directors or Minnesota Business Hall of Fame award programs.

Our Readers:

14,600 are decision-makers in companies of 100-499 employees
89% of Minnesota private companies with 50 or more employees
85% of all businesses in Minnesota with 50 or more employees

ENTERPRISE

For those leading the way and charging ahead, *Twin Cities Business* is the award-winning, go-to source for Minnesota's business leaders. With many of the world's most notable brands headquartered in Minnesota, and many more with major offices, *Twin Cities Business* offers an unparalleled reach into America's top executives and companies.

Our Readers:

100% of all Minnesota-based Fortune 500 companies
90% of Minnesota public companies with 50 or more employees
74% are owners, operators, presidents, CEOs, or VPs

Audience & Demographics

Reader Involvement

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

Total readership	73,512
Read 3-4 out of 4 issues	92%
Average time spent with one issue	35 minutes
Referred to information from an issue	71%

CONNECT WITH MORE MINNESOTA BUSINESSES THROUGH TWIN CITIES BUSINESS:

100% of all Minnesota-based Fortune 500 companies

89% of all Minnesota companies with 50 or more employees

88% of all businesses in Greater Minnesota with 50 or more employees

74% Top management: Owners, Operators, Presidents, C-suites, and VPs

TWIN CITIES BUSINESS READERS' LIFESTYLE DEMOGRAPHICS

72%

28%

51 AVERAGE AGE OF TCB READER

96% ATTENDED COLLEGE

89% COLLEGE GRADUATES

45% POST-GRAD STUDIES

$266,800 HOUSEHOLD INCOME

$2,125,000 NET WORTH

Lifestyle

Investments

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

Dining Out

Average number of times per week	5

Recreation

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

Purchasing Involvement

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

WHAT OUR READERS BUY

The percentage of readers who make purchasing decisions for their companies in these areas:

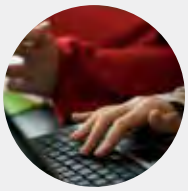
PROFESSIONAL SERVICES
81%

Accounting 40%
Advertising & Marketing 49%
Banking 44%
Education & Training Programs 40%
Financial Services 49%
Legal Services 35%

EDUCATION & TRAINING
40%

Company reimburses employees 56%

TECHNOLOGY
62%



Cell Phones 40%
Computer Software/Hardware 46%

COMMERCIAL REAL ESTATE
40%

Commercial Real Estate 40%

EMPLOYEE BENEFITS
48%

Health Insurance 36%
Other Benefits/Insurance 39%
Property/Casualty/Liability 29%

HEALTH CARE
51%

Provide health care benefits for employees 72%
Health Insurance 36%

MEETINGS & EVENTS
82%

Use local restaurants, catering, meeting 82%
facilities, ballrooms, or resorts for company meetings