# PRINT AUDIENCE PROFILE

*Twin Cities Business’s* print audience is intelligent, educated, connected, and affluent business leaders.

## PREMIUM AUDIENCE

<table>
<thead>
<tr>
<th>30,000+ loyal monthly subscribers</th>
<th>76,000 monthly readership</th>
</tr>
</thead>
<tbody>
<tr>
<td>with an average pass-along readership of 1.5</td>
<td></td>
</tr>
</tbody>
</table>

## PROFESSIONAL DEMOGRAPHICS

### DECISION-MAKERS

- 80% are top management Owners, Operators, Presidents, C-suites and VPs

### PURCHASING POWER

- 95% influence and make company purchasing decisions

### SMALL BUSINESS

- 61% are decision-makers in companies of <100 employees

### MIDDLE MARKET

- 89% of all Minnesota private companies with 50 or more employees.

### ENTERPRISE

- 100% of Minnesota public companies.

## PERSONAL DEMOGRAPHICS

<table>
<thead>
<tr>
<th>AVERAGE AGE</th>
<th>GENDER</th>
<th>EDUCATION</th>
<th>INVESTMENTS</th>
<th>NET WORTH</th>
<th>HH INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>54</td>
<td>69% Male 31% Female</td>
<td>97% attended college</td>
<td>$938,000 avg. investment portfolio</td>
<td>$2 Million</td>
<td>$232,000</td>
</tr>
</tbody>
</table>