

PRINT AUDIENCE PROFILE

Twin Cities Business' print audience is intelligent, educated, connected, and affluent business leaders.

PREMIUM AUDIENCE

<p>30,000+ loyal monthly subscribers</p>	<p>71,000 monthly readership With an average pass-along readership of 2.3</p>
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PROFESSIONAL DEMOGRAPHICS

<p>DECISION-MAKERS</p>	<p>PURCHASING POWER</p>
<p>75% are top management Owners, Operators, Presidents, C-suites and VPs</p>	<p>75% influence and make company purchasing decisions</p>

<p>SMALL BUSINESS</p>	<p>MIDDLE MARKET</p>	<p>ENTERPRISE</p>
<p>68% are decision-makers in companies of <100 employees</p>	<p>89% of all Minnesota private companies with 50 or more employees.</p>	<p>100% of Minnesota public companies.</p>

PERSONAL DEMOGRAPHICS

<p>AVERAGE AGE</p>	<p>GENDER</p>	<p>EDUCATION</p>	<p>NET WORTH</p>	<p>HH INCOME</p>
<p>55</p>	<p>61% Male 39% Female</p>	<p>93% attended college</p>	<p>\$2.0 Million</p>	<p>\$240,000</p>