

PRINT AUDIENCE PROFILE

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

PREMIUM AUDIENCE

100%
of Minnesota
public companies.

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

30,000+
Monthly Subscribers

22,500
C-Suite

72,000
Readers

55,000
Influence & Make Purchasing
Decisions

PERSONAL DEMOGRAPHICS

55
Average Age

61%
Male

39%
Female

93%
Attended College

\$2.0 Million
Net Worth

\$240,000
HH Income