

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 <i>With an average pass-along readership of 2.3</i></p> |
|---|---|

PROFESSIONAL DEMOGRAPHICS

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

| SMALL BUSINESS | MIDDLE MARKET | ENTERPRISE |
|---|---|---|
| <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

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