## PRINT AUDIENCE PROFILE

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

### PREMIUM AUDIENCE

30,000+ loyal monthly subscribers

71,000 monthly readership

*With an average pass-along readership of 2.3*

### PROFESSIONAL DEMOGRAPHICS

#### DECISION-MAKERS

75% are top management

Owners, Operators, Presidents, C-suites and VPs

#### PURCHASING POWER

75% influence and make company purchasing decisions

### SMALL BUSINESS

68% 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>NET WORTH</th>
<th>HH INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>61% Male 39% Female</td>
<td>93% attended college</td>
<td>$2.0 Million</td>
<td>$240,000</td>
</tr>
</tbody>
</table>