PRINT AUDIENCE PROFILE

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

### PREMIUM AUDIENCE

- **30,000+** loyal monthly subscribers
- **76,000** monthly readership
  - With an average pass-along readership of 1.5

### 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</td>
<td>97% attended college</td>
<td>$938,000 avg. investment portfolio</td>
<td>$2 Million</td>
<td>$232,000</td>
</tr>
<tr>
<td></td>
<td>31% Female</td>
<td></td>
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