

AUDIENCE PROFILE

AUDIENCE

30,000+
loyal monthly subscribers

70,000 monthly readership
With an average pass-along readership of 2.4

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

AVERAGE AGE

51

GENDER

61% Male
39% Female

EDUCATION

93%
attended college

NET WORTH

\$2.0
Million

HH INCOME

\$240,000