Print Audience Profile 2014



The *Twin Cities Business* audience is comprised of smart, educated, connected, affluent, and influential Minnesota business leaders.

Circulation & Readership

Subscribers: 30,524 Readership: 76,310

Readers spend an average of 31 minutes with an issue

Decision-Makers

- 87% are top management: Owners, Operators, Presidents, C-suites and VPs
- 80% influence or make company purchasing decisions

Largest Concentration of C-level Decision-Makers

Twin Cities Business is Minnesota's leading business publication with more than 30,000 loyal subscribers and an average monthly readership of more than 76,000.

	Twin Cities	The Business	Minnesota
	Business	Journal	Business
Circulation	30,524	12,585	12,569
Top Management	23,198	7,058	7,793

Market Penetration and Statewide Coverage

Twin Cities Business delivers the largest business audience in Minnesota.

- 100% of all Minnesota Fortune 500 Companies
- 100% of all Minnesota public companies with 50 or more employees
- 89% of all Minnesota private companies of 50 or more employees
- 90% of all companies in Minnesota with 50 employees or more

Company Size

Twin Cities Business is the award-winning, go-to source for the business leaders of our regions' most successful small, medium, and large business in Minnesota.

Small Business

- 61% are decision-makers in companies of <100 employees
- 80% influence company purchasing decisions

Middle Market

- 89% of Minnesota private companies with 50 or more employees
- 90% of all businesses in Minnesota with 50 or more employees

Enterprise

- 100% of all Minnesota-based Fortune 500 companies
- 100% of Minnesota public companies with 50 or more employees

Lifestyle Demographics

No other local publication delivers more of Minnesota's elite and affluent executive market.

Average Age: 54

Gender: 68% male and 31% female

Education: 97% attended college and 40% post-graduate studies

Income: \$232,000 household income

Net Worth: \$2 million

Investments: \$938,000 average portfolio

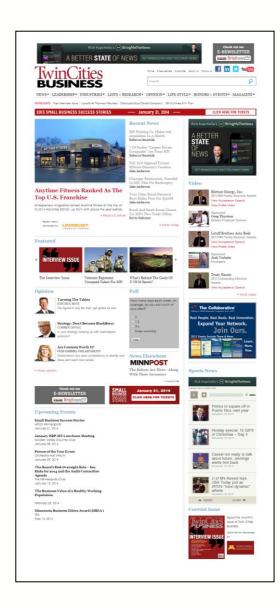
Home Value: \$484,000

Sources: Twin Cities Business: BPA audit, June 2013, Readex Subscriber Study 201. Minnesota Business: CVC audit, March 2012 and internal readership study. The Business Journal: ABC Audit, December 2012, Readex Readership Study 2011.

tcbmag.com Demographics



tcbmag.com visitors find it the perfect source for local business developments, profiles of Minnesota people and companies, and a wealth of information from the searchable database of *TCB*'s top-ranked Minnesota business lists and directories.



98% of tcbmag.com visitors say it's a great resource for Minnesota business information

97% of visitors found tcbmag.com highly informational

90% of visitors tell us tcbmag.com has great content that they can't find elsewhere

58% have forwarded a link to the site to a colleague or friend

73% discussed something they read on the site with another person

- 2 million pageviews per year
- 1 million visits per year
- 7 million impressions delivered annually

Minnesota business leaders spent 20,000+ hours on tcbmag.com last year by Minnesota business professionals.

Gender

68% Male

31% Female

Age

54 years of age

Education

92% have attended college

Household Income

82% have HHI incomes of \$100,000 or more

Briefcase Demographics 2014



Briefcase is our bi-weekly e-newsletter delivered each Tuesday and Thursday to 14,000 subscribers Briefcase subscribers tell us that Briefcase is a great resource for Minnesota business news and information. It allows them to stay up-to-date on the latest Minnesota business news, hear about local companies and executives, or simply get the latest slant on a hot topic from a stable of bloggers.



81% of Briefcase subscribers are company owners, presidents, CEO or top management.

84% tell us that Briefcase is a great resource for Minnesota business news and information.

70% rank Briefcase their first choice for local business news over the Business Journal, Star Tribune and Pioneer Press.

75% discuss, forward or recommend something they read in Briefcase.

Gender, Age & Education

58% are male and 42% are female

80% have a bachelor's degree or higher

51% are between the ages of 35-54

Duplication

64% also subscribe to Twin Cities Business magazine