

# MEET OUR AUDIENCE

More Minnesota business leaders engage with TCB than any other local business publication.

**51 AVERAGE AGE**

**61% MALE 39% FEMALE**

**93% ATTENDED COLLEGE**

**\$2.0 MILLION NET WORTH**

**\$240,000 AVERAGE HH INCOME**

**30,000+ LOYAL MONTHLY SUBSCRIBERS**

**70,000+ MONTHLY READERSHIP**

**75% ARE TOP MANAGEMENT OWNERS,**

**OPERATORS, PRESIDENTS,**

**C-SUITE AND VPS**

## PURCHASING POWER

### 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.

**TWIN CITIES  
BUSINESS**