

# DEMOGRAPHIC INFORMATION

## Household

### Ages of children living in household

3 or under	6.6%
4 - 11	19.8%
12 - 15	8.8%
16 - 19	9.9%
20 - 23	9.9%
24 and older	2.2%
No children in my household	29.7%

Responsible for care of elderly parent or relative	13.0%
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## Internet activities

Researched a product or service	69.6%
Accessed news articles	68.9%
Researched a company	56.0%

## Financial

Average individual income	\$83,400
Avg. household income*	\$112,900
Avg. market value of residence	\$267,300

\* Compares to WI general population average of \$55,600

## Gender & age

Men	56.3%
Women	42.7%

25 - 34	13.3%
35 - 44	24.3%
45 - 54	34.8%
55+	27.1%

Average age	50
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## Vehicles

### Plan to purchase or lease a new vehicle in the next 12 months:

Yes	27.8%
Maybe	21.1%

### Own or lease one or more vehicles:

Domestic	82.1%
Foreign	34.4%

## Education

Attended college	85.6%
College graduate	76.0%
Postgraduate study	22.6%
Master's degree	11.8%

## THE KEY TO A SUCCESSFUL RELATIONSHIP

Whether a relationship is business or personal, the parties involved have to become familiar with each other before it will progress. It's no different with advertising. People have to become familiar with your company before they're open to establishing a relationship with you.

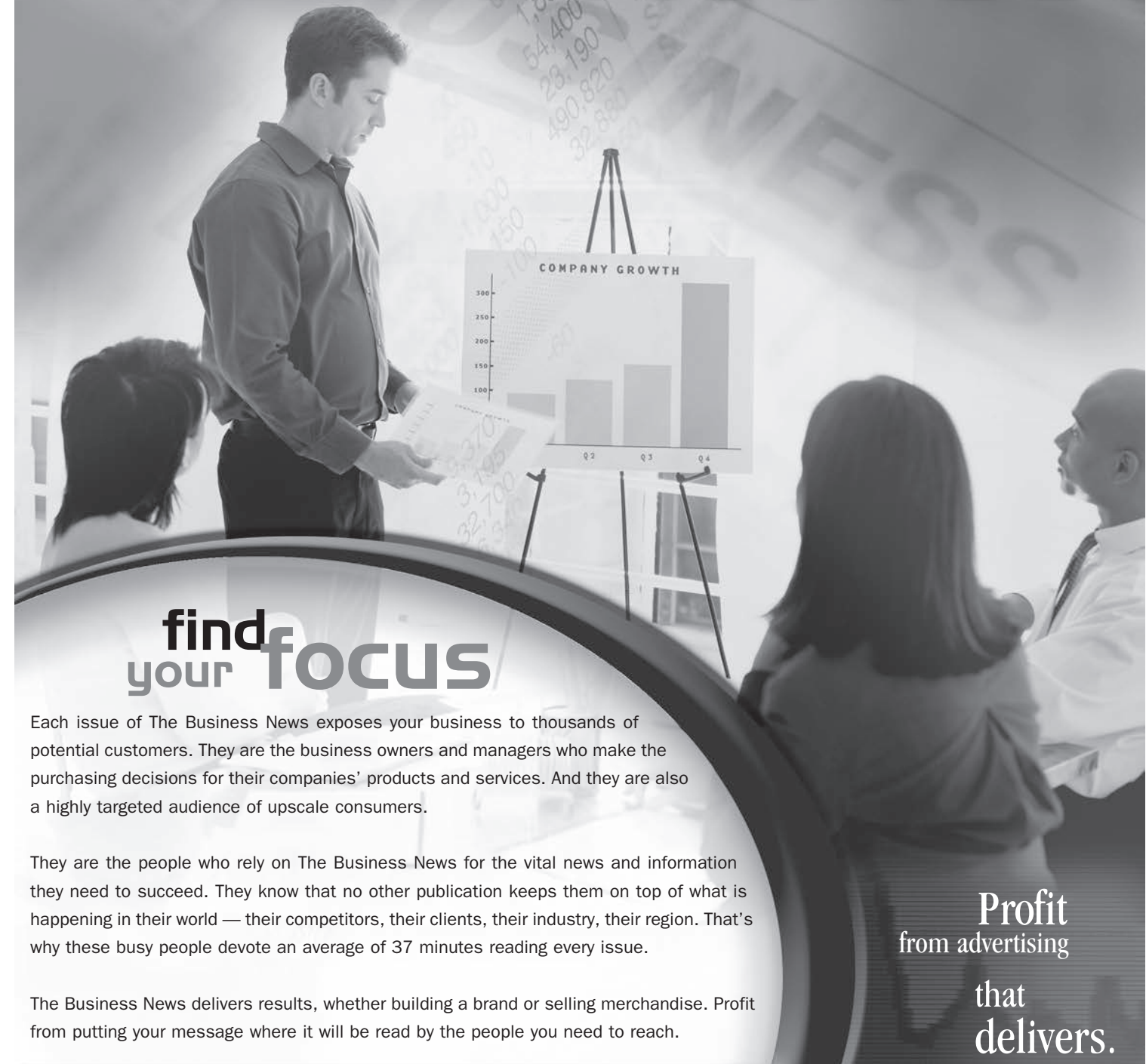
Frequency is one of the most important elements of a successful campaign and achieves the best results. Advertisers who run regular programs in The Business News continue advertising year after year. An on-going presence in The Business News not only allows you to form new relationships with new prospects, but also reinforces and enhances existing relationships. And, with The Business News, you know you're targeting the decision-makers you need to reach.

The business world is changing every day. If you want the best return on your advertising investment, make a commitment to The Business News.



# THE BUSINESS NEWS

# Readership PROFILE



find your **FOCUS**

Each issue of The Business News exposes your business to thousands of potential customers. They are the business owners and managers who make the purchasing decisions for their companies' products and services. And they are also a highly targeted audience of upscale consumers.

They are the people who rely on The Business News for the vital news and information they need to succeed. They know that no other publication keeps them on top of what is happening in their world — their competitors, their clients, their industry, their region. That's why these busy people devote an average of 37 minutes reading every issue.

The Business News delivers results, whether building a brand or selling merchandise. Profit from putting your message where it will be read by the people you need to reach.

Profit  
from advertising  
that  
delivers.

## THE BUSINESS NEWS

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# KNOW YOUR PROSPECT

## Readership

Usually read The Business News at home	21.1%
Usually read The Business News at work	78.9%
Average time spent reading each issue (minutes)	37
Average number of last 4 issues read	4
Subscribers who pass their copy of The Business News to other readers	61.3%
Average number of readers per copy	3.6

## Why they read The Business News:

To keep on top of local business developments	87.0%
To follow the local economy	81.4%
To keep up with people in business	71.4%
To find out about business events taking place	70.0%
To keep up with government actions that affect business	65.1%
To follow specific area companies	49.3%
To get advice about managing their business	42.5%
To read about my industry/profession	41.9%
To learn more about competitors	36.3%
To get sales leads	28.8%

## Subscribers agree with these statements about The Business News:

Is an advocate for the business community	84.6%
Reading it is time well spent	84.4%
Is a good value for the money	80.4%
Provides me with information I can't get any place else	56.0%
Is a good newspaper for executives who run smaller business	77.8%
I often save articles for future reference	41.1%
Useful source of information about businesses products/services	81.4%

## National business publications subscribed to:

Wall Street Journal	14.3%
Business Week	13.3%

## Most popular features

<b>56.5%</b>	People
<b>47.9%</b>	For the Record
<b>40.1%</b>	Opinion/Commentary
<b>39.6%</b>	The List
<b>36.1%</b>	Growth Strategies

## Advertising gets results

<b>37.7%</b>	visited advertiser's Web site
<b>36.8%</b>	discussed ad with others
<b>23.5%</b>	sought further information
<b>23.1%</b>	passed ad along to others
<b>17.6%</b>	used/modified an idea
<b>16.7%</b>	filed ad for future reference



# BUSINESS PROFILE

## Annual revenues of company

<b>36.1%</b>	Under \$500,000
<b>13.7%</b>	\$500,000 - \$999,999
<b>19.1%</b>	\$1 million - \$2.9 million
<b>6.0%</b>	\$3 million - \$4.9 million
<b>7.1%</b>	\$5 million - \$9.9 million
<b>17.9%</b>	\$10 million or more

## Executive position

<b>62.9%</b>	Top Management
<b>33.3%</b>	Middle Management

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<b>49.7%</b>	Owner
<b>29.0%</b>	President
<b>13.6%</b>	Partner

## Number of employees

<b>48.3%</b>	1-9
<b>36.5%</b>	10-99
<b>10.3%</b>	100-499
<b>1.5%</b>	500-999
<b>3.5%</b>	1,000+

## Line of business

<b>2.7%</b>	accounting services
<b>6.4%</b>	advertising/marketing/pr/promotions
<b>10.8%</b>	banking/finance/investments
<b>2.2%</b>	commercial real estate
<b>12.8%</b>	construction/design/engineering
<b>2.7%</b>	government
<b>7.0%</b>	health/medical services
<b>5.4%</b>	hospitality
<b>3.8%</b>	insurance
<b>3.8%</b>	legal services
<b>11.8%</b>	manufacturing
<b>3.2%</b>	printing
<b>2.7%</b>	residential real estate
<b>9.6%</b>	retail trade
<b>10.2%</b>	technology products/services
<b>3.2%</b>	wholesale trade

## Average company growth rate per year

<b>19.0%</b>	1 - 4%
<b>19.6%</b>	5 - 9%
<b>25.2%</b>	10 - 19%
<b>11.0%</b>	20 - 29%
<b>10.5%</b>	30%+

**50.0%**

maintain an office in home

**96.2%**

executives in top and middle management



# DECISION INFLUENCE

## On selection of services

<b>61.3%</b>	accounting
<b>22.6%</b>	acquisitions and mergers
<b>58.8%</b>	advertising/pr/promotions
<b>58.6%</b>	banking
<b>34.7%</b>	construction/design/engineering
<b>50.3%</b>	conventions/meetings/catering
<b>45.2%</b>	employee benefits
<b>35.7%</b>	express/package/freight/delivery
<b>38.2%</b>	financial (fund management, pensions, etc.)
<b>48.2%</b>	insurance - property/casualty/liability
<b>47.7%</b>	internet access/online services
<b>47.7%</b>	legal
<b>56.3%</b>	telephone services
<b>49.5%</b>	printing
<b>32.2%</b>	real estate/site location
<b>33.2%</b>	temporary help
<b>62.3%</b>	training/educational
<b>30.3%</b>	travel arrangements

## On selection of products

<b>46.7%</b>	automobiles/trucks
<b>55.8%</b>	cellular/mobile phones/pagers
<b>57.3%</b>	computer software
<b>57.8%</b>	copiers
<b>60.8%</b>	desktop computers
<b>50.3%</b>	fax equipment
<b>36.3%</b>	laptops/portable computers
<b>32.2%</b>	networking equipment
<b>59.3%</b>	office furniture
<b>59.8%</b>	office supplies
<b>54.8%</b>	printers
<b>31.2%</b>	telecommunications equipment

**Profit**

from reaching decision-makers