



Circulation Information

Reach more business **DECISION-MAKERS** with nearly **80,000** readers per issue.

Circulation: 32,964 audited monthly circulation

Readership: 79,114 readers per issue

Subscribers by Geography:

Within the Seven County Metro Area 87%
Outside the Seven County Metro Area 13%



Sources: BPA Publisher's Statement ending June 2006 and MRI Reader Profile Study, June 2005.

Twin Cities Business reaches...

- 100% of all Minnesota-based Fortune 500 companies
- 95% of Minnesota public companies with 50 or more employees
- 85% of Minnesota private companies with 50 or more employees
- 80% of all businesses in Minnesota with 50 or more employees
- 80% of all (non-retail) businesses in Greater Minnesota with 50 or more employees
- 2,200+ Twin Cities human resource professionals
- 50% of all female executives in the Twin Cities

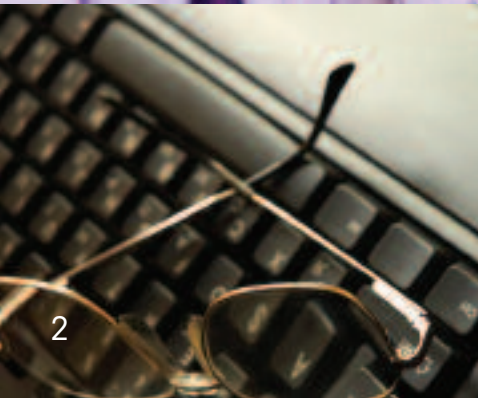


Market Penetration

Get **UNPARALLELED PENETRATION** into Minnesota business with more than **32,000** subscribers.



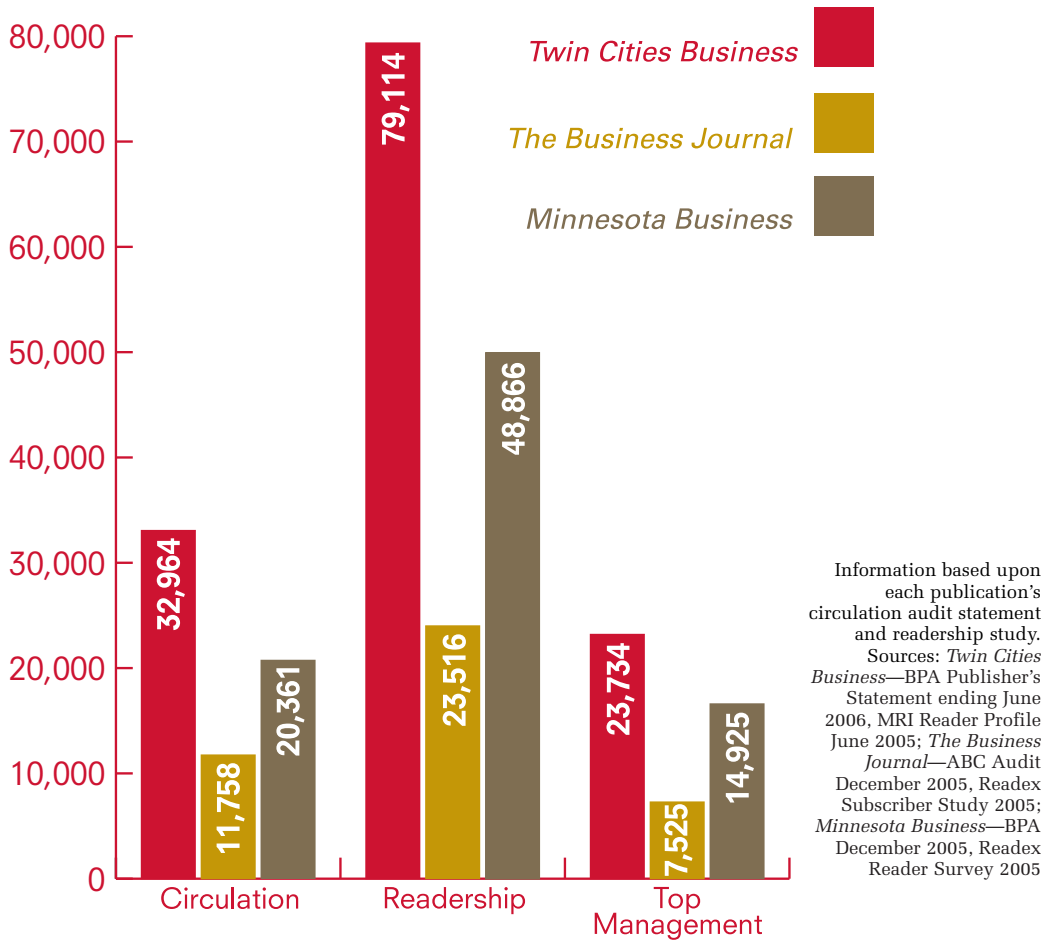
Company Size	Twin Cities Business Subscribers	# of Businesses in Metro Area
1,000+	2,974	106
500-999	1,643	159
100-499	7,170	2,351
10-99	14,599	23,725
1-9	3,441	65,115
Newsstand/Other	3,022	NA



Sources: BPA Publisher's Statement ending June 2006 and U.S. Census Bureau, 2004 MSA Business Patterns

Competitive Comparison

Audits and studies prove *Twin Cities Business* reaches more of the Twin Cities BUSINESS MARKET.



Reader Involvement

Surround your advertising message with **EDITORIAL** that keeps readers informed and engaged.

Total Readership	79,114
Read 3-4 out of the last 4 issues	82%
Average time spent with one issue	37 minutes
Referred to information from an issue	61%
Save items of interest	46%

Source: MRI Reader Profile Study June 2005





Lifestyle Demographics

Twin Cities Business readers have an average **NET WORTH** of over **\$2 MILLION.**

Gender

Male 72%
Female 28%

Age

Average reader is 52 years of age

Education

Attended College 88%
College Graduate 71%
Post-Graduate Studies 36%

Household Income

\$216,000 average

Net Worth

\$2,005,000 average

Investments

(Average current market value)

Primary Residence \$508,000
Investment Real Estate (not including primary residence) \$1,183,000
Investment Portfolio \$792,000

Dining Out

Average number of times per week: 5

Air Travel

Trips annually 6
More than 3 trips annually 54%

Recreation

Golf 52%
Stayed at a MN resort 54%
Exercise regularly 72%

Corporate Demographics

72% of *Twin Cities Business* readers are **TOP MANAGEMENT.**

Occupation

Top Management 72%
(Owners, Operators, Presidents, C-titles, and Vice Presidents)
Middle Management 28%
(Department Directors, Managers, and Supervisors)

Employee Size

1 – 9 11%
10 – 19 15%
20 – 49 16%
50 – 99 14%
100 – 499 22%
500 – 999 5%
1,000+ 9%
Newsstand/Other 9%

Revenue Growth

Average 3-year growth 14%

Meetings & Events

Used local restaurant, catering, meeting facility, ballroom or resort 85%
Event/Meeting Planning 30%
Held an off-site company meeting in last 12 months 63%
Average number of off-site meetings held in last 12 months 5

Company used in the last 12 months

Local Restaurant 65%
Local Meeting Facility 40%
Local Hotel Ballroom or Meeting Room 34%
Catering Services 56%
Hotel Guest Rooms 45%

Purchasing Involvement

92% of *Twin Cities Business* readers
MAKE COMPANY BUYING DECISIONS.

Professional Services .. 83%

Accounting 44%
Advertising/Marketing 47%
Banking 47%
Financial Services 55%
Insurance Consulting Services 37%
Legal Services 40%
Public Relations 24%

Delivery

Overnight Package Delivery 31%

Staffing

Recruiting Services 25%
Plans to Expand Staff 47%
Would consider using
temporary service firm 42%

Education & Training .. 38%

Company reimburses employees for
training/continuing education 51%
Company hires customized
training programs 22%

Technology 69%

Cellular Phones 41%
Computer Software/Hardware 56%
Computer Training 26%
Copiers 33%
Internet Service Provider (ISP) 26%
Long-distance and
Local Telephone Services 39%
Telephone Systems 27%
Website Development Services 24%

Commercial Real Estate 55%

Building Construction Materials 24%
Equipment Leasing 25%
Office Furniture/Fixtures 33%

Insurance 54%

Health Care Insurance 47%
Insurance Consulting Services 37%
Other Employee Benefits 31%
Property/Casualty/Liability Insurance 34%

Health Care 54%

Health Care Insurance 47%
Provide health care benefits
for employees 81%
Company would consider changing
health care benefits 42%

Other

Gifts/Awards/Incentives 31%

Twin Cities Business
reaches **80%** of
ALL
COMPANIES
in Minnesota with
50 employees or more.

