



## DEMOGRAPHIC INFORMATION

### Household

#### Ages of children living in household

3 or under	5.0%
4 - 11	22.0%
12 - 15	20.0%
16 - 19	15.0%
20 - 23	6.0%
24 and older	1.0%
No children in my household	46.0%

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%

### Vehicles

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

Yes	29.0%
Maybe	19.9%

#### Own or lease one or more vehicles:

Domestic	82.1%
Foreign	34.4%

### Financial

Average individual income	\$73,400
Avg. household income*	\$99,300
Avg. market value of residence	\$235,100

\* Compares to WI general population average of \$48,900

### Gender & age

Men	70.2%
Women	29.8%

25 - 34	14.4%
35 - 44	27.1%
45 - 54	32.3%
55+	23.6%

Average age . . . . . 43

### Education

Attended college	55.8%
College graduate	29.0%
Postgraduate study	13.2%
Master's degree	8.0%

### 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

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# THE BUSINESS NEWS

Northcentral Wisconsin

## 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.**

# 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 .....	38.8%
Useful source of information about businesses products/services .....	81.4%

## National business publications subscribed to:

Wall Street Journal .....	17.0%
Business Week .....	14.0%

## 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>44.6%</b>	passed ad along to others
<b>32.5%</b>	discussed ad with others
<b>30.1%</b>	visited advertiser's Web site
<b>25.3%</b>	sought further information
<b>18.1%</b>	used/modified an idea
<b>15.7%</b>	filed ad for future reference

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# BUSINESS PROFILE

## Annual revenues of company

<b>30.5%</b>	Under \$500,000
<b>16.1%</b>	\$500,000 - \$999,999
<b>19.5%</b>	\$1 million - \$2.9 million
<b>6.3%</b>	\$3 million - \$4.9 million
<b>8.0%</b>	\$5 million - \$9.9 million
<b>19.6%</b>	\$10 million or more

## Executive position

<b>62.9%</b>	Top Management
<b>33.3%</b>	Middle Management
<b>47.5%</b>	Owner
<b>22.7%</b>	President
<b>9.9%</b>	Partner

## Number of employees

<b>41.0%</b>	1-9
<b>39.0%</b>	10-99
<b>12.1%</b>	100-499
<b>3.7%</b>	500-999
<b>4.2%</b>	1,000+

## Average company growth rate per year 2002-04

<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%+

## Line of business

<b>3.9%</b>	accounting services
<b>3.9%</b>	advertising/marketing/pr/promotions
<b>10.8%</b>	banking/finance/investments
<b>2.2%</b>	commercial real estate
<b>11.9%</b>	construction/design/engineering
<b>2.2%</b>	government
<b>10.8%</b>	health/medical services
<b>5.4%</b>	hospitality
<b>4.9%</b>	insurance
<b>3.8%</b>	legal services
<b>16.8%</b>	manufacturing
<b>3.2%</b>	printing
<b>2.7%</b>	residential real estate
<b>15.8%</b>	retail trade
<b>8.9%</b>	technology products/services
<b>3.2%</b>	wholesale trade

**47.2%**

maintain an office in home

**96.2%**

executives in top and middle management



# DECISION INFLUENCE

## On selection of services

<b>54.1%</b>	accounting
<b>22.2%</b>	acquisitions and mergers
<b>59.8%</b>	advertising/pr/promotions
<b>54.1%</b>	banking
<b>34.5%</b>	construction/design/engineering
<b>29.0%</b>	consulting
<b>38.7%</b>	conventions/meetings/catering
<b>41.8%</b>	employee benefits
<b>30.4%</b>	express/package/freight/delivery
<b>41.2%</b>	financial (fund management, pensions, etc.)
<b>41.8%</b>	insurance - property/casualty/liability
<b>40.2%</b>	internet access/online services
<b>38.7%</b>	legal
<b>38.7%</b>	local telephone
<b>38.7%</b>	long distance
<b>38.7%</b>	printing
<b>28.4%</b>	real estate/site location
<b>27.8%</b>	temporary help
<b>45.1%</b>	training/educational
<b>29.4%</b>	travel arrangements

## On selection of products

<b>36.8%</b>	automobiles/trucks
<b>45.1%</b>	cellular/mobile phones/pagers
<b>44.6%</b>	computer software
<b>47.7%</b>	copiers
<b>52.3%</b>	desktop computers
<b>42.5%</b>	fax equipment
<b>36.3%</b>	laptops/portable computers
<b>26.4%</b>	networking equipment
<b>54.9%</b>	office furniture
<b>51.8%</b>	office supplies
<b>41.5%</b>	printers
<b>24.4%</b>	telecommunications equipment

**Profit**

from reaching decision-makers