

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%

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%

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 56.3%
Women 42.7%

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

Average age 44
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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

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THE BUSINESS NEWS

Northeast 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%



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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

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

Advertising gets results

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



BUSINESS PROFILE

Annual revenues of company

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

Executive position

62.9%	Top Management
33.3%	Middle Management
49.7%	Owner
29.0%	President
13.6%	Partner

Number of employees

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

Average company growth rate per year 2002-04

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

Line of business

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

50.0%

maintain an office in home

96.2%

executives in top and middle management



DECISION INFLUENCE

On selection of services

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

On selection of products

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

Profit

from reaching decision-makers