

NEVADA BUSINESS
JOURNAL WORKS
FOR ME

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Nevada
BUSINESS
JOURNAL

I READ NEVADA
BUSINESS JOURNAL

CIRCULATION

The readership of *Nevada Business Journal* is based on a strategic combination of controlled circulation and paid subscriptions.

Circulation (minimum) **20,000**
Readership* (minimum) **82,000**
(*An average 4.1 readers per issue)

2009 READERSHIP

SOPHISTICATED ACTIVE CONSUMERS

Net worth over \$1 million **46%**
Earn over \$150,000 a year **67%**
Own Primary Residence **93%**
Own Investment Property **91%**
Own/Lease Vehicle **98%**
Use Financial Services **96%**

INTERESTED READERSHIP

The average reader spends 45 minutes with each issue.

Referred to more than once per edition **82%**
Receive at work **83%**
Save or pass-along issues **81%**
Rated "excellent to good" for delivering: Interesting, informative articles **96%**
Useful information for work **89%**
Information not available elsewhere **84%**
Discussed an ad or article with colleague **83%**
Saved an entire issue for reference **66%**
Readers for 5 or more years **54%**

AFFLUENT READER

Under 54 Years of Age **63%**
Top Executives, Owners, Managers, Professionals **94%**
Male **70%**
Female **30%**
College Graduate **92%**

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DECISION-MAKING

Readers' influence on purchase or lease of products and services:

Overall Influence **93%**
Computers Hardware / Software **92%**
Office Equipment **87%**
Construction / Architectural / Office Site **84%**
Banking / Financial **64%**