

THE ALLIANCE

OF AREA BUSINESS PUBLISHERS

ALLIANCE MEMBERSHIP STATISTICS AT A GLANCE

Number of Publications: **60**

CIRCULATION & READERSHIP

Total Paid Circulation:
378,479 (46 pubs reporting)

Total Circulation:
804,051 (46 pubs reporting)

Total Readership:
4,020,255 (46 pubs reporting)

ONLINE READERSHIP

Total Daily E-News Recipients:
498,239 (37 pubs reporting)

Total Weekly E-News Recipients:
402,742 (28 pubs reporting)

Total Web Site Page Impressions Monthly:
14,887,758 (36 pubs reporting)

Total Web Site Visits Monthly:
4,266,932 (29 pubs reporting)

Total Unique Visitors to Web Site Annually:
7,277,364 (31 pubs reporting)

DEMOGRAPHICS

Median Readership Age:
164 (44 pubs reporting)

Percentage of Readers in Top Management:
74.07 (28 pubs reporting)

Average Reading Time in Minutes:
36.74 (35 pubs reporting)

Average Reader Household Income:
\$196,873.89 (47 pubs reporting)