

# WHERE BUSINESS PEOPLE GO FOR BUSINESS INFORMATION

WWW.THEBUSINESSJOURNAL.COM

Advertising is but one form of communication. Communicating with readers of The Business Journal can have a positive impact on your company's bottom-line.

Readers of The Business Journal are affluent and influential. Collectively, they lead and manage about 50% of the metro area's total employees.

Readers of The Business Journal make personal and professional buying decisions everyday. Advertising in The Business Journal influences people with influence.



# WHERE BUSINESS PEOPLE GO FOR BUSINESS INFORMATION

## Business News

The readers of the Business Journal turn to us for vital news, information that helps guide important business decisions and exclusive insight into new opportunities.

We take an award-winning approach to each issue so we can provide the most up-to-date news and information. The Business Journal cuts through the fluff and asks the hard questions. Delivering hard hitting industry stories, profiles and top-notch business news is what we do—and we do it with integrity and dedication.



## Methodology

The results in this media kit are based on a survey conducted by Circulation Verification Council (CVC), on behalf of the 56 members of the Alliance of Area Business Publishers.

Interviews were conducted by CVC with supervision, interview training and monitoring capabilities. Interviews were conducted over a minimum period of three weeks to minimize the impact of weather and/or special news stories. During the

interview process, no questions were asked prior to the readership questions.

The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. CVC estimates that all the information in this survey has a maximum error margin of +/-3% at the 95% confidence level.

Through the use of telephone surveys, the purpose of the research project was to provide The Business Journal with a current profile of the local and regional markets. CVC handled all materials, production and tabulation in accordance with accepted research standards and practices.

A total of 307 readers out of a 400 sample group agreed to be interviewed for the survey, which CVC noted was the largest of any similar publication that underwent the study.

# READERSHIP INFORMATION

**80%** Read 3 out of the last 4 issues

**4.4** Readers per copy

## AVERAGE NUMBER OF MINUTES SPENT

**77%** Reading an issue. 30 minutes to 1 hour

**10,757** Subscribers

**47,330** Total Readers

# SUBSCRIBER PROFILES INFORMATION

## GENDER

**65%** Male

**35%** Female

## AGE

**53** Average age of our subscribers

## EDUCATION

**98%** Attended college, Graduated, Post Graduate,  
Masters & Doctoral Graduates

## INCOME

**\$191,441** Average household

## RESIDENCE

**93%** Homeowners

**\$410,000** Average value of main residence

## TITLE/POSITIONS HELD WITHIN COMPANY

**74%** Owner, Partner, President, CEO, CFO, CIO, COO, VP

**26%** Director, Manager, Sales, Marketing consultants  
& Other

# BUSINESS INFLUENCE

**96%** Make/influence decisions on products and services within their companies

# DIGITAL OPTIONS

## Email Products

Both Email products are delivered to the inbox of 16,000 Subscribers Daily \* 80,000 Per Week \* 320,000 Per Month

### 1. Morning Roundup

Compiled each morning, Monday through Friday, The Morning Roundup features the top business headlines from the region's most trusted news websites in Fresno, Kings, Madera and Tulare counties. We scour dozens of websites covering the Central Valley to bring you the business news that matters most. Delivered to email inboxes by 9:30 a.m. each day, The Morning Roundup aims to save you time while keeping you informed.

### 2. The Daily Update

A newsletter highlighting the top local, state and national business news, delivered to your inbox Monday through Friday by 3 p.m. It features the top local stories of the day from thebusinessjournal.com, as well as the most important headlines from the Associated Press, including the closing market information from Wall Street. Daily Update subscribers also receive exclusive Breaking News alerts whenever The Business Journal's reporters uncover a big scoop.

## TheBusinessJournal.com

Make a difference to your bottom line with a campaign on TheBusinessJournal.com - reaching over 80,000 Business Minded Readers Each Month.

\*\*Display ads

\*\*Sponsorship animation ads

\*\*Video ads

# ANNUAL PUBLICATIONS



## Relocate Fresno County

With so many people relocating from outside and within our great valley, the need for information at their fingertips is very important.

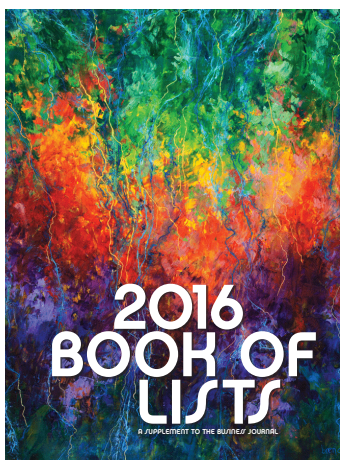
Relocate Fresno County provides valuable information on local education, employment, health care, culture, churches, as well as contact information for public and private organizations in our surrounding communities every other year. We will help make the important transition of relocation as easy as possible.



## The Healthcare Supplement

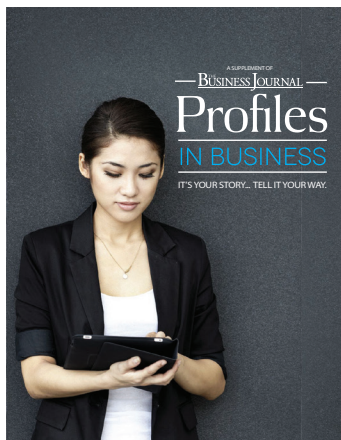
The Healthcare Supplement presents a wide array of resources and information so our readers can keep up with one of the valley's fastest growing industries.

Whether it's presenting a controversial issue or procedure, providing a list of pertinent healthcare providers, discussing respiratory illnesses, heart disease or preventative medicine, The Business Journal's editorial staff talks to the experts and gives our readers the factual, in-depth coverage they can count on.



## Book of Lists

A compilation of our weekly Top 20 list, the Book of Lists contains industry rankings and valuable information on more than 1,000 Valley businesses that can't be found anywhere else. Businesses tell us time and again when it comes to industry research, business decisions or contacts, they look to the Book of Lists.



## Profiles in Business

This is your once-a-year opportunity to showcase your business to over 11,000 readers of The Business Journal - the decision makers of our region.

The Business Journal companies "telling their own story in their own words" is what makes Business Profiles so unique. Your story will be a collaborative effort between you, a professional writer and a photographer. Your story is yours to keep in PDF format to use as marketing collateral.

The publication will help your business:

- Introduce a new product line or service
- Gain a competitive edge
- Strengthen your current business relationships
- Stand out from the competition
- Celebrate an anniversary
- Digital edition online for one full year at TBJNow.com
- Inserted into TBJ in magazine format



# EVENTS

## The Business Journal Corporate Golf League

For 17 years, The Business Journal Corporate Golf League has marked the beginning of summer.

The 8-week league, which starts in June, meets every Tuesday evening starting at 5:30 p.m. at San Joaquin Country Club.

After you finish your round of golf, dinner is served along with tee prizes and other goodies.

This is a great way to relax and enjoy a little after hours fun. If you would like to play or sponsor the event, we would love to hear from you. We sell out every year, so make your reservations early.

## Best of Central Valley Business Readers Choice Awards

This competition allows visitors to The Business Journal's website to vote for the best businesses in the Central Valley, including Fresno, Kings, Madera and Tulare counties. There are 30 categories to vote in, including best nonprofit, best happy hour and best auto dealership. The top 3 nominees in each category are invited to a private mixer in December where winners in each category are honored with a plaque and the knowledge that they are the Best of Central Valley Business. Voting begins at the beginning of September and lasts 6 weeks. All 30 winners will be featured in a special December issue of The Business Journal. Last year drew in over 62,000 votes. Go to <http://www.thebusinessjournal.com/bestofcvb-cats> to see all 30 categories. For sponsorship or advertising information, contact Kaysi Curtin at (559) 490-3422.

## The Book of Lists Launch Party

The Book of Lists Launch Party is an annual event of The Business Journal. This past January, 350 people, including the region's top CEOs, celebrated the launch of The Business Journal's Book of Lists out at San Joaquin Country Club in Fresno.

With the purchase of a BOL ticket, guests enjoy an evening of networking with top executives including dinner, cocktails and a Book of Lists to take home.

Please contact us if you would like to attend, sponsor or see your company in the Book of Lists.