

Where People Go For Local & Exclusive 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 People Go

For **Local & Exclusive** 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.

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



The Business Journal | Print

Publishing every Friday. Reach over 47,000 business minded readers weekly with Display advertising, Business Market Place ads, Executive Homes Market section & Inserts.

The Business Journal | Digital

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

Morning Roundup E-News Letter

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. Delivered to the Inbox of over 16,000 subscribers daily, Monday through Friday.

The Daily Update E-News Letter

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. Delivered to the Inbox of over 16,000 subscribers daily, Monday through Friday.

Health Care Weekly E-News Letter

In 2015, hospitals in Fresno, Kings, Madera and Tulare counties generated \$19.5 billion in spending and directly and indirectly employed 130,723 people, according to the Hospital Council of Northern & Central California. Healthcare Weekly is special newsletter that gives more context to those statistics, and also illuminate the human stories behind them. The newsletter features original reporting from Business Journal writers producing stories you won't find anywhere else. Delivered to the Inbox of over 17,500 subscribers each and every Wednesday morning.

Executive Dining Guide E-News Letter

Business professionals are the valley's most prolific diners. Their busy schedules, meetings, and entertainment mean they eat out frequently. And, if they are local professionals who need to stay abreast of the business scene, they're reading The Business Journal. Our readers eat out 4 to 5xs a week. This weekly dining guide gives them a directory of where to go and also features original reporting from The Business Journal on local hotspots and dining experiences. Delivered to the Inbox of over 18,000 subscribers each and every Monday morning.



Magazine Supplements

Book of Lists

A compilation of our weekly Top 20 list, the Book of Lists is TBJ's flagship publication. It 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.

Legal Directory

From its humble beginning over 50 years ago as a pocket directory, the Legal Directory has grown to be a must-read and must-have directory for the legal community. The Legal Directory is an alphabetical listing of every practicing attorney in private, corporate, or public practice in the Central San Joaquin Valley. Along with the individual attorney name and photograph, the directory includes their law firm affiliation, address, telephone number, fax number, e-mail address, law school, graduating class and practice specialty.

Made In The Central Valley

The Central Valley is the epicenter for California agriculture, and it became that way thanks to the innovative and entrepreneurial spirit of its pioneers. That spirit lives on today in the food processors and manufacturers whose products are used and enjoyed around the world. Made in the Central Valley highlights the "makers" among us, from startups to the well-established. The goods we produce tell a story about who we are, and Made in the Central Valley will give those stories a voice.

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.

Relocate Fresno County Magazine

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.

Central Valley Ag Magazine

In California, 93 percent of farms are family-owned, according to the latest U.S. Census of Agriculture. Each of those families has a unique story along with a unique set of triumphs and challenges. Each of those families supports other industries and groups, and that's how the grand tapestry of Central Valley agriculture is formed. Central Valley Ag Magazine seeks to tell those individual stories and present content that illuminates these key industries beyond the tired talking points. Central Valley Ag Magazine will give readers a fresh look at our most important industry.

Profiles in Business

Profiles in Business is an Advertorial Supplement that showcases the Central Valley's leading businesses in magazine format. It allows our readers to get to hear your story told your way and is a collaborative effort between you and a professional Business Journal feature writer and photographer. It is an enormous opportunity to tell your story and show the whole Central Valley the business leader you are. Profiles in Business allows our clients an enormous opportunity to tell your story and show the whole Central Valley the business leader you are.



Events

The Business Journal Corporate Golf League

For 18 years, The Business Journal Corporate Golf League has marked the beginning of summer. The 8-week league, meets every Tuesday evening starting at 5:30 p.m. at Copper River County 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 35 categories to vote in, including best company to work for, best law firm 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 35 winners will be featured in a special December issue of The Business Journal. Last year drew in over 180,000 votes!

60 Ideas in 60 Minutes

The Business Journal brings you an extraordinary Power Breakfast like no other! Join TBJ for the newest executive headliner event in Fresno:60 IDEAS IN 60 MINUTES

Each September, six local CEO's will each share their 10 best ideas that can be immediately implemented to improve any business. These exceptional speakers will take the stage for 10 minutes each at Pardini's Catering & Banquets.

All 60 ideas will be summarized in a glossy, full-color magazine insert inside the e Business Journal. Each speaker's segment will also be captured and distributed in video. Join these dynamic leaders and The Business Journal for an unforgettable Power Breakfast.

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.

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.

