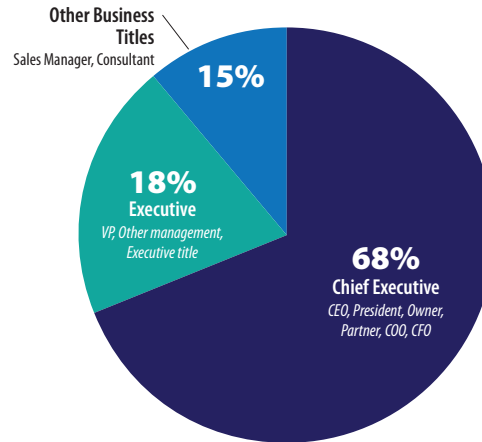


Decision Makers

We've attracted an audience of business decision-makers. More than 75% of Worcester Business Journal readers are senior executives in their organization and influence purchasing decisions. This makes our readers an ideal target market for business-to-business products and services.

30,000

Print edition readers



68% Chief Executive
CEO, President, Owner, Partner, COO, CFO

18% Executive
VP, Other management, Executive title

15% Other Business Titles
Sales Manager, Consultant

Loyal Readership

- 52%** have been reading WBJ 5+ years
- 27%** have been reading WBJ 3-5 years
- 17%** have been reading WBJ 1-2 years
- 4%** have been reading WBJ less than 1 year

Income

Household Income

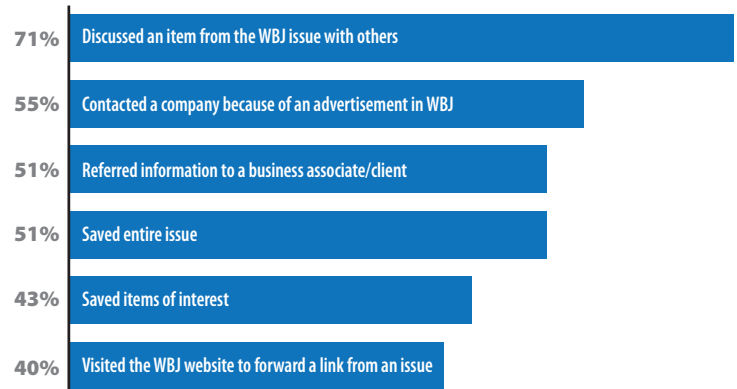
- 75% make \$100,000 or more
- 33% make \$200,000 or more

Median household income:
\$146K

Reader Profile

	Male	Female	Age
Print Readers	65%	35%	50
Online Readers	58%	42%	51.4

Action taken after reading WBJ in print



(Source: 2014 WBJ Reader Survey, CVC)