### Reader Demographics

Worcester Business Journal provides access to business decision makers.

- **34,000** Print edition readers
- **90%** of Worcester Business Journal readers identify as a senior-level decision maker at their business
- **66%** Chief Executive (CEO, President, Owner, Partner, COO, CFO)
- **23%** Executive (VP, Other management, Executive title)
- **11%** Other Business Titles (Sales Manager, Consultant)

- **68%** male, **32%** female, **75%** are between 40-59

WBJ subscribers are highly affluent and well-educated.

- **$148,309** Median household income *(All of MA $70,954)*
- **76%** are college graduates
- **87%** own a home in Massachusetts
- **54%** work at companies that own their building in state

WBJ readers are loyal and engaged.

- **52%** have been reading WBJ 5+ years
- **84%** spend 15 minutes or more reading each issue
- **58%** contacted a company because of an advertisement in WBJ
- **75%** share content from WBJ with others