

# PRINT



## DEMOGRAPHICS

### LOCAL



of companies are private/closely-held or family-owned

When you need to reach the CEOs, presidents, owners and decision-makers of closely held companies in southeastern Wisconsin, BizTimes Milwaukee delivers maximum impact – and value. Our powerful readers lead a diverse group of growing companies with an average of 46+ years in business who spend an average of 28 minutes with each issue of the magazine.

11,831

qualified subscribers

57,972

readers

### INFLUENTIAL



have a direct or indirect influence on company purchasing decisions

### FAST GROWING

- 71% have more than \$1,000,000 in annual sales

### POWERFUL

- 91% are Board Chair, CEO, President, Vice President, CFO, COO, CIO, GM, Manager, Director, Senior or Executive VP

### ENGAGED



have read or looked through 3 out of the last 4 issues

### ENGAGED

- 28 min. average time spent reading or looking through each issue

### AFFLUENT

- \$425,872 average household income
- \$3,094,578 average household net worth
- 82% have an undergraduate, graduate or doctoral degree

### FAST GROWING



have between \$1-100 million in annual sales



70%

male



30%

female

**ESTABLISHED AND GROWING**

- 91% expect to grow annually in sales in each of the next three years
- 40,414 square-foot average of readers' company facilities
- 96% are planning on expanding, renovating or relocating or reallocating space in their current facility

**ACTIVE, INVOLVED, CONNECTED**

- 70% attend local performing arts (musicals, plays, concerts, symphony, ballet, etc.)
- 46% serve on one or more nonprofit boards
- 51% of readers' employees donate their time and/or money to local nonprofits

**INDUSTRIES**

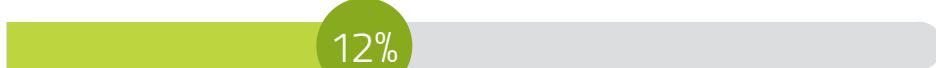
**Business Services** (Advertising & Public Relations, Architects, Business Consultants, Engineers, Health Care, Hospitality, Other)



**Manufacturing, Printing, Logistics, Wholesale**



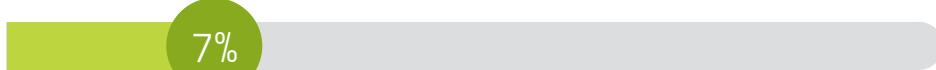
**Banking, Finance, Legal, Accounting, Investments, Insurance**



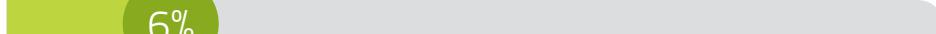
**Real Estate, Developer, Construction, Sub-Contractors**



**Associations, Non-profit, Education, Transportation, Utilities, Government**



**Technology**



**Retail**

**POSITIONS**

are Board Chair, CEO, President, Vice President, CFO, COO, CIO, GM, Manager, Director, Senior or Executive VP

*BizTimes Milwaukee is audited by Circulation Verification Council. Reader survey is conducted internally.  
For complete survey results, contact media sales.*