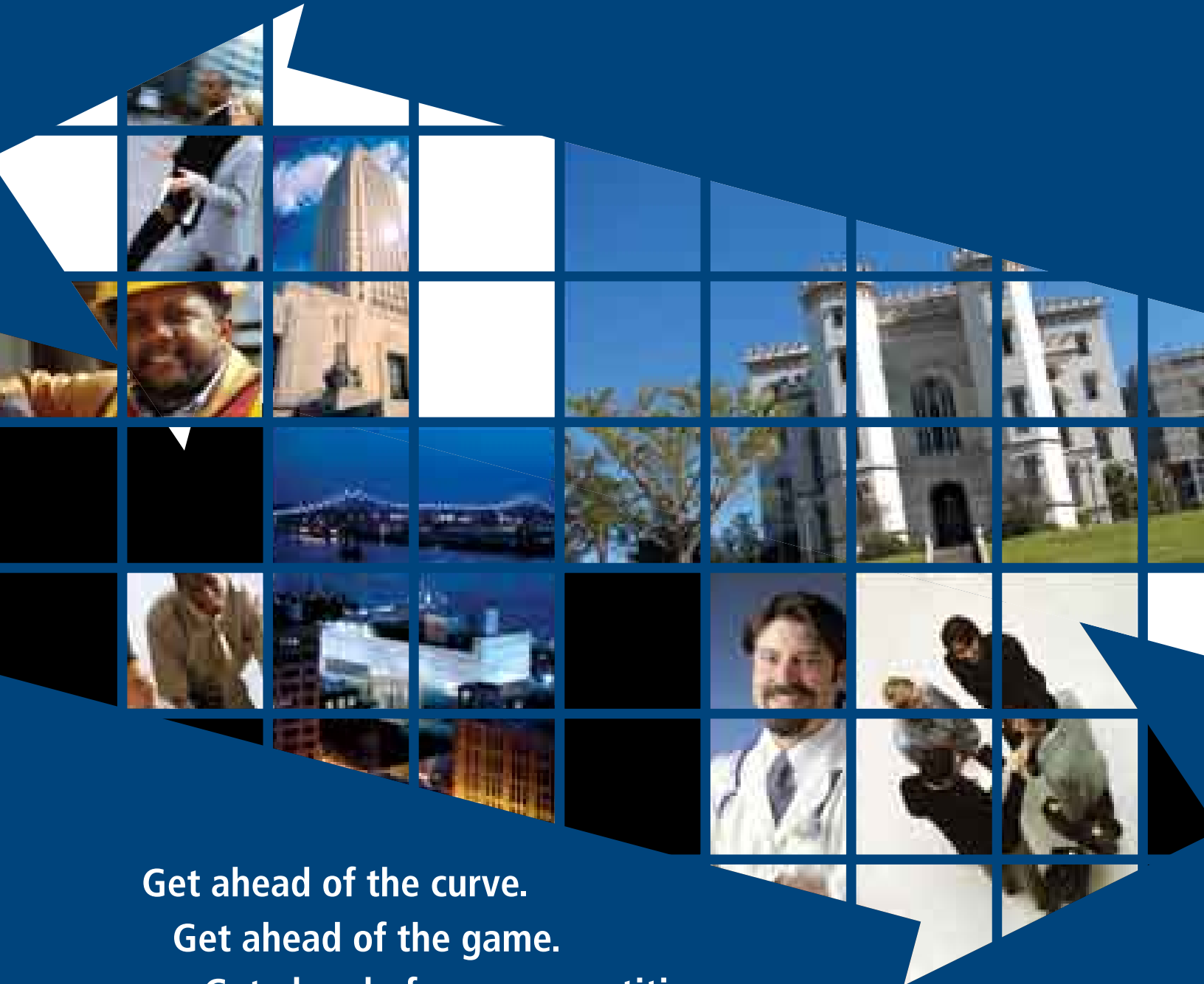




G R E A T E R B A T O N R O U G E

Business Report

READERSHIP STUDY



Get ahead of the curve.
Get ahead of the game.
Get ahead of your competition.

SUBSCRIBER PROFILE:

CHANGING THE FACE OF BUSINESS IN THE CAPITAL REGION

Readership

- 91%** say *Business Report* provides information they can't get anywhere else
- 94%** say *Business Report* is a useful source for business products and services
- 96%** say *Business Report* has the most complete in-depth local business news

77.6%

of our subscribers rank *Business Report* and *Daily Report* as their #1 source of local business news

Demographics

- 52** Average age
- 66%** Male
- 34%** Female
- 82%** College graduates
- 95%** Homeowners
- 52%** say they plan to purchase or lease a vehicle in the next year
- 64%** watch 12 hours or less of TV per week (1 hour and 40 minutes per day)
- 80.9%** dine out for personal meals two or more times per week
- 61.5%** dine out for business meals two or more times per week
- 44%** visit a *Business Report* Web site daily
- 45%** refer back to an issue two or more times



55

average number
of minutes
spent reading
each issue of
Business Report

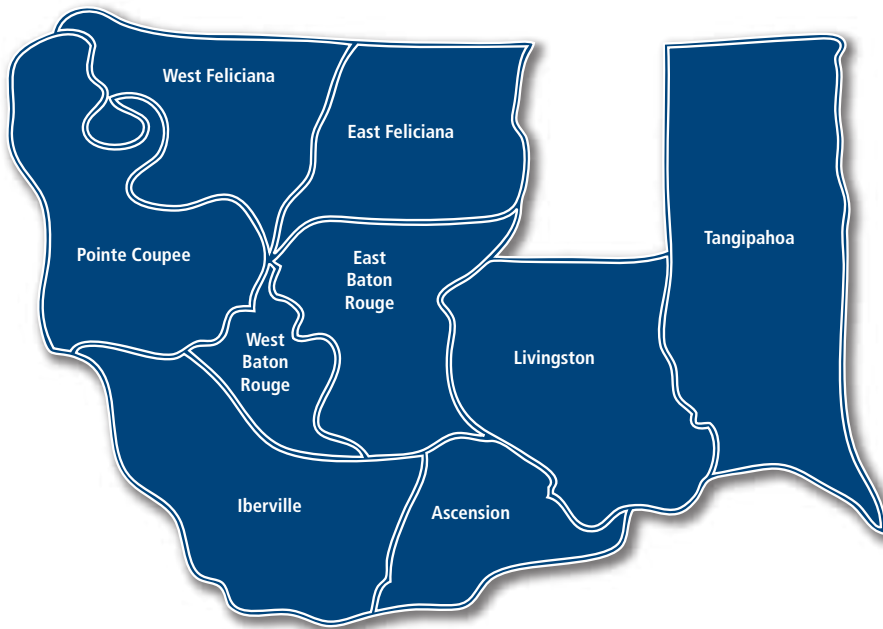
Because it has the in-depth local business news coverage they crave ... they need ... they can't live without. And they can't find it anywhere else! Capital Region business leaders rely on *Business Report* to help them run smart and grow fast. They are an elusive market, busy executives and business owners who don't have time to take your call or visit with your salesperson, but they make time for *Business Report*. They're averaging 55 minutes every other week with *Business Report's* award-winning content. They are highly motivated decision-makers who READ... ads and all.

The Decision-Makers

- 53% sit on one or more boards of directors
- 87% are in management
- 37% are either owner, partner, president or CEO
- 82% had 2005 Total Gross Sales of \$500,000 or greater
- 28 Average size of workforce

71% have income over \$100,000

We Cover the Business Community Like No One Else!



Circulation

- 10,716** Bi-weekly circulation
- 75%** Paid subscriber renewal rate
- 4.1** Average pass-along readers per copy
- 49,579** Total readership*
- 55%** Male readership*
- 45%** Female readership*

* Total readership includes subscribers, pass-along readers and newsstand sales.

Purchasing & Policy Influence

Business Report subscribers directly influence and drive the purchasing and policy decisions of their organizations.

Accounting.....	36%	Education/Training Programs	33%
Acquisitions and Mergers	16%	Express/Packaging/Freight Delivery.....	26%
Advertising/PR/Promotions	44%	Financial/Investments.....	32%
Banking.....	41%	Health Benefits	33%
Cellular Phones.....	47%	Internet Access.....	33%
Computer – Desktops	47%	Legal Services	32%
Computer – Laptops	40%	Local Telephone	33%
Computer – Software.....	44%	Long Distance Telephone	32%
Construction/Design/Engineering.....	29%	Printing.....	37%
Corporate Gifts	38%	Real Estate/Site Selection.....	27%
Document Imaging	43%		

GREATER ● BATON ROUGE
**Business
Report**