

PRINT AUDIENCE PROFILE

Twin Cities Business' print audience is intelligent, educated, connected, and affluent business leaders.

PREMIUM AUDIENCE

30,000+
loyal monthly subscribers

76,000 monthly readership
With an average pass-along readership of 1.5

PROFESSIONAL DEMOGRAPHICS

DECISION-MAKERS

80% are top management
Owners, Operators, Presidents, C-suites and VPs

PURCHASING POWER

95% influence and make
company purchasing decisions

SMALL BUSINESS

61%
are decision-makers in
companies of <100 employees

MIDDLE MARKET

89%
of all Minnesota private companies
with 50 or more employees.

ENTERPRISE

100%
of Minnesota
public companies.

PERSONAL DEMOGRAPHICS

AVERAGE AGE

54

GENDER

69% Male
31% Female

EDUCATION

97% attended
college

INVESTMENTS

\$938,000
avg. investment
portfolio

NET WORTH

\$2 Million

HH INCOME

\$232,000