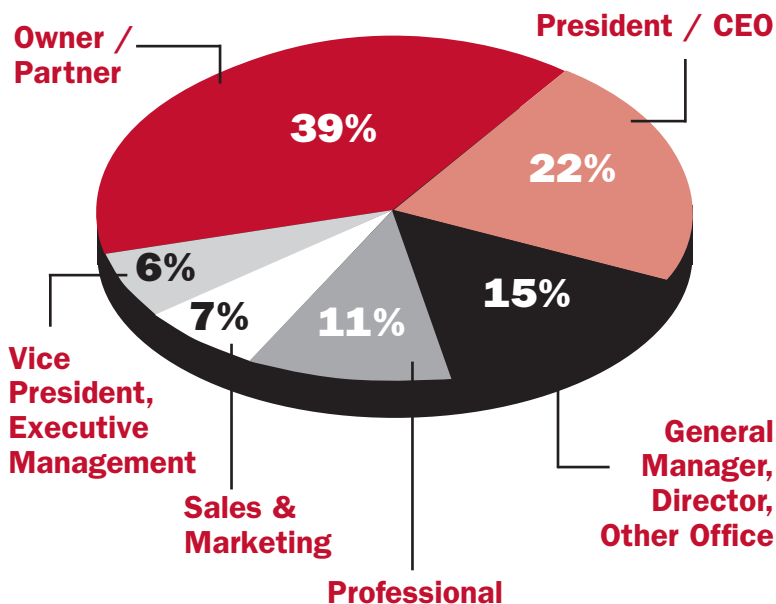


**BusinessWest** is the region's premiere business publication bringing local business news, trends, and information to nearly **30,000** readers.

The Western Mass. business community widely regards **BusinessWest** as an **invaluable** and **trusted** business tool.

### JOB TITLE AND POSITION

**82%** of our 30,000 readers are **Business Owners, Presidents, CEOs, and Senior Managers.**



SOURCE: 2008 Readers Profile Study conducted by Readex Research, Stillwater, MN.

### READER PROFILE

Male Readership:	<b>60%</b>
Female Readership:	<b>40%</b>
Average Age:	<b>54</b>
Average Household Income:	<b>\$151,000</b>
College Degree or Post Graduate Degree:	<b>70%</b>
Executive Level Position within Company:	<b>82%</b>
Involved in Company's Purchases:	<b>90%</b>

### READER HABITS

**BusinessWest** readers are loyal, engaged, and consistent.

- 81%** find **BusinessWest** a timely and credible resource
- 79%** read 3 out of the last 4 issues
- 66%** read 4 out of the last 4 issues
- 73%** have been loyal readers for 4 or more years
- 80%** have taken action as a direct result of a published **ARTICLE**
- 58%** have taken action as a direct result of an **ADVERTISEMENT**

### PASS-ALONG RATE

- 73%** of readers pass their issues along to two or more people