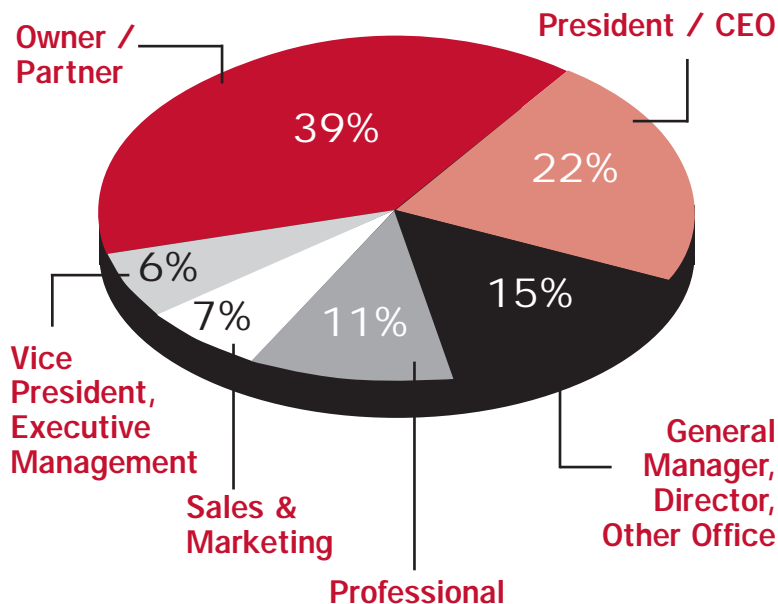


BusinessWest is the region's premiere business publication bringing local business news, trends, and information to nearly **30,000** readers.

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

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