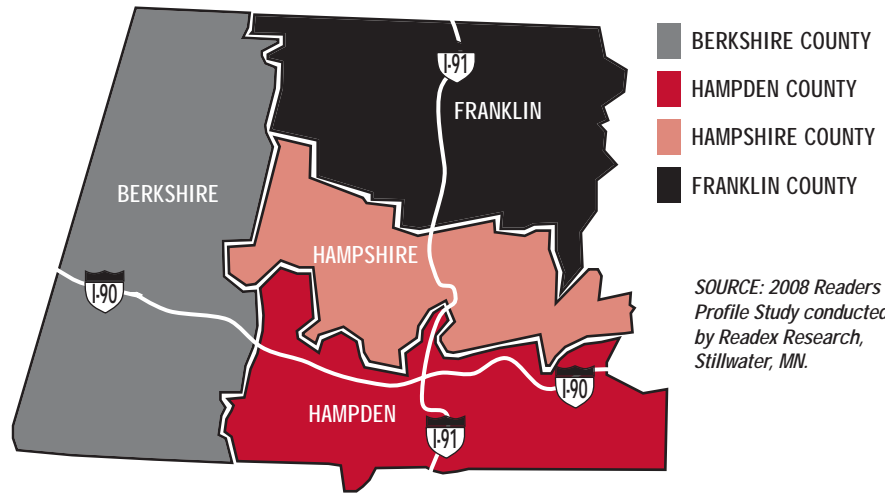


AREA DISTRIBUTION MAP

BusinessWest is read by business owners, presidents, CEOs, senior managers, and professionals along the I-91 corridor from Greenfield through Springfield and into Northern Conn., as well as along I-90 from Worcester through the Berkshires. Our readers live and work in all four counties that make up Western Mass.

- **BusinessWest** is distributed at over 40 business and community events throughout the year
- 81% of our readers do business within a 55 mile radius of their business
- 90% of our readers are decision makers
- Our readers have an average household income of \$151K



MAKING CONNECTIONS

These business groups are gifting **BusinessWest** subscriptions to their members as part of their membership benefit packages. Through partnerships and affiliations, we are promoting local business and the region's economy.

- A.C.C.G.S.
- Amherst Area Chamber
- Chicopee Chamber
- Franklin County Chamber
- Greater Easthampton Chamber
- Greater Holyoke Chamber
- Greater Northampton Chamber
- Quaboag Valley Chamber
- South Hadley/Granby Chamber
- Three Rivers Chamber
- Greater Westfield Chamber
- YPS of Greater Springfield
- Better Business Bureau

SUPPORTING OUR REGION

We are committed to our region's economic health, vitality and future. Our Collegiate Partnerships program puts **BusinessWest** in the hands of hundreds of faculty, staff and business students at each of these local colleges.

- American International College
- Bay Path College
- Berkshire Community College
- Cambridge College
- Greenfield Community College
- Holyoke Community College
- Springfield Technical Community College
- UMASS Isenberg
- Western New England

PAYING IT FORWARD

We proudly support these nonprofit and charity organizations and the work that they do in our region.

- Alzheimer's Association
- Arthritis Foundation
- American Cancer Society
- American Diabetes Assoc.
- American Heart Assoc.
- American Red Cross - Pioneer Valley Chapter
- Boys & Girls Club of Springfield
- Cancer House of Hope
- Habitat For Humanity - Greater Springfield
- March of Dimes
- Mentor Springfield
- Open Pantry
- Shriner's Hospital
- YWCA
- United Way of the Pioneer Valley