



CUMBERLAND BUSINESS JOURNAL

Some things you might like to know about...

OUR READERS

ABOUT THE CBJ

- 15-county** distribution in U.C.
- Direct Mailed** to Business & Community Leaders
- About **10,000** monthly circulation
- 30,000-40,000** readership
- Centered in the hub** of the Upper Cumberland

DEMOGRAPHICS

- 55%** of readers are male, **45%** female
- 70%** of readers are **over 40**
- 76%** of readers earn **over \$50,000/year**

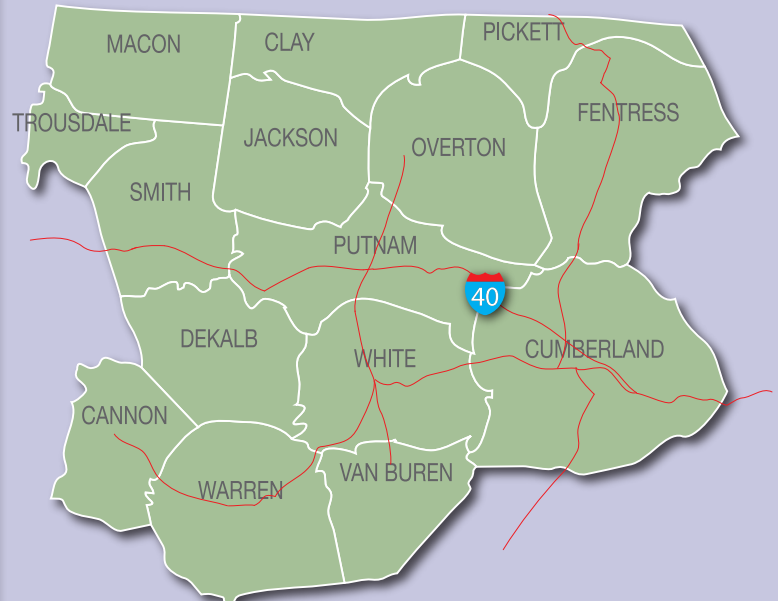
KEY FACTS ABOUT OUR READERS

- 60%** have been in business **more than 5 years**
- 77%** expect sales to **increase** next year
- 60%** make business **purchasing decisions**
- 95%** support CBJ advertisers

When asked what merchandise and services they planned to purchase this year, the top 8 items were:

- Home Appliance**
- Computer**
- New Car**
- Office Renovations**
- Build/Buy New Home**
- Build/Buy New Office Building**
- New Boat**
- Motorcycle**

THE CUMBERLAND BUSINESS JOURNAL is a niche publication with a very targeted readership. It is mailed to nearly **10,000 businesses** in the 15-county Upper Cumberland Region of Middle Tennessee. Because it goes to businesses, readership is very high compared to traditional newspapers because it passes through so many hands of employers, employees and customers of businesses across the region. The CBJ is the **ONLY** total source for business news and economic forecasts for the entire 15-county region.



- Direct mailed every month to CEOs & business owners
- **15-county** regional coverage - **10,000** circulation
- 300,000 population readership area; **40,000+** readership
- Full of hard business news, forecasts & profiles
- New business features, monthly columns & analysis

for more information call

1-800-499-2332

*Based on targeted readership survey: +/- 5% margin of error