

READERSHIP AND DEOMGRAPHIC INFORMATION

Introduction

Since 1994, the **Grand Valley Business Times** has been the definitive source for Western Slope business news. As the Western Slope's only business publication, the local, family-owned **Grand Valley Business Times** has grown from a once-a-month community paper to the twice-a-month journal of Western Slope business. Professionals, consumers and advertisers alike seek out the **Grand Valley Business Times** as a great source for news and information.

Additionally, the **Grand Valley Business Times** has become the preeminent vehicle in the Grand Valley for targeted advertising, business promotion and public relations in reaching the Grand Valley business community, decision makers and clientele--all along with the most discerning consumer demographic in the Grand Valley.

Mission

It is the mission of the **Grand Valley Business Times** to be **At the heart of the business and economic conversation in the Grand Valley** by providing a high-quality, professional and unequalled newspaper to our customers at all levels.

Content

In today's ever-changing business environment, our readers and advertisers demand a business newspaper that is focused on the local information and content needed to stay ahead in the business world. With stories on subjects that range from Western Slope growth to environmental and political issues to government news to unique and interesting profiles on the people and businesses in the Grand Valley, the **Grand Valley Business Times** serves our community by providing a local look at how these important issues impact business. By providing a high-quality format for this information, the **Grand Valley Business Times** enhances the value our advertisers receive in getting their message to a higher-educated, higher-income, and select group of both business readers and consumers.

Circulation

The **Grand Valley Business Times** publishes 2500 papers twice monthly with distribution throughout the Grand Valley in many popular, high traffic areas such as banks, business office lobbies, doctors' offices and more. Additionally, the **Grand Valley Business Times** continues to build its subscription base both via mail and online. Finally, the Audit Bureau of Circulations calculates that freely distributed newspapers average a minimum of three to four readers per paper printed, effectively making the readership of the **Grand Valley Business Times** as high as 10,000 readers. A 2010 survey by the *Daily Sentinel* supports this figure, finding that 15% of *Sentinel* readers also read the **Grand Valley Business Times**.

Important Readership Information*

- Over 85% of our are readers over the age of 35
 - 77% of our readers are married
- 92% of our readers are college educated
 - 90% of our readers are homeowners
- 51% of our readers have annual incomes over \$50,000.00
- 12% of our readers have annual incomes over \$100,000.00
 - 18% of our readers own their own business
- 60% of our readers are male; 40% of our readers are female
- Over 30% of our readers are involved in business management
- Over 50% of our readers donate their time and talents to charity
- 78% of our readers say they read the **Grand Valley Business Times** every edition

Pricing, Editorial Calendar, Special Advertiser Programs and Ad Requirements are available on request through Craig R. Hall, Publisher/Sales Manager at the numbers, address, email or website listed below. We look forward to meeting with your company to discuss how the Grand Valley Business Times can become part of your marketing and advertising solutions!

*Source: The **Grand Valley Business Times** readership Survey