CRAIN'S CLEVELAND BUSINESS

Marketing & Media Planning Guide • 2012

For more than three decades, *Crain's Cleveland Business* has served Northeast Ohio as the premier source of business news and analysis for top executives, business owners and leading professionals. Every week, we deliver content that's trusted to keep them on top of their industry, ahead of the competition and first in line for new prospects.

In fact, **81 percent** of subscribers say they find information relevant to their business in *Crain's* that they can't find anywhere else.

GET CONNECTED

Crain's wide array of custom marketing solutions are designed to drive your brand message to c-suite decision makers and their companies. Consider your sales growth potential with our pre-qualified audience:

- \$677 million average gross revenue of subscriber companies
- \$1.9 million average subscriber net worth
- \$285,000 average subscriber household income

Discover how *Crain's* powerful audience reach can help build relationships and revenue for your business. No matter your size or budget, we'll tailor a solution specific to your needs and objectives.



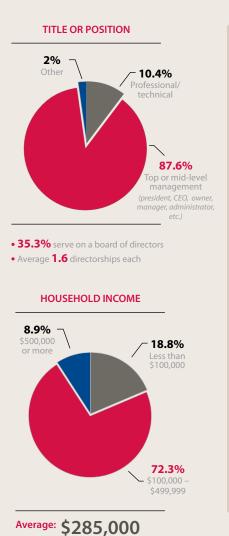
Reach farther with Crain's Cleveland Business

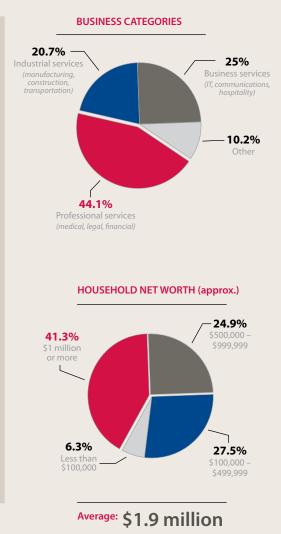
"Crain's is an information lifeline for the Northeast Ohio business community. It is impossible to know everything that is happening in a market of this size. Crain's comprehensive coverage of the business community helps us connect the dots to new financing opportunities."

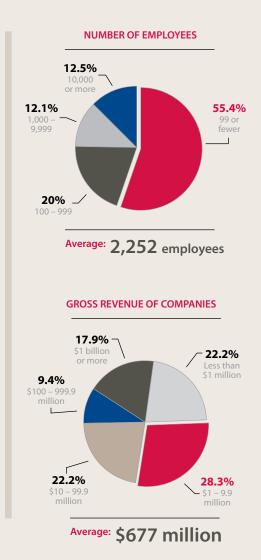
AUDIENCE PROFILE & STATISTICS

he *Crain's Cleveland Business* audience is comprised of executives and c-suite managers, including CEOs, presidents and business owners, many of whom lead the purchasing process at their companies.

PRINT SUBSCRIBERS







DEMOGRAPHICS

SOCIAL

Age> 25-34: **7.2**% 35-54: **44.1**% 55 or older: **48.7**% Average: **52.6** years

Gender > Male: 70% / Female: 30% Education > 4-year degree or better: 80%

PROPERTY

95.6% own a primary residence Average Value: **\$490,000**

29.2% own a second residence Average Value: **\$545,000**

USE OF PUBLICATION

7 years average subscription time

76.1% subscription renewal rate

93% consider *Crain's* a valuable source of local business news

81% find information for their business in *Crain's* not available from other sources

79% view ads found in Crain's with added credibility

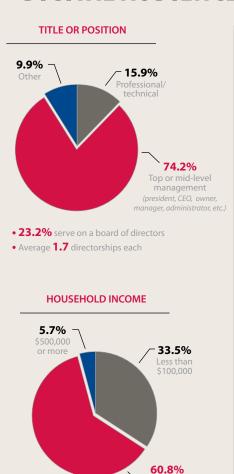
72% of subscribers have taken action on ads found in *Crain's*

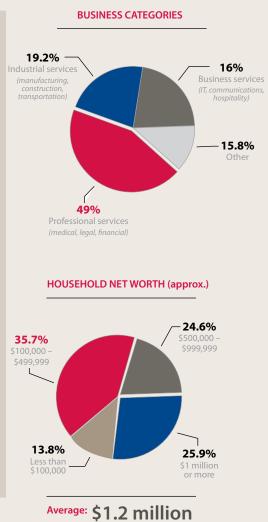
PURCHASING INFLUENCE

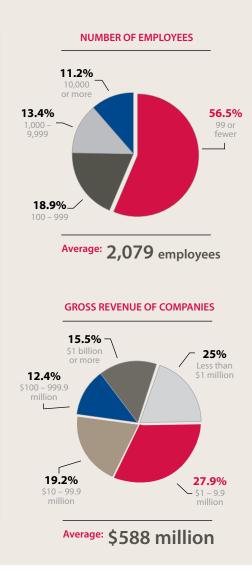
Crain's subscribers who are involved in their company's purchasing process influence an average of \$175,000 each in annual expenditures. That's \$1.3 billion in annual expenditures you cannot afford to miss!

See page 8 for data sources

DIGITAL AUDIENCE







DEMOGRAPHICS

Average: \$248,000

\$499,999

SOCIAL

Age> 34 or younger: **16.7%** 35-54: **57.3%** 55 or older: **26%** Average: **46.7 years**

Gender > Male: 58.6% / Female: 41.4% Education > 4-year degree or better: 76%

PROPERTY

93% own a primary residence Average Value: **\$353,000**

14.5% own a secondary residence Average Value: **\$370,000**

USE OF CRAIN'S DIGITAL MEDIA

5.2 minutes spent per site visit

77% consider *Crain's* their primary source of local online business news

75% view *Crain's* digital media an important business resource

60% view *Crain's* as more authoritative than *any other* online local business news source

50% find information for their business through *Crain's* online products not available from other sources

46% have learned about advertiser products or services via *Crain's* digital channels

PURCHASING INFLUENCE

Crain's digital users who are involved in their company's purchasing process influence an average of \$65,000 each in annual expenditures. That's \$718 million in expenditures you should have a part of!