

READER PROFILE

Reach our audience in three unique ways:

- 1) **Print** — Largest printed B-to-B circulation in Northeast Ohio (20,000)
- 2) **Online** — 40,000 website page views/ 7,500-plus newsletter subscribers
- 3) **Luncheon Events** — 200-plus B-to-B attendees (50/50 male/female % split)

**Numbers based on 2010 averages*



51%
45-64 years of age

42%
25-44 years of age



68% female

32% male



Our readers are predominantly highly educated females. They enjoy hiking, wine tasting, casino gambling, and traveling to spas and conference centers. Many plan to purchase an automobile, furniture, and fitness and country club memberships in the next year.

Their titles include presidents, partners, and owners who will make the buying decisions on health insurance/life insurance, college tuition, and a new home or vacation home in 2011.

Our readers are employed by companies:

- ▶ with 2-50 employees 62%
- ▶ 51-500 employees 22%
- ▶ 500+ employees 16%



90%
took action in response to an ad they saw in cbc

68%
attend 1-5 business events monthly



If you are interested in reaching our unique audience, PLEASE CONTACT YOUR AD SALES REPRESENTATIVE FOR DETAILS - 216-831-9557.
www.cbcmagazine.com