

THE BUSINESS TIMES

THE DEFINITIVE SOURCE FOR GRAND JUNCTION BUSINESS NEWS SINCE 1994

THEBUSINESSTIMES.COM

Advertising Kit

READERSHIP AND DEMOGRAPHIC INFORMATION

Introduction

Since 1994, the **Business Times** has been the definitive source for Western Slope business news. As the Western Slope's only business publication, the local, family-owned **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 **Business Times** as a great source for news and information.

Additionally, the **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 **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 **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 **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 **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 **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 **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 **Business Times**.

Important Readership Information*

- Over 85% are over the age of 35
- 77% are married
- 92% are college educated
- 90% are homeowners
- 51% have annual incomes over \$50,000
- 12% have annual incomes over \$100,000
- 18% own their own business
- 60% are male; 40% are female
- Over 30% are involved in business management
- Over 50% donate their time and talents to charity
- 78% say they read the **Business Times** every edition

*Source: The Grand Valley Business Times readership survey

We look forward to meeting with your company to discuss how the *Business Times* can become part of your marketing and advertising solutions!

Contact Craig R. Hall, Publisher/Sales Manager, for Pricing, Editorial Calendar, Special Advertiser Programs and Ad Requirements.