

# 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 the newspaper of record for Grand Valley business in creating the highest-quality, professional and unequalled product for readers, advertisers and the communities it serves.

#### Content

Every edition of the **Business Times** is filled with original stories about only local businesses, businesspeople and content of Grand Valley interest.

The **Business Times** readers and advertisers demand a newspaper which focuses on local content to help them stay in touch with and ahead of the Western Colorado business arena. The **Business Times** meets and exceeds these demands twice monthly with quality, original stories; local expert contributors writing on topics of interest; community and local government news; and the publishing of more press releases about businesses and businesspeople than any newspaper in Western Colorado.

In serving its readership with this quality, local content, the **Business Times** provides advertisers with unparalleled, targeted and unique advertising opportunities in getting their

image and branding messages to the most-desired, higher-income, higher-educated, select readership of business leaders and consumers across the Grand Valley and Western Colorado and beyond.

This combination has shown continued success in the growth of the paper and advertising revenues over the past decade as the average page size of the **Business Times** has grown from 16-20 pages in 2010 to 32-36 pages today!

#### Circulation

The **Business Times** publishes 2000 papers twice monthly with distribution throughout the Grand Valley in high-traffic areas such as banks, office building lobbies, doctors' offices, select hotels, restaurants, coffee shops and other areas business leaders, professionals and desired consumers traffic and congregate. Additionally, the **Business Times** continues to grow its subscription base via mail and now boasts an average of 10,000 unique visitors to its website each month. Finally, the Audit Bureau of Circulations estimates freely distributed papers are read 3 to 4 times per paper printed, giving the **Business Times** a minimum monthly readership of 12,000 to 15,000 readers.

#### Important Readership Information\*

- Over 80% of our readers are over 35
- Over 80% are married
- Over 90% own their homes
- 55% have incomes over \$60,000 annually
- 20% have incomes over \$100,000 annually
- 90% have household incomes above \$100,000 annually
- Almost 25% own their own business
- 50% of our readers are male / 50% are female
- Over 35% are in business management
- Over 60% give their time and talents back to the community
- Over 85% say they never miss an issue of the **Business Times**

\*Source: The **Business Times** annual reader survey 2018

**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.