

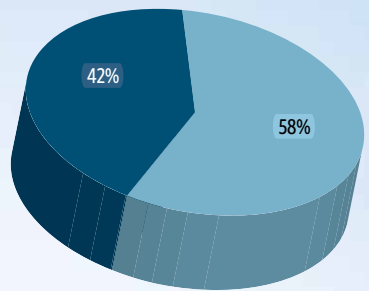
THE **POWER** TO
INFLUENCE PEOPLE
WITH **INFLUENCE**

Grand Rapids
Business
Journal



The July 2010 readership study of Grand Rapids Business Journal subscribers by The Boone Group of Raleigh, NC confirms many perceptions of the Journal's significance in the Grand Rapids market, but none more than what those who subscribe to the Journal do for a living.

Business status where you are employed



Boone Group, 2010

42% Owner/Partner 58% Neither

90% of Business Journal subscribers are employed. Nearly half are owners or partners in a local business.

Grand Rapids Business Journal subscribers are the most influential people in the decision-making food chain: owners, partners, CEOs, presidents, vice presidents, COOs, CFOs, and executives.

They influence employees:

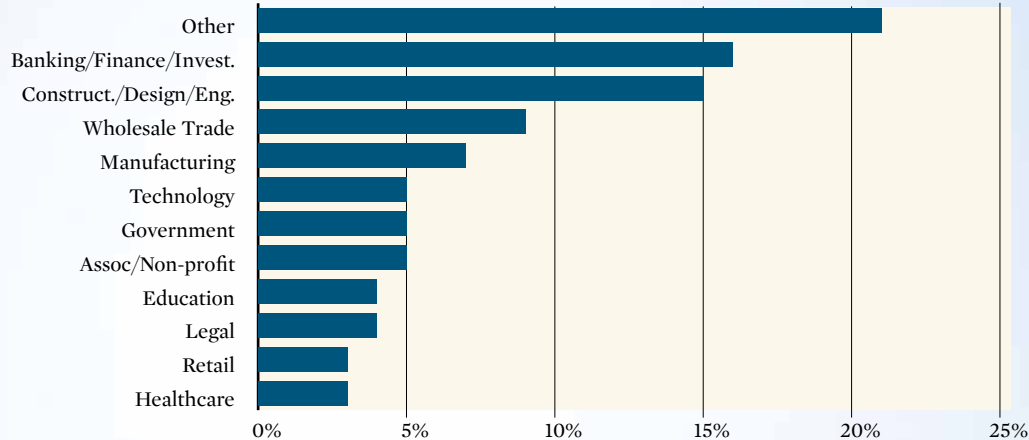
Average 147 employees per each company business

They influence people in the community:

62% sit on at least one Board of Directors

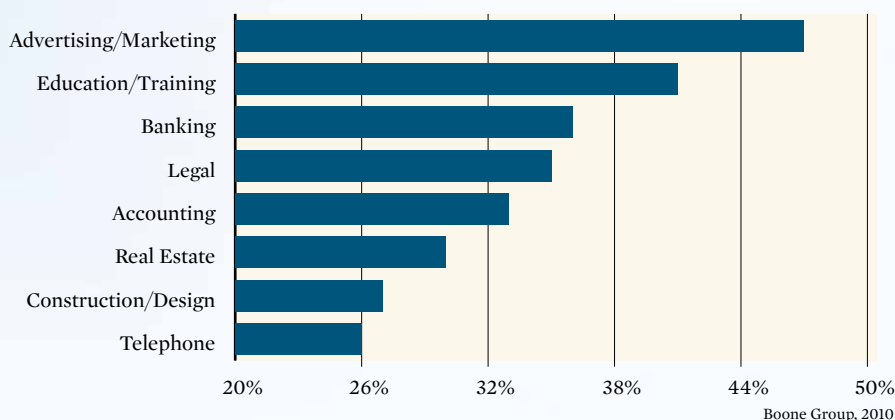
They influence day-to-day business decisions.

Nature of your company's business



Boone Group, 2010

Services you influence the purchase or lease of



Boone Group, 2010

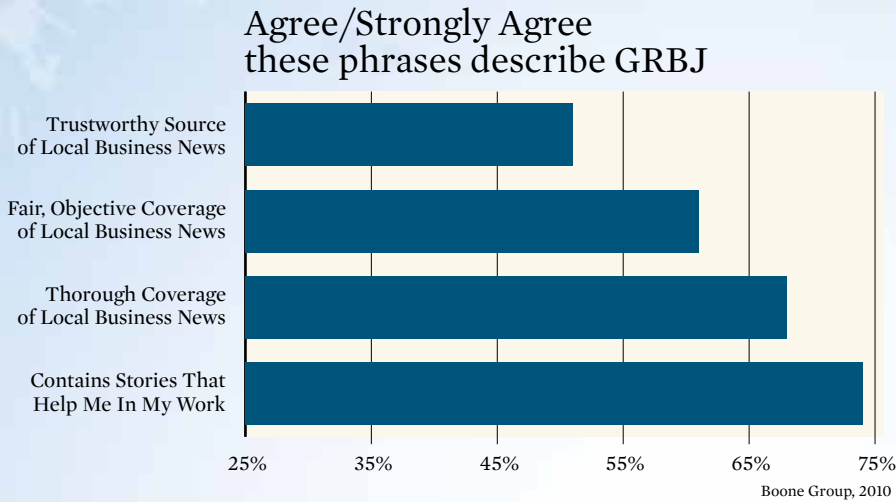
Business Journal subscribers aren't sedate. Their passion for business is a reflection of their personal pursuits.

- 52%** make five-or-more overnight trips annually
- 86%** visit Northern Michigan annually
- 83%** entertain at home annually
- 58%** golf one-or-more rounds annually
- 65%** exercise on a regular basis
- 62%** sit on at least one board or committee
- 47%** attend live theatre annually

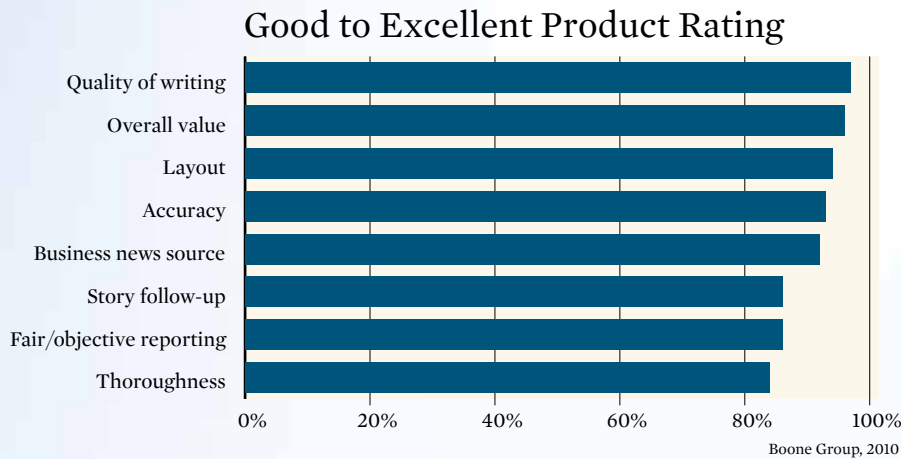
\$41 Million Average Annual Gross Revenues of Company Business

The One Readers Trust

Why is it that the Grand Rapids Business Journal has the good fortune of friending all of these influencers? The product! When it comes to business news, we're the one they trust.

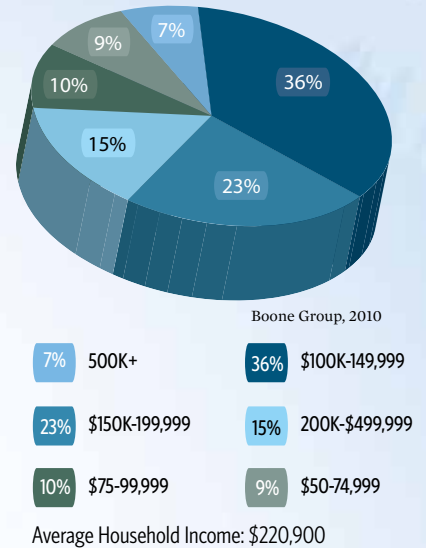


Trust is born from the Business Journal's commitment to being thorough, accurate and fair.

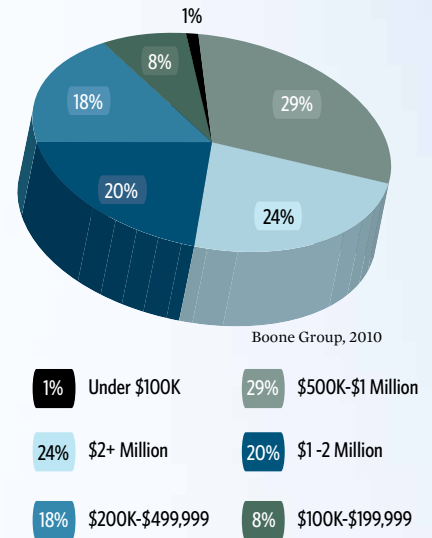


By virtue of age, education and occupation, the Grand Rapids Business Journal subscriber is the most affluent consumer in the community. They're bright. They run and lead companies. They earn big bucks.

Household Income



Net Worth



TRUST is the foundation of all relationships. Trust takes commitment. It's no different with advertising. People must first become familiar with your company, products and services before they are open to establishing a relationship with you. Frequency builds familiarity. And commitment to focusing your advertising message on a core audience repeatedly, with confidence, will set you apart from competitors.

Commitment + Consistency = Confidence

Those that trust in the Business Journal trust in the advertisers that seek to communicate with the market's business leaders.

The Grand Rapids Business Journal is more than just the weekly business newspaper of Metro Grand Rapids. We publish myriad business-to-business communication resources prized by the audience that trusts us to cover the gamut of business issues in the region.

HEALTH QUARTERLY Published the first month of each quarter as the Journal Focus to provide greater reporting and depth of information in regard to the issues and business of health care; reporting on medical specialties, education and products, research and technology, new practices, certificates of need, and construction news.

COMMERCIAL QUARTERLY The region's only quarterly business publication devoted entirely to reporting on commercial real estate, construction and economic development news and the people that drive the local industry. Published the second month of each quarter as the Journal Focus, CQ provides up-close interviews with key players, professional profiles, quarterly building activity, the latest news, trends and personnel changes.

LEGAL QUARTERLY The Business Journal is the only news-gathering company that gets inside the legal community to report on bio sciences, intellectual property, patent law, tort reform, ethics, real estate, tax law, mergers and acquisitions. Published the third month of each quarter, Legal Quarterly profiles leaders in the legal profession, tracks movement in the legal community, and delivers in-depth news on and to legal professionals and business leaders.

BOOK OF LISTS Readership studies show that the Weekly List published each week in the Business Journal is the No. 1 reader interest. At the close of each year we publish the Book of Lists to provide the most resourceful business reference book in the Metro area: a compilation of 52-or-more lists in a single volume.

ZEST SENIOR-TARGET MAGAZINES The GRBJ pioneered special publications pertaining to West Michigan's senior population with our innovative Zest Magazines, published three times annually. See sell sheets pertaining to Zest for sales and materials due deadlines and advertising specifications.

COTY AWARDS The GRBJ teamed with the American Subcontractors Association of Michigan (ASAM) to produce a special Journal Extra supplement for their annual Contractor of the Year (COTY) awards. See the editorial calendar for sales and materials due deadlines. Ad sizes same as GRBJ.

40 UNDER FORTY The GRBJ honors 40 individuals under the age of 40 that have risen to leadership roles in the communities they serve and businesses they lead. Exclusive sponsorship opportunities exist. See sell sheet on this magazine-style GRBJ Special Event for sales and materials due deadlines and advertising specifications.

Grand Rapids Business Journal

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