

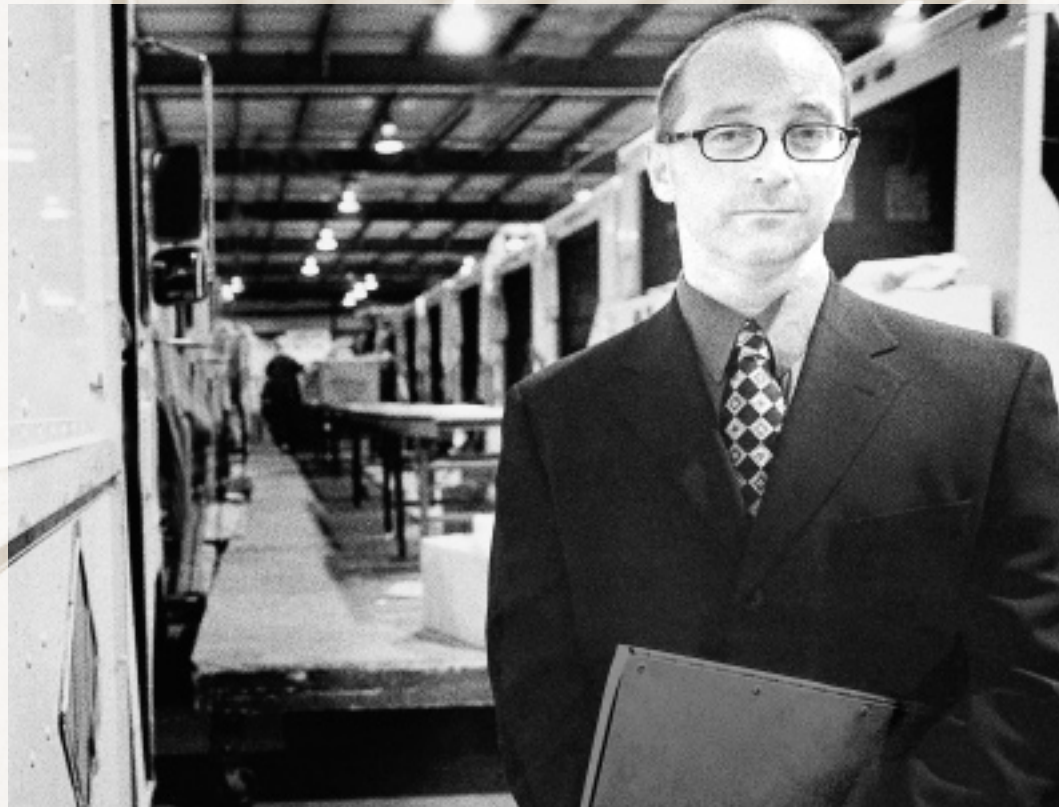
The
Power
Of
One



GRAND RAPIDS
BUSINESS JOURNAL

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The Power To
Influence People
With Influence



one choice

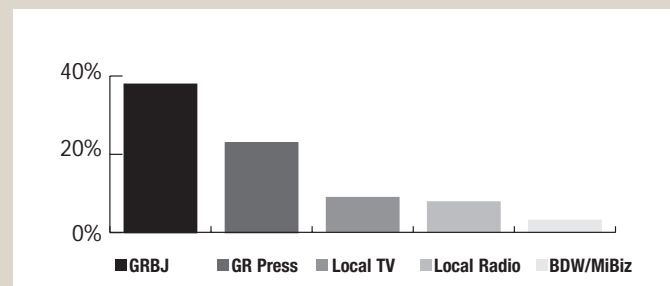
The Power of One is the power of a single resource to deliver your advertising message to the most influential people in the decision-making food chain: presidents, owners, CEOs, vice presidents, COOs, CFOs, executives and managers. These readers also represent the largest group of local upscale consumers.

The Power of One is the Grand Rapids Business Journal's ability to deliver your business-to-business and upscale consumer advertising message in one single medium.

For the paid-subscriber and reader, the power of the Grand Rapids Business Journal is the delivery of timely, well-researched and well-written business news stories – stories that are factual; stories that are objective; stories that enlighten the reader; stories that give the reader an edge and a better understanding of the business land-

scape. Time and again, through readership studies that net a greater-than 50 percent response rate, the power of the Grand Rapids Business Journal is manifested in a single question:

Which is your primary source for local business news and information?



All other local sources of business news *combined* don't equal the trust placed in the Grand Rapids Business Journal. **Now that's power!**

Source: 2003 Readex readership study

the power to focus

The Power of One is based on the principle that it is more important to reach the people that count than to count the people you reach.

The power of the Grand Rapids Business Journal is its laser-like ability to focus your advertising on key business decision-makers and upscale buyers of high-end products.

\$1.26 million average household net worth



The Reader: Consumer

74%	Male
49	Average age
95%	Attended college
76%	Graduated college
\$168,000	Average household income

Investment holdings

7%	\$2 million or more
22%	\$500,000-\$1.9 million
35%	\$150,000-\$499,999
20%	\$50,000-\$149,999
10%	\$10,000-\$49,999
4%	Under \$10,000

Planned personal purchases in next 12 months

60%	Home furniture
48%	Home improvements
44%	Computer hardware
35%	New auto
32%	Computer software
29%	Lawn & garden equipment
27%	Golf equipment
23%	Online services
20%	Hunting/fishing gear
17%	Jewelry
16%	Boat/boating equipment
14%	Fine art/collectibles

The Reader: Business

Job Title

54%	Owner or partner
25%	President
19%	Director/Manager
15%	Chief Executive Officer
12%	Sales/Marketing
10%	Vice-president

Occupation

16%	Manufacturing
12%	Construction/Design/Engineering
9%	Banking/Finance/Investments
5%	Insurance
5%	Accounting/Legal
5%	Retail
5%	Education
4%	Real Estate
4%	Advertising/Marketing/Publishing
4%	Health/Medical/Government
3%	Technology/Telecommunications
3%	Wholesale Trade

Source: Readex 2003 readership study

knowledge is power

Knowledge of our database of paid subscribers gives you power to profit. Decision-makers in all walks of business read the Grand Rapids Business Journal because it empowers them to lead and act with confidence.



Company Data

Number of years in business

31%	50 years or more
33%	20-49 years
17%	10-19 years
9%	5-9 years
8%	1-4 years
1%	Less than 1 year
Average number of years in business: 30.7	

Size of company: number of employees

2%	5,000 or more
3%	1,000-4,999
4%	500-999
8%	250-499
7%	100-249
19%	50-99
10%	25-49
19%	10-24
12%	5-9
15%	1-4
Average number of employees: 282	
Median number of employees: 34	

Size of company: total gross sales

1%	\$3 billion or more
2%	\$500 million to \$2.9 billion
3%	\$100-\$499.9 million
7%	\$50-\$99.9 million
4%	\$25-\$49.9 million
15%	\$10-\$24.9 million
15%	\$5-\$9.9 million
8%	\$3-\$4.9 million
20%	\$1-\$2.9 million
8%	\$500,000-\$999,000
15%	Less than \$500,000

Average annual gross sales:
\$104 million
Median annual gross sales:
\$4.58 million

Average growth in revenues over the past 3 years:

5% growth	40% or more of reader companies
3% growth	30-39%
9% growth	20-29%
15% growth	10-19%
25% growth	5-9%
23% growth	1-4%
No growth	12%

Average growth in annual revenues: 11.3%
Median growth in annual revenues: 7%

87% Incidence in which paid-subscriber influences the lease or purchase of a product

80% Incidence in which paid-subscriber influences the lease or purchase of a service



78% of subscribers are in top or middle management

Some anticipated actions of readers in next the 12 months:

47%	plan to purchase or upgrade computer
33%	are considering relocation or expansion
27%	plan to purchase a new computer printer
25%	are considering new or expanded cellular phone communications
21%	are planning new company auto purchase/lease
14%	plan to purchase new telephone equipment and/or data lines
9%	plan to purchase a Web site (virtually 85% of paid subscribers currently have a Web site)



the power of relationships

Ask our subscribers how they've managed to survive in West Michigan an average of 30 years and they're likely to answer: "relationships with their customers." Relationships are built on trust. Trust takes commitment.

It's no different with advertising. People must first become familiar with your company 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, while building the long-term trust necessary to grow your business.

A relationship with the Grand Rapids Business Journal will establish your firm as an industry leader, perhaps introduce your company to a much better suited prospect, and build a stronger bond with your existing customers.

Discover the value of establishing a relationship with The Business Newspaper of Grand Rapids – Holland – Muskegon and West Michigan, the most trusted source for local business news and information.

the power to choose

Choose any or all of the other complementary print and on-line business products of the Grand Rapids Business Journal. Each gives you the power to reach savvy business leaders who value the Grand Rapids Business Journal's ability to deliver all of the business news in West Michigan.

www.grbj.com

Late breaking business news is delivered when it happens, 24 hours a day, seven days a week, 365 days a year. Subscribers to the weekly Grand Rapids Business Journal get this service with their paid subscription



Each issue of **Commercial Quarterly** reveals up-close interviews with key players in the market and breaks out quarterly building activity, the latest news reports on trends, personnel changes and more.



The Grand Rapids Business Journal's **Business Resource Guide** is a "how to" and "what not to do" guide written to help businesses develop effective business plans and strategies and to identify important resource providers. It's also a good refresher course for entrepreneurs.

The Grand Rapids Business Journal annual **Book of Lists** is a compilation of the lists published weekly in the GRBJ the past 52 weeks. The Book of Lists is a resource unequalled in West Michigan. It provides readers a "Who's Who" of local area business leaders and decision-makers.

