

Every two weeks, *NH Business Review* puts your advertising message in front of New Hampshire's most influential and powerful audience. They are the state's key decision makers and top business executives. They are well educated, affluent and highly motivated. And they read *NH Business Review*.

WHO READS NH BUSINESS REVIEW?

NH Business Review is read by those at the top. They are highly educated and motivated business owners and executives who wield buying power in both their professional careers and personal lives.



Readers spend an average of **25 minutes** reading each issue of NHBR



Readers dine out more than **five times** a month



50% read NHBR at home

Average income of NHBR readers is **\$155,000**



Readers have an average household net worth of nearly **\$1 million**

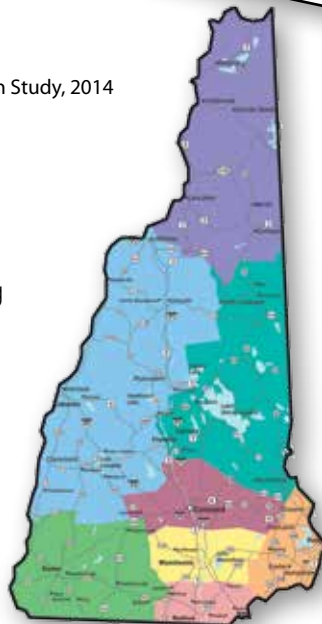


Sources: CVC Circulation Audit, September 2011; Accelera Research Study, 2014

WHERE YOU'LL FIND NH BUSINESS REVIEW

NH Business Review is a direct-mailed biweekly business publication reaching over 50,000 business professionals around the state.

To ensure the credibility of our circulation numbers, *NH Business Review* is audited each year by both the United States Postal Service and Circulation Verification Council (CVC). Our qualified circulation includes paid subscribers and selected business executives who have personally requested a complimentary subscription.



59% are men



41% are women



41% found new client or customer leads

78% of readers are mid-level executives or higher



75%

have the authority to purchase for their business or employer



HALF

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Distribution Breakdown by Geographic Region

| | |
|-------------------------------|------------|
| Seacoast Region | 21% |
| Greater Manchester Area | 20% |
| Greater Nashua Area | 17% |
| Greater Concord Area | 11% |
| Lakes Region | 8% |
| Upper Valley Region | 8% |
| Monadnock Region | 7% |
| North Country Region | 2% |

Circulation: 12,500+
Total Readership: 50,000+