

BUSINESS DECISION MAKERS

An interpretive look at the Madison business community...

At the request of readers, we have been covering the local business community from a slightly different perspective than other publications. Our focus has been to connect the emerging new economy, specifically the biotech and high-tech industries with their impact on our local market. We also cover traditional topics such as: real estate, employment, higher education, tourism and more.

Madison Magazine readers are...

- 248% more likely to be a business owner/partner/corporate officer
- 199% more likely to shop for jewelry this month
- 57% more likely to spend \$30,000+ on a new vehicle
- 108% more likely to plan to buy a new car/van/truck/sport utility
- 161% more likely to use a travel agent 3+ times this year
- 90% more likely to attend the opera/symphony/theater
- 100% more likely to have an advanced college degree
- 44% more likely to plan to purchase a new furniture

Source: The Media Audit, Demographic Study, December 2010.



BUSINESS-TO-BUSINESS STATISTICAL COMPARISON

	Madison Magazine*	InBusiness	Brava
Readership	127,000	40,028	59,526
\$100k+ HH Income	29,918	11,533	13,028
\$150k+ HH Income	11,649	6,277	7,418
Affluent Working Women \$100k+ Income	14,725	5,180	10,657
Business Owner/Partner/Corporate Officer	13,185	10,980	7,045
Professional/Technical	10,382	1,456	8,272
Advanced College Degree	24,154	9,947	17,433
Influence purchases of office supplies	21,870	13,738	14,833
Influence purchase of office equipment	20,964	13,858	12,389
Have Liquid Assets	29,977	11,550	20,831
Have a home equity loan	16,534	13,692	14,409
Primary Business Air Travelers	29,118	14,375	11,361
Read Brava	36%	25%	----
Read InBusiness	27%	----	37%
Read Madison Magazine	----	65%	56%
Watched PBS in past week	44,719	18,274	24,727

*Source: The Media Audit, Regional Demographic Study, December 2010.
Google Analytics Web Traffic Report, January, 2011.

