**PRODUCTS**

**ENEWS DEMOGRAPHICS**

97% of Hartford Business Journal's digital readers identify themselves as executives, professionals or managers.

34% CHIEF EXECUTIVES | Owner, Partner, President, CEO

63% SENIOR EXECUTIVES | Professionals or Managers

**ENEWS RESULTS**

31.2% OPEN RATE
CT Morning Blend

27.7% OPEN RATE
HBJ Today

22% OPEN RATE
Health Care Weekly

**HARTFORDBUSINESS.COM BY THE NUMBERS**

SITEWIDE PAGEVIEWS
255,000/month
Users (Uniques Visitors) = 95,000/month

MOBILE ACCOUNTS FOR:
60,000 pageviews /month
30,000 users /month

*All statistics are tracked and generated on a monthly basis by our NEBM Research team.
HARTFORD BUSINESS

HartfordBusiness.com, the online presence for the Hartford Business Journal, is the trusted source online for LOCAL business news. No marketing plan is complete without a digital component. Reach important decision-makers both in print through our publication and online through our website HartfordBusiness.com.

Designed to give advertisers maximum results, and give users a valuable online experience, HartfordBusiness.com provides advertisers with high-performing digital ad opportunities they can trust:

**Viewability**
The site works to maximize ad viewability and focuses on users as they are engaged on the web page. We do this by placing our ad zones to deliver high viewability rates, and by serving sticky ads in key positions to increase view time as users scroll. The site’s responsive design assures all content and ads can be seen to their best advantage by all users, no matter what device they use to access the site.

- Ads run on every mobile page

**To align their brand with credible content**
Hartford Business adds unique local news and informational content multiple times a day that provides immeasurable value to both the user and the advertiser. Advertisers want to be seen as part of a credible, reliable information source online.

**An engaged audience**
HartfordBusiness.com attracts a desirable audience for b2b marketers that wants and needs to know about local business news happening in Hartford. For us and our advertisers, it’s not about big numbers of users, it’s about the quality of the user: who they are, how often they come back, how engaged and interactive they are.

**Regular reports**
Advertisers receive quarterly reports on their digital ad campaign performance, and how it compares to other campaigns on the site.

**Unique opportunities**
Along with high-performing banner ads, advertisers have other options including:

- Premium positions
- Sponsored content
- Print, enews and online packages

**Our Online Audience**

Average number of users (unique visitors) per month: **95,000**
Average percent of pageviews from HBJ enews subscribers: **32%**
Average monthly ad impression inventory: **950,000**

**Note:** We support rich media ads (animation and videos) and third-party ad servers.