Hartford Business Journal’s Reach in Connecticut
PRODUCTS

Providing Access to Hartford’s Business Decision Makers

91% of Hartford Business Journal’s readers identify themselves as a senior-level decision maker at their business.

50% CHIEF EXECUTIVES | Owner, Partner, President, CEO

27% SENIOR EXECUTIVES | Vice President or Other Executive Title

14% MANAGERS | Divisional and/or Department Heads

10% PROFESSIONALS

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>32%</td>
</tr>
</tbody>
</table>

61% Between the ages of 40-59

88% Are college graduates

85% Own a home in Connecticut

55% Work at companies that own their own building in Connecticut

Median household income: $170,329 (All of CT: $71,755)

55% Contacted a company because of an advertisement in the publication

85% of Hartford Business Journal readers spend 15 minutes or more reading each issue

Average number of Hartford Business Journal readers 36,400 (9,100 copies at 4.0 readers per copy)

*Source CVC Audit 2018.