

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

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



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

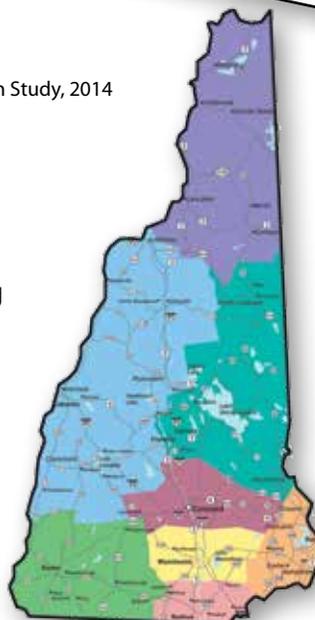


Sources: CVC Circulation Audit, September 2011; Accelera Research Study, 2014

## 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 .....	<b>21%</b>
Greater Manchester Area .....	<b>20%</b>
Greater Nashua Area .....	<b>17%</b>
Greater Concord Area .....	<b>11%</b>
Lakes Region .....	<b>8%</b>
Upper Valley Region .....	<b>8%</b>
Monadnock Region .....	<b>7%</b>
North Country Region .....	<b>2%</b>

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