

OUR READERS

NH Business Review reaches a targeted audience of well-educated professionals, from sole proprietors to CEOs, top executives of large corporations and key government decision-makers.

93%
are regular
NH Business
Review readers

96%
are age 35+

59:41
ratio of male to
female readers

78%
are midlevel
executives
or higher

75%
have buying
authority
power

Well-educated
55%: college degree
32%: post-graduate

\$155,000
Average reader's
household income

\$981,000
Average reader's
net worth

RESULTS

Our readers value advertisements for goods, services and professional development their businesses need. Sections of the bi-weekly issues cover industries such as real estate and construction, technology, banking and finance, law, healthcare, hospitality and tourism, and more.

73% of our readers have taken steps
toward purchasing products or services
from our advertisers.

41% of our readers found a new client.

DISTRIBUTION

First Issue each month – Print & Digital

12,500 printed copies plus 10,000 subscriber emails promoting the digital edition

Second issue of the month – Digital only

Issue emailed to 10,000 subscribers plus 25K targeted 3rd party emails + approx. 15-20K digital ad impressions on NHBR.com

NHBR's upgraded digital edition platform with digital ads now includes the following benefits:

- Search engine optimized business profile on NHBR.com for each advertiser
- Fully responsive ads
- Click-to-call technology
- Impressions for the current digital issue ad on NHBR.com (digital only edition)
- Native apps for Apple & Android

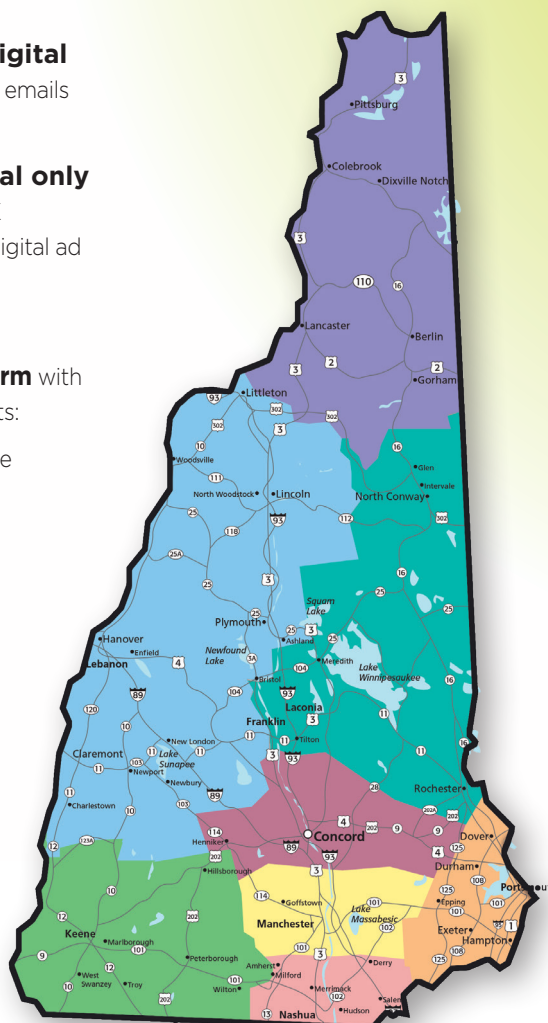
The ads in our digital-only issues all link to a directory of advertisers on nhbr.com, where each advertiser has their own profile page that includes: detailed contact info, Google maps, keywords, links to their web site, social media, etc

25 minutes

The average time readers spend with each NHBR issue.

DISTRIBUTION BY REGION

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



Data Sources: Accelara Reader Survey 2014 and the 2019 Circulation Verification Council