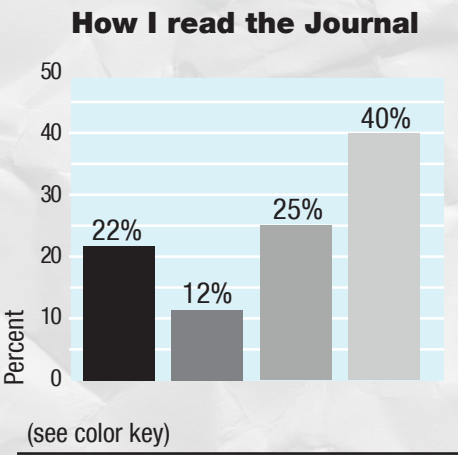
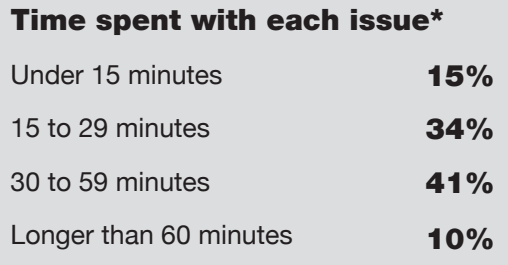
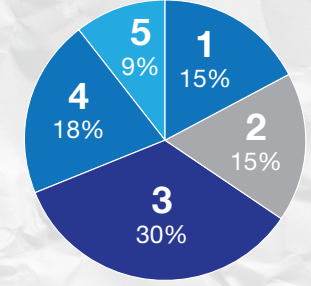


How They Use Us



- Print Edition
- Website or E-edition
- Morning Edition or other email products
- A combination of above



* Circulation Verification Council

63% of readers say they contacted a company because of an advertisement they saw in the Journal.*

DID YOU KNOW?
 The Journal has...
Average Net Circulation = 7,015
 Circulation Verification Council: Dec. 31, 2021
30,819 Print Readers Each Issue
43,205 Digital Readers

Our Story

The Journal of Business was launched in February 1986 and primarily serves the Spokane-Coeur d'Alene market area. It publishes bi-weekly, 26 times a year, and has an audited average circulation of about 7,015, and about 8,000 average e-newsletter subscribers, giving the newspaper one of the best market penetrations of any similar publication in the country.

The Journal is independently owned and operated in Spokane, WA, by Northwest Business Press Inc., which is a subsidiary of Spokane-based Cowles Co.

The Journal's comprehensive coverage of business news in the Inland Northwest has earned it hundreds of awards for writing and design, including "Best Newspaper" of its size in North America by the Alliance of Area Business Publishers, and first place for "General Excellence" among non-daily newspapers in our region from the Society of Professional Journalists. It also has been named Media of the Year by both the Spokane and Washington state boards of Realtors, and has been recognized twice as a small business of the year by the local chamber of commerce.

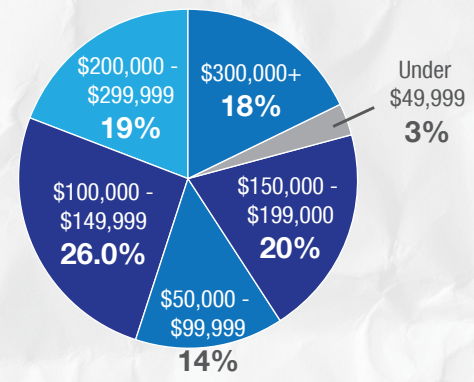
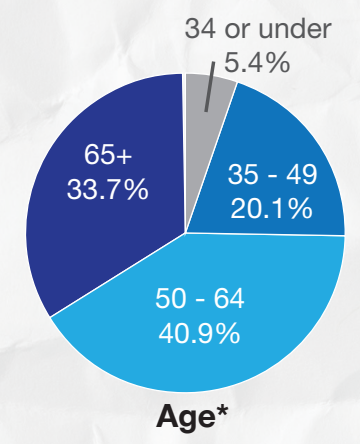
Each print issue of the Journal of Business includes at least one industry-specific special section, ranging from Real Estate & Construction to Health Care, to Manufacturing & Distribution. We also publish a host of supplemental magazines and compendiums, including an annual Book of Lists and the Market Fact Book. All of the Journal's news coverage also is available online and is optimized for mobile reading.

Our Readers

Excuse us for bragging, but our readers are special. We don't claim to reach every person, no matter their demographic or socioeconomic makeup. We cater to a specific kind of reader—someone who is well-educated, affluent, is interested in business news and trends, and tends to be the decision maker in his or her company. If you're after a shotgun approach to marketing, we're probably not the advertising vehicle for you. But if you want the special reader we just described—the one we describe more thoroughly in this brochure—we can deliver that reader in the Inland Northwest, and do so more effectively than any other media. We brag about our readers because they brag about us. Our research consistently shows that they believe the Journal is the best source of business news in our market. And despite being busy businesspeople, they spend on average of nearly 30 minutes with each issue of the Journal. Want to know more about them?

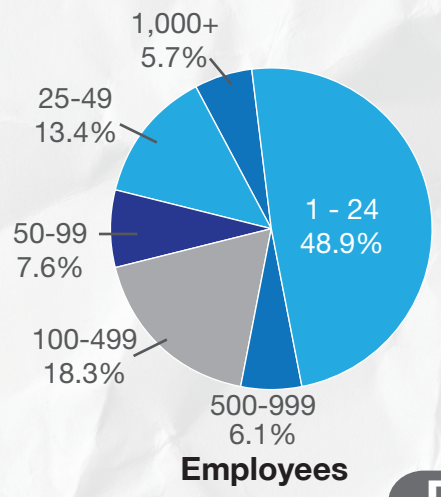
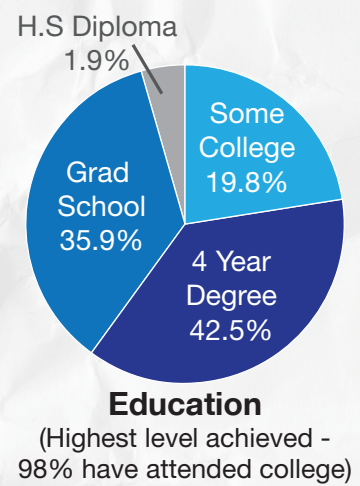
Read on ...

Who They Are



Key Business Decision Makers* 85.0%
 Managers, senior managers, owners, principals

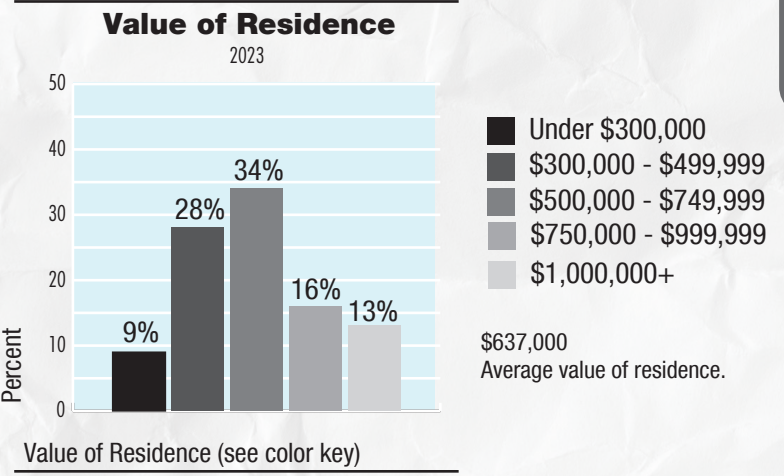
Approve or influence financial decisions* 78%



Top 8 Industries

Construction/Real Estate/Development	13.6%
Financial Services	10.5%
Professional Services	8.16%
Charitable/Nonprofit	6.1%
Manufacturing	5.8%
Communications	5.4%
Education	4.4%
Government	4.4%

DID YOU KNOW?
47.0% of automobile buyers expect to spend more than \$40,000
 *Circulation Verification Council



JOURNAL OF BUSINESS
 Serving Spokane & Kootenai Counties

Reach Your Market
 It happens to be our market, too.

What They Need

Financial Plans

Plan to seek out in the next 12 months

Personal loan	15.6%
Personal account or card	7.0%
Business loan	6.7%
Business account or card	8.2%

DID YOU KNOW?
37%

say they will seek out banking services in the next 12 months.

Professional Service Plans

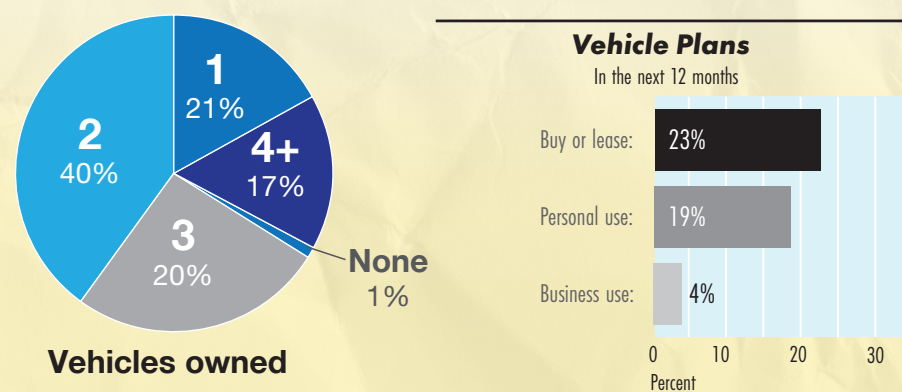
Plan to seek out in the next 12 months

Attorney	49%
Stock Broker	22%
Insurance agent	56%
Financial Planner	53%
Accountant	57%
Real Estate agent	18%
Travel agent	13%
Architecture or Engineer	13%
IT or Computer Specialist	19%

DID YOU KNOW?
33%

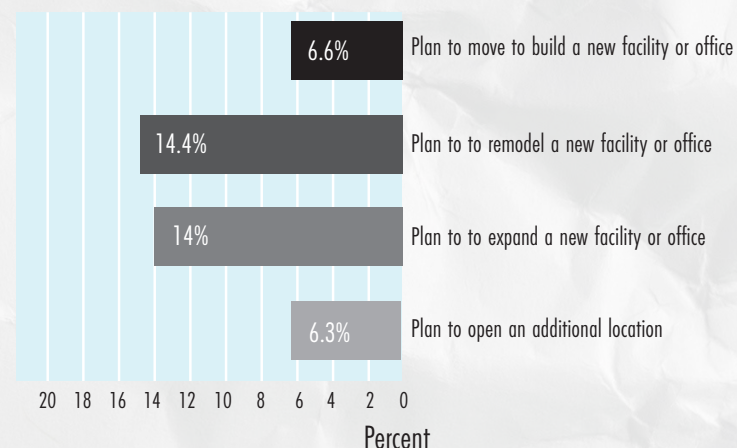
of our readers assist in the care and/or decision-making for an elderly or disabled person

Automotive



Business Construction Plans

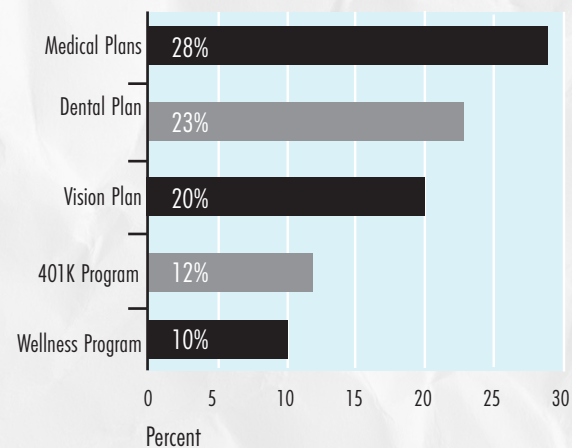
In the next 12 months



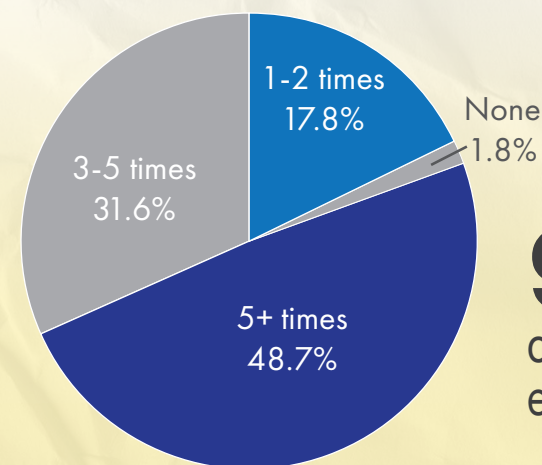
27% will help a child or relative choose a school to attend

Benefit Plans

Plan to shop for in the next 12 months

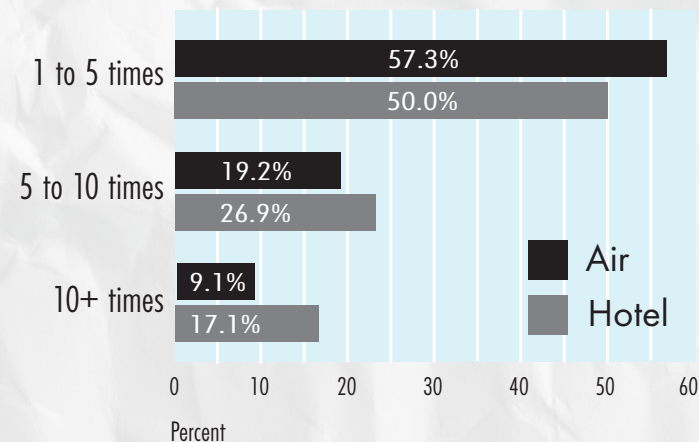


What They Need



Air & Hotel Travel Plans

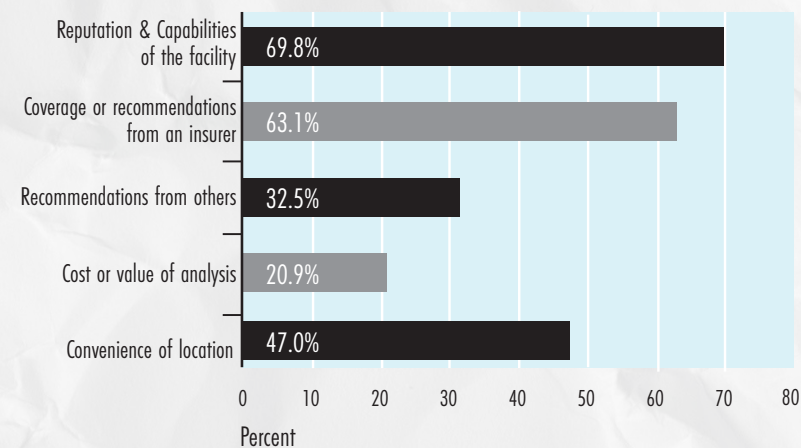
In the next 12 months



25% of our readers anticipate considering a new health-care plan for themselves or family

Health Care

Important factors in choosing a medical-care facility



Activities

In the past 12 months

Attended a concert, theater or stage show	70%
Donated to a charity	91%
Traveled	85%
Volunteered with a nonprofit	59%
Golfed	37%
Boated or sailed	52%
Snow skied/boarded	18%
Camped, hiked or backpacked	55%
Read or purchased books	89.1%

Plan to buy

In the next 12 months

A boat	3.7%
An RV	4.1%
Recreation/lake property	5.9%
Sport Vehicle	4.4%

DID YOU KNOW?

52% of our readers have gone wine tasting in the last 12 months

91% of our readers vote in public elections

79% of our readers do business or recreate in North Idaho