Our Readers

Excuse us for bragging, but our readers are special. We don’t claim to reach every Joe and Jane, 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**  
67.0%  
- Owner/CEO/President 40.0%  
- Other Management 37.0%  
- Approve or influence financial decisions 81%

**Top 6 Industries**  
- Professional Services 13.0%  
- Construction/Real Estate/Development 11.4%  
- Government/Education 10.9%  
- Health Care 7.9%  
- Financial Services 7.4%  
- Charitable/Nonprofit 5.8%

**Age**
- 65+ 26.9%  
- 50 - 64 46.4%  
- 35 - 49 19.8%  
- 5 - 34 7.0%

**Household Income**
- Under $49,999 20.2%  
- $50,000 - $99,999 26.0%  
- $100,000 - $149,999 16.7%  
- $150,000 - $199,000 10.0%  
- $200,000 - $299,999 10.0%  
- $300,000+ 8.4%  
- $25,000+ 81%

**Education**
- H.S Diploma 5.8%  
- Grad School 34.0%  
- 4 Year Degree 38.2%  
- Some College 22.0%

**Employees**
- 1 - 24 51.5%  
- 25 - 49 10.7%  
- 50 - 99 9.5%  
- 100 - 249 13.2%  
- 500 - 999 5.1%  
- 1,000+ 1.0%

**Value of Residence**
- Under $250,000 20.4%  
- $250,000 - $499,000 51.8%  
- $500,000 - $750,000+ 23.0%  
- $500,000 - $629,000  2.8%

FACTOID
88.0% of our readers own their primary residence

*Certified Verification Council*
What They Need

**Activities**
- In the past 12 months
  - Attended a concert, theater or stage show: 76.3%
  - Donated to a charity: 93.3%
  - Traveled: 87.6%
  - Volunteered with a nonprofit: 55.5%
  - Golfed: 36.4%
  - Boated or sailed: 52.1%
  - Snow skied/boarded: 30.7%
  - Camped, hiked or backpacked: 52.8%

**Financial Plans**
- Plan to seek out in the next 12 months
  - Personal loan: 17.5%
  - Personal account: 10.3%
  - Personal credit card: 7.5%
  - Business loan: 5.8%
  - Business account: 3.7%
  - Business credit card: 3.3%

**Home Plans**
- Plan to seek out in the next 12 months
  - Plan to buy/sell: 14.6%
  - Expanding: 1.2%
  - Remodeling: 27.9%
  - Refinancing: 1.9%

**Professional Service Plans**
- Plan to seek out in the next 12 months
  - Attorney: 43.5%
  - Stock Broker: 26.4%
  - Insurance agent: 54.6%
  - Financial Planner: 51.9%
  - Accountant: 57.0%
  - Real Estate agent: 22.0%
  - Travel agent: 15.3%
  - Architecture or Engineer: 14.3%
  - IT or Computer Specialist: 22.0%

**Benefit Plans**
- Plan to shop for in the next 12 months
  - Medical Plan: 23.0%
  - Dental Plan: 17.2%
  - Vision Plan: 15.7%
  - Wellness Programs: 8.7%
  - 401K Program: 8.2%

**Dining Out**
- 98.4% of our readers dine out every month.

**Vehicle Plans**
- In the next 12 months
- Buy
  - Company: 5.0%
  - Personal: 19.5%
- Lease
  - Company: 14.0%
  - Personal: 2.6%

**Air & Hotel Travel Plans**
- In the next 12 months
  - 1 to 5 times: 56.1%
  - 5 to 10 times: 23.5%
  - 10+ times: 19.1%

**Air & Hotel Travel Plans**
- In the next 12 months
  - 1 to 5 times: 50.0%
  - 5 to 10 times: 0.0%
  - 10+ times: 0.0%

**Business Moving Plans**
- Plan to move to a new location
  - at an existing facility: 20.0%
  - you would build: 19.1%
  - an additional location
    - at an existing facility: 11.7%
    - in a structure you would build: 11.8%
    - a location: 9.0%

**FACTOID**
- 29% of our readers assist in the care and/or decision-making for an elderly or disabled person
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 11,771, 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.