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
Construction/Real Estate/Development 13.3%
Professional Services 11.5%
Financial Services 10.2%
Health Care 10.2%
Government/Education 6.1%
Charitable/Nonprofit 6.1%

FACTOID 84.8% of our readers own their primary residence

Under $250,000 26.4%
$250,000 - $499,000 45.2%
$500,000 - $750,000+ 19.9%
$390,000 Average value of residence.

*Certified Verification Council
What They Need

Financial Plans
Plan to seek out in the next 12 months
- Personal loan: 16.1%
- Personal account: 10.8%
- Personal credit card: 8.7%
- Business loan: 7.1%
- Business account: 7.4%
- Business credit card: 5.0%

Home Plans
Plan to seek out in the next 12 months
- Expanding: 1.5%
- Remodeling: 31.5%
- Refinancing: 2.5%
- Plan to buy/sell: 13.3%

Professional Service Plans
Plan to seek out in the next 12 months
- Attorney: 54.8%
- Stock Broker: 30.1%
- Insurance agent: 57.6%
- Financial Planner: 51.8%
- Accountant: 54.5%
- Real Estate agent: 23.7%
- Travel agent: 17.6%
- Architecture or Engineer: 15.2%
- IT or Computer Specialist: 24.3%

FACTOID
26% of our readers assist in the care and/or decision-making for an elderly or disabled person

Activities
In the past 12 months
- Attended a concert, theater or stage show: 70.8%
- Donated to a charity: 91.9%
- Traveled: 87.5%
- Volunteered with a nonprofit: 58.1%
- Golfed: 40.3%
- Boated or sailed: 51.4%
- Snow skied/boarded: 21.1%
- Camped, hiked or backpacked: 48.3%

Plan to buy
In the next 12 months
- A boat: 5.2%
- An RV: 5.4%
- Recreation/lake property: 5.3%
- Home furnishings: 42.8%
- Home entertainment equipment: 18.0%

Benefit Plans
Plan to shop for in the next 12 months
- Medical Plan: 29.4%
- Dental Plan: 20.5%
- Vision Plan: 19.0%
- 401K/Pension: 11.3%

Health Care
Important factors in choosing a medical care facility
- Reputation & Capabilities of the facility: 69.1%
- Coverage or recommendations from an insurer: 52.3%
- Recommendations from others: 40.4%
- Cost or value of analysis: 26.6%
- Convenience of location: 47.6%

FACTOID
56% of our readers have gone wine tasting in the last 12 months
59% of our readers purchase wine at least once a month
78% of our readers do business or recreate in North Idaho
How They Use Us

Time spent with each issue

<table>
<thead>
<tr>
<th>Time Duration</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 15 minutes</td>
<td>10.0%</td>
</tr>
<tr>
<td>15 to 29 minutes</td>
<td>46.4%</td>
</tr>
<tr>
<td>30 to 59 minutes</td>
<td>32.8%</td>
</tr>
<tr>
<td>Longer than 60 minutes</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

Online Usage 2015

- Visit it regularly: 18.7%
- Have visited, but not regularly: 58.9%
- Have never visited: 19.7%

How many people read your copy of the Journal*

- >5 times: 4%
- 5 times: 9%
- 2 times: 17%
- 1 time: 19%
- Never: 31%
- DND: 20%

68% of readers say they contacted a company because of an advertisement they saw in the Journal.*

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 12,224, 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.