

OKCBUSINESS

READERSHIP & DEMOGRAPHICS

READERSHIP

OKCBusiness has an average of 10,800 readers per issue, as our readers share their copies with others in their home or office. Our cumulative readership is 21,600, representing the number of people in the market who have read at least one issue during the past six months.

Additionally, we have 95% of our subscribers' names and titles, so only 5% are sent to a company's general mailbox.

DEMOGRAPHICS

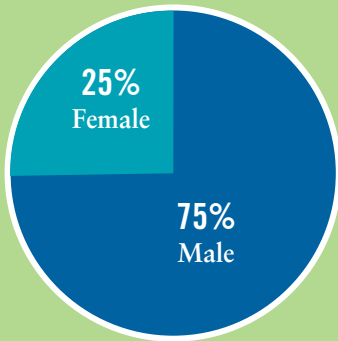
The target audience of OKCBusiness is affluent, active and highly educated. Our readers are the movers, shakers and decision makers in Central Oklahoma. They are high-level executives and business owners who represent many different industries and communities.

Strength is in our numbers and in our ability to present your advertising message to the most influential business people—a very specific market with unmatched corporate and personal buying power. Because of our ability to deliver this most desirable, yet elusive demographic, savvy marketers have embraced OKCBusiness as a primary source for their business-to-business and upscale consumer advertising messages.

AGE

The average age of an OKCBusiness reader is 37.

GENDER



EDUCATION

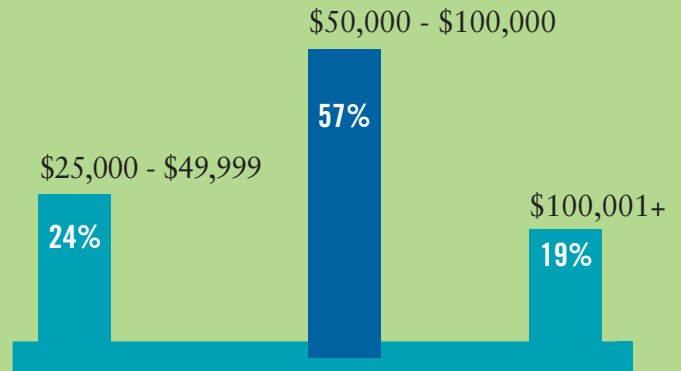
43% of our readers have a bachelor or post-graduate degree.

Activities

68% of our readers enjoy doing volunteer work.
54% have purchased at least 2 airline tickets in the past year.
42% enjoy circuit training or exercising with free weights.

HOUSEHOLD INCOME

76% of our readers earn more than \$50,000 per year.
19% of those have incomes greater than \$100,000.



Occupation

75% are the owner or corporate manager of their businesses.

80% of OKCBusiness readers are employed in professional, sales, management or financial positions within their companies. The other 20% are in construction, manufacturing, public administration and agriculture

83% belong to their professional trade association.

INVESTMENTS

72% of our readers have investments
54% have a 401(k)
68% do their banking online

DONATIONS

58% give regularly to religious organizations.
30% give to social or community causes.
20% give to political campaigns.

**REACH YOUR NEXT CLIENT OR CUSTOMER
BY ADVERTISING IN OKCBUSINESS!**