

2011 READERSHIP PROFILE

Business Alabama

The typical recipient of **Business Alabama** is a highly educated 52-year old man. At least, 66% have a Bachelor's degree, and 20% have a Master's or Doctorate degree. The Average Household Income of a **Business Alabama** reader is \$167K.

89% are involved in making purchasing decisions for their organization.

64% of *Business Alabama* readers are owners/partners, Board members, Presidents, Executive Directors or CEOs.

85% indicated management related titles.

31% of respondents indicated their organization plans to relocate or expand within Alabama within the next five years.

75% indicated they pass their issues along to other people. The average pass along rate is to two other people, effectively tripling the reach of the publication.

86% indicated they have taken action in the past 12 months as a result of reading the articles/columns.

52% recalled taking action on advertisements in the magazine most often then visited the advertiser's web site printed on the ad.

66% rated the publication highly for its overall appearance, coverage, trustworthiness, objectivity, credibility, and for having a lively writing style that is interesting to read.

66% consider *Business Alabama* to be the best source for business news.

Time Spent Reading Average **46** minutes

Average Shelf Life **4** months