

## ABOUT US

SPRINGFIELD BUSINESS JOURNAL is a monthly business-to-business publication serving central Illinois since 1996. The primary market area includes Springfield, Jacksonville and the surrounding communities. Each issue of the Business Journal includes an industry-specific special section and related listings of major firms active in all areas of commerce. These lists are compiled in our annual directory, *Book of Lists*. In addition, the Business Journal sponsors four community business programs: Best Places to Work, Women of Influence, Forty Under 40, and 15 Under Fifteen.

## DISTRIBUTION

The SPRINGFIELD BUSINESS JOURNAL is sold at an annual mail subscription rate of \$35.00, with corporate rates available. The total press run is approximately 5,000 copies. The Business Journal is mailed directly to businesses in Springfield, Jacksonville and surrounding areas. It is also available at newsstands throughout Springfield.

## CONTACT US

Website: [www.springfieldbusinessjournal.com](http://www.springfieldbusinessjournal.com)  
 Email: [info@springfieldbusinessjournal.com](mailto:info@springfieldbusinessjournal.com)  
 Facebook: [www.facebook.com/sbjmonthly](http://www.facebook.com/sbjmonthly)  
 Twitter: [www.twitter.com/sbjmonthly](http://www.twitter.com/sbjmonthly)

Phone: 217.726.6600

P.O. Box 398, Springfield IL 62705

**Fletcher Farrar, CEO & editor**

[fletcher@springfieldbusinessjournal.com](mailto:fletcher@springfieldbusinessjournal.com)

**Michelle Ownbey, publisher**

[michelle@springfieldbusinessjournal.com](mailto:michelle@springfieldbusinessjournal.com)

**Brenda Matheis, business manager**

[brenda@springfieldbusinessjournal.com](mailto:brenda@springfieldbusinessjournal.com)

**Stacie Lewis, business & circulation coordinator**

[stacie@springfieldbusinessjournal.com](mailto:stacie@springfieldbusinessjournal.com)

**Beth Irwin, sales**

[beth@springfieldbusinessjournal.com](mailto:beth@springfieldbusinessjournal.com)

**John Mikels, sales**

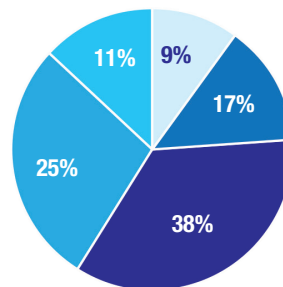
[john@springfieldbusinessjournal.com](mailto:john@springfieldbusinessjournal.com)

## OUR READERS

Average net circulation **4,086**

Average estimated readers per edition during the audit period **4**

**READERS EACH ISSUE 16,344**



### TIME SPENT WITH EACH ISSUE

Less than 15 minutes 9%  
 15-29 minutes 17%  
 30-44 minutes 38%  
 45-59 minutes 25%  
 One hour or more 11%

## OUR READERS ARE...

**Business leaders . . . . . 91%**  
 Owner/CEO/President . . . . . 44%  
 Other management . . . . . 47%

**Influencing purchasing decisions of the company . . . . . 88%**

**Well educated**

Vocational training . . . . . 4%  
 Some college . . . . . 11%  
 4 year degree . . . . . 39%  
 Grad school . . . . . 43%  
 Doctoral degree . . . . . 3%

**Earning above the area median household income . . . . . 88%**

\$50,000-\$99,999 . . . . . 28%  
 \$100,000-\$199,999 . . . . . 35%  
 \$200,000 and above . . . . . 27%

## OUR READERS HAVE:

Contacted a company because of an advertisement in the publication . . . . . 49%  
 Discussed an item in the publication with others . . . . . 75%  
 Referred information to a business associate/client . . . . . 59%  
 Saved the entire issue . . . . . 46%