

# Readership/Demographic Profile\*



**Savannah Business Journal**

Covering Savannah, Hilton Head Island, the Lowcountry, Coastal Empire, Brunswick & The Golden Isles

## Influence those making the buying decisions at work and at home.

- 80.4% of readers of the Savannah Business Journal are top decision-makers and influence their company's purchase decisions
- 67.5% are the actual Owners or Partners of their company.
- They are advanced in their professions, with an average age of 47



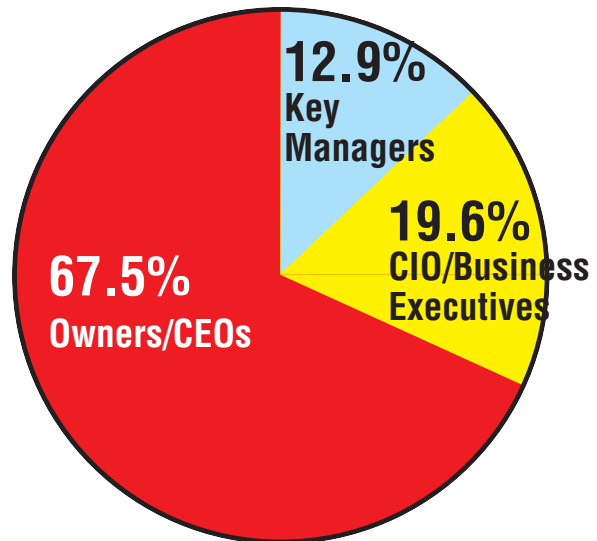
### 2009 Readership Research

#### Job Title

President/CEO/Executive Director . . . . .	32.6%
Owner/Partner/Principal . . . . .	34.9%
Vice President/Manager/GM . . . . .	7.0%
Controller/CFO . . . . .	5.9%
CIO/Business Executive/Realtor. . . . .	19.6%

#### Industry

Manufacturing . . . . .	3.0%
Finance/Banking . . . . .	9.1%
Construction/Buildng Trades . . . . .	7.0%
Hospitality/Tourism . . . . .	7.0%
Legal . . . . .	6.0%
Insurance/Real Estate . . . . .	18.7%
Wholesail/Retail . . . . .	14.0%
Business Services . . . . .	9.9%
Technology . . . . .	6.7%
Government/Education . . . . .	5.0%
Health Care/Pharmaceuticals . . . . .	9.0%
Non-profit Organizations . . . . .	3.0%
Other . . . . .	1.6%



#### Number of Employees

Less than 25 . . . . .	53.5%
25 - 99 . . . . .	14.0%
100 - 499 . . . . .	16.3%
500 - 999 . . . . .	9.4%
1,000 - 4,999 . . . . .	7.8%

*\*Based on 2009 "qualification data" obtained from current subscriptions, renewals and SBJ's pre-qualified non-subscriber data base. The SBJ is mailed to specific, selected individuals by title using BPA standards.*

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