

Readership/Demographic Profile*



Savannah Business Journal
Formerly the Business Report & 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



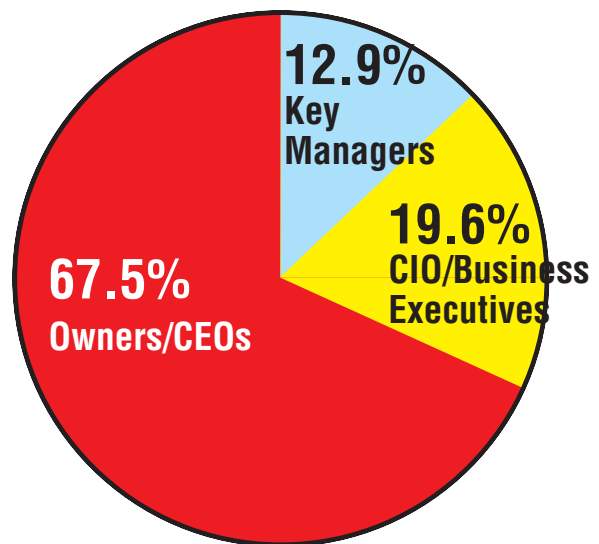
2009 Readership Research

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.*