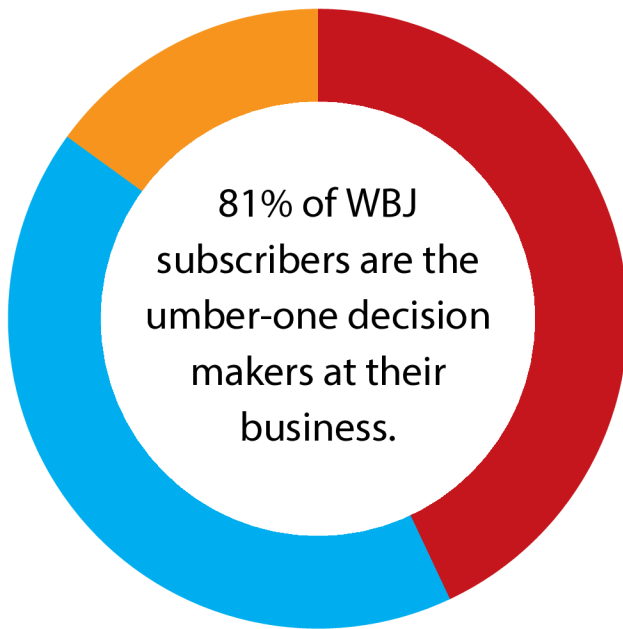


**Worcester Business Journal provides access to business decision makers.**



**43% Chief Executives**  
Owner, Partner, President, CEO



**42% Executives**  
VP or other exec title, Director, Manager



**15% Other titles**  
Professionals, other



**1.8 million annual email newsletter readership**



**25,000 readers per print edition issue**



**115,000 web users per month**

**WBJ subscribers are highly affluent and well educated.**



**82% are college graduates**



**Median household income: \$187,206**  
Worcester County: \$88,524

**The WBJ audience is loyal and engaged.**



**77% of readers spent 15 minutes or more reading each issue**



**53% of WBJ readers contacted a featured company or advertiser**



**65% of WBJ readers visited an advertisers website**



**75% of readers share content from WBJ with others**

*Source: 2016-2023 CVC Audit and Readership Study, 2012-2020 U.S. Census*