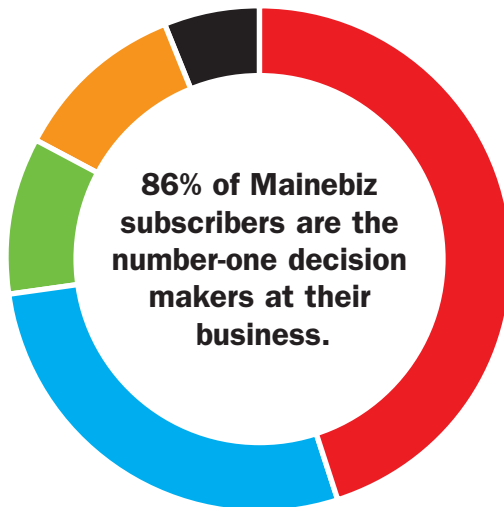


Mainebiz

MAINE'S BUSINESS NEWS SOURCE

We are the only audited, statewide, subscription-based business publication in Maine.

Mainebiz provides access to Maine's business decision makers.



45% Chief Executives

Owner, partner, president, CEO



28% Senior Executives

Vice president or other executive title



10% Managers

Divisional and/or department heads



11% Professionals



6% Other business titles



72% are between 40-59



65% male



35% female

Mainebiz subscribers are well-educated and highly affluent.



83% are college graduates

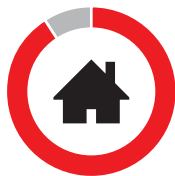


25% have post graduate degrees

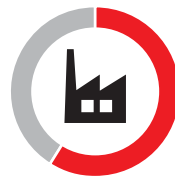
Median household income: \$157,616



All Mainers: \$49,331



91% own their home
All Mainers: 72%



59% own their company's building



The Mainebiz audience is engaged.



88% of Mainebiz readers spend 15 minutes or more reading each issue



71% of Mainebiz readers spend 30 minutes or more reading each issue



Average number of Mainebiz readers per issue is 4

SOURCES: 2016-2017 Audit and Readership Study; *Mainebiz Fact Book 2018*

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