

Cincy Magazine

2017 Demographic Information

Business

JOB FUNCTION

Corporate/Financial/Senior	82%
Sales/Marketing	12%
Professional	4%
Technical	1%
Business Student	1%

INDIVIDUAL INFLUENCE OVER PURCHASING IN THE PAST 12 MONTHS

\$100,000-\$499,000	44%
\$500,000 - 999,000	23%
\$ 1 million +	15%

COMPANY REVENUE

Less than \$1 million	24%
\$1-4 million	27%
\$5 - 24 million	34%
\$50 - 99 million	5%
\$100 - 499 million	4%
\$25 - 49 million	4%
\$500 million +	2%

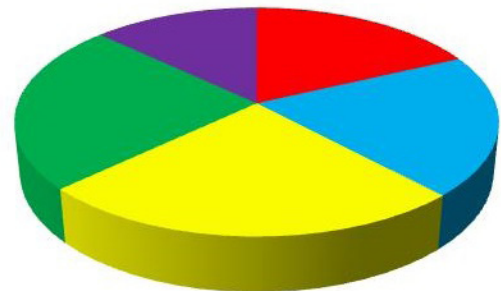
Living

YOUR TARGET AUDIENCE

Annual Household Income	Cincy Reader	Local Market
\$75,000.00 - \$99,999	18%	13%
\$100,000.00 - \$149,999	29%	15%
OVER \$150,999	27%	11%

AGE

21-34	18%
35-44	20%
45-54	25%
55-64	24%
65+	13%



EDUCATION LEVEL

College Degree	49%
Want to advance education in next 5 years	19%
Masters/Doctoral/Professional	27%

GENDER

Male	49%
Female	51%

*Living Demographic produced by
Circulation Verification Council Audit December 31, 2015.