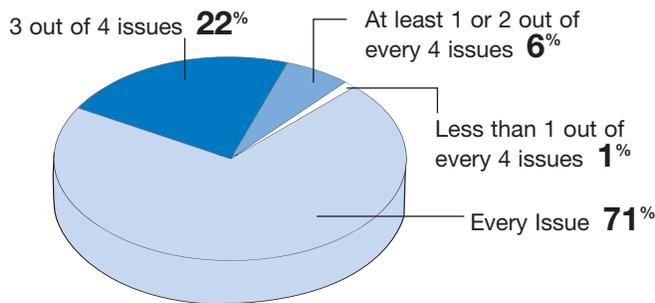


CORRIDOR BusinessJournal Readership Snapshot

The *Corridor Business Journal* delivers the most desirable business audience in the Cedar Rapids/Iowa City Corridor. In every issue of the CBJ, you reach a very sophisticated audience with major purchasing and decision-making power in every sector of the Corridor. According to the most recent CBJ readership survey, more than 10,000 people read each issue of the CBJ. Of those:

- 92%** of readers would recommend the CBJ to a colleague
- 90%** have a **bachelor's degree** or higher
- 87%** are **manager level** or higher
- 58%** primarily read the CBJ because of its local business news and information
- 48%** serve on a company **board of directors**
- 55%** male, 45 percent female
- 37%** are **chairman/owner/partner/president/CEO**
- 28%** have a **master's degree** or higher
- 28%** earned **\$100,000 or more** (before taxes) in 2007
- 26%** primarily read the CBJ because of local business reference/local company articles
- 11%** have an investment portfolio of **\$1 million or more** (26% would rather not say)

How regularly do you read or look into the *Corridor Business Journal*?



Reader habits:

- 71%** read it every week
- 92%** skim the entire paper and read 2 or more articles
- 8%** read it from cover to cover

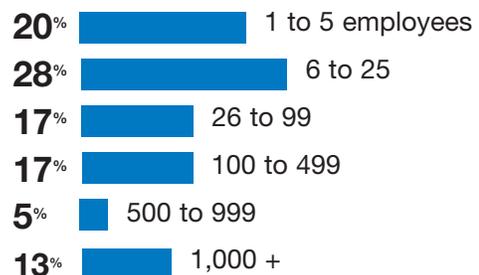
Primary reasons to read:

- 58%** timely local business news and information
- 26%** local business reference/Local company articles
- 9%** business leads
- 6%** business advice/knowledge/education
- 6%** movers & shakers/people

The nature of our readers companies



Company size based on # of employees



“

“The Journal provides a weekly comprehensive snapshot of what is going on in the Corridor.”

“The only locally focused weekly business publication.”

“It is well-written, accurate, unbiased, comprehensive coverage of business news.”

“It’s a must-read to stay current on local news, people and events.”

“A great way to see what is happening in our immediate business area.”

”

SOURCE: Verbatim responses from readership survey conducted May 2008 by Mindfire Communications

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