

Essential B2B markets

BoothMichigan produces two B2B weeklies that cover the state's key economic markets:

- Business Review – Ann Arbor.com
- Business Review – Western Michigan

Connect with a powerful business audience

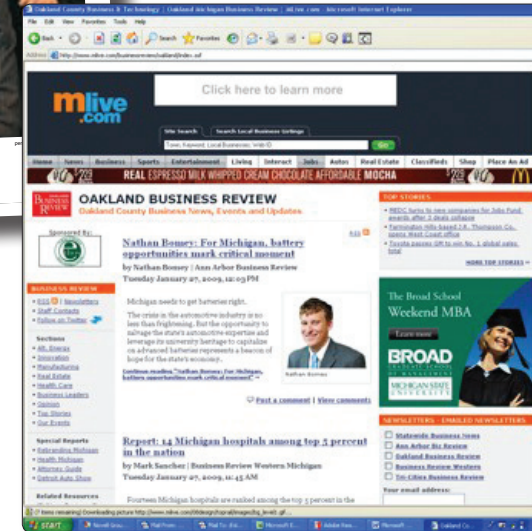
The credible coverage in all four Business Reviews has attracted loyal audiences of high-level decision makers. For example, among Business Review – Western Michigan readers:

- 80% are top-level managers
- 53% are owners or partners
- 50% have a household net worth between \$100K and \$749K
- 43% have a household net worth between \$750K and \$10 million
- 69% of readers have a four-year degree
- 29% have a master's or doctorate degree
- 88% influence purchasing decisions at work
- 53% also influence purchasing decisions of at least one board outside of work

Your best B2B choice

Business Review is an intelligent buy for your message:

- Target your choice of markets at very economical rates
- Extend the reach of your Business Review advertising on MLive.com, where you'll reach an online audience of 1,728,000 unique monthly visitors



➔ For Business Review rates and specifications, contact your BoothMichigan representative or call (616) 222-5825.

Business Review – Western Michigan demographics: 2008 Readex Research

AnnArbor.com
Bay City Times
Flint Journal
Grand Rapid Press

Jackson Citizen Patriot
Kalamazoo Gazette
Muskegon Chronicle
Saginaw News

MLive.com
Digital Marketing
Michigan Direct Marketing Group
Business Review

boothmichigan