

# IT'S ALL BUSINESS

58%  
Sales  
Growth



58% of our readers' organizations experienced growth over the previous year.

75%  
Decision  
Makers



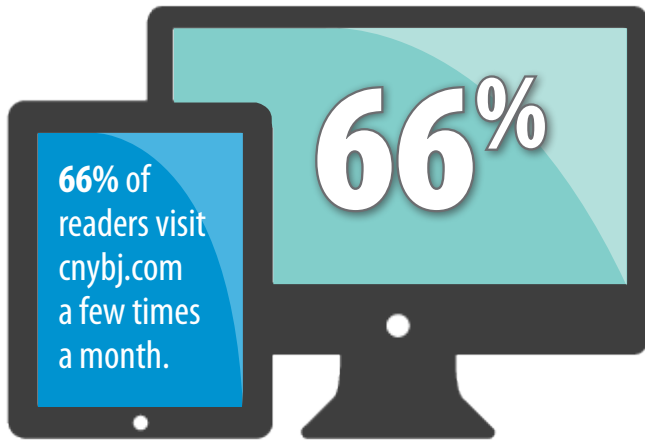
75% of readers make or influence purchasing decisions at their organizations.

85%

85% of readers stated advertising and editorial influence business and personal decisions they make.

66% of readers visit cnybj.com a few times a month.

66%



70%

Have household income over \$100K



59%

Have a household net worth of over \$500K

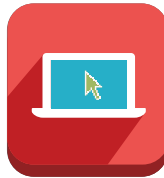


38%



38% of our readers have visited a CNYBJ social media account.

81%



81% of our readers attend webinars. (51% attend more often than once per year)

46%

Have children who are under 18 and/or attending college

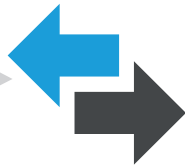


84%

Hold a bachelor's degree or higher



79%



79% of our audience has shared CNYBJ content with a friend or colleague.

80% of **Coffee Break** subscribers read it at least a few times a week



84% of **Daily News Alerts** subscribers read it at least a few times a week

41%



41% have attended a BizEventz event

Half the readers are within the ages of 40-59



Our audience is 58% male and 42% female.

49%  
Book of  
Lists\*

49% of readers use the Book of Lists throughout the year as a reference tool. (15% more than 4 times per year)

44%



44% have read a CNYBJ Specialty Publication

DIGITAL | PRINT | EVENTS | DATA

The Central New York  
**BUSINESS JOURNAL**