

IT'S ALL BUSINESS

75%
Decision
Makers



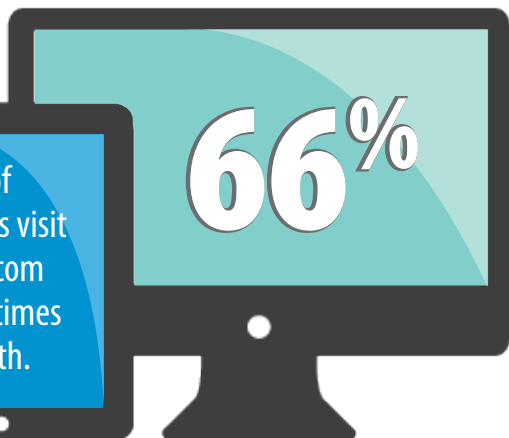
75% of readers make or influence purchasing decisions at their organizations.

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



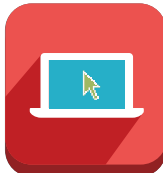
38%

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



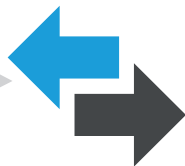
84%

Hold a bachelor's degree or higher



79%

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



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.

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

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