The Business Journal News Network is:
- SA
- B
- Highest P
- C
- D
- Urgent Care Facilities,
- Highest Paid Health Care Professionals
delivered weekly, we are the only provider of business news for CNY.

We help reach your target audience by offering:
- Integrated Media Channels: Digital, Events and Print
- Maximum exposure of your message to your target audience
- Position your products/services front and center of business

Over Half of the readers are within the ages of 45-59
48% of online subscribers forward BJNN emails to other people
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WHO WE ARE

Coverage Area
We have a wide reach, covering news from the Southern Tier, to the Mohawk Valley, all of Central New York, and the North Country.


New Special Reports.
- NexGen II, Small Business Topics, Gaming, Business of Aging, Buy Local, Agribusiness, Credit Unions, The Tech Pulse
- New look! Who's Who, Middle Page Banners.

Industry Publication.
- HEALTHCARE PROVIDER E-NEWSLETTER
  - Delivered 2 times per month
  - Delivered directly to healthcare providers

New Lifestyles Top Rank Lists.
- Highest Paid Health Care Professionals
- Urgent Care Facilities,
- Defense Contractors,
- Certified Women-Owned Businesses,
- Wealthiest ZIP Codes,
- Behavioral Health Facilities,
- Certified Veteran & Disabled Businesses,
- SAT Scores by District,
- Highest Paid Public Officials

Redesigned/Renovated Website.
Coming Soon!

New High-Performance Advertising Packages.
- Multi-Platform Branding Campaigns
- Webinars
- Digital Packages
- Front Cover Sticky Note & Back Cover Package

New Events.
- More networking opportunities!
  - Fastest-Growing Mid Market Companies
  - Construction Awards
  - Power Breakfast: Guard Against Embezzlement
  - 50 Over 50
  - Best Loved Mentors

Print | Digital | Events

87% Sales Growth
Companies’ whose average annual percent sales has grown over past 3 years.
73% Decision Makers
73% of subscribers are in a management level position at their company
91% of readers stated advertising and editorial influence business and personal decisions they make.

NEW FOR 2017: MORE OPPORTUNITIES TO ADVANCE YOUR BUSINESS & REVENUES!

- Weekly Print Edition
- Daily Email News Alerts
- 24/7 Online Access
- Webinars
- Email Rentals
- Event Sponsorships
- Mohawk Valley Business Journal
- Southern Tier Business Journal
- HealthCare Provider E-Newsletter
- Book of Lists
- Customized Publishing

44% Book of Lists
40% have attended a BizEventz event
52% Have household income between $100K and $250K
54% Have a household net worth of over $500K
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53% of readers read the Daily News Alerts and CoffeeBreak daily
58% of readers visit cnybj.com more than once a week
75% Hold a bachelor’s degree or higher
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Digitization
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Products and Services:
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Statistics were collected by Research & Marketing Strategies, Inc. (RMS), an independent market research company located in Baldwinsville, NY Aug. 2014.

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