

# WHO READS WINDSOR BUSINESS?

Readership Survey Highlights

*Windsor Business* readers are an accomplished group. For example:

**57%**

own their own business

**85%**

are an executive of the company

**60%**

earn more than \$75,000 per year

**85%**

have a university or college degree

As evident from global trends that show the small company as the fastest-growing business sector:

**58%**

of readers employ between one and five full-time staff

**69%**

employ less than 10 full-time staff

As an information resource, *Windsor Business* is a proven business tool for executives. Both the advertising and editorial content are read, shared and referred to consistently. For example:

**77%**

say the content influenced their buying decisions

**70%**

say they use *Windsor Business* as a prospect list

**100%**

say it is an important business resource

*Windsor Business* targets its editorial content at a reader with the authority to make decisions relating to the development of the company. When it comes to the purchase of business products or services:

**77%**

make the buying decisions for their company or department

These decision makers manage an annual budget for business-related products or services as such:

**48%**

spend between \$1,000 and \$25,000 a year

**30%**

spend between \$25,000 and \$100,000 a year

**16%**

spend between \$100,000 and \$500,000 a year

With an average of five readers per copy, the total monthly circulation of *Windsor Business* is more than **70,000**

*Windsor Business* readers are a loyal demographic as well, relying on the publication for information they need to do better business within Essex and Kent counties. For example:

**89%**

share *Windsor Business* with at least one other person each month

**86%**

share the publication with more than five other people each month

**52%**

refer back at least four times during the course of the month

# Windsor Business



If you're serious about business in Windsor-Essex and Chatham-Kent... there's nothing else worth reading.

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