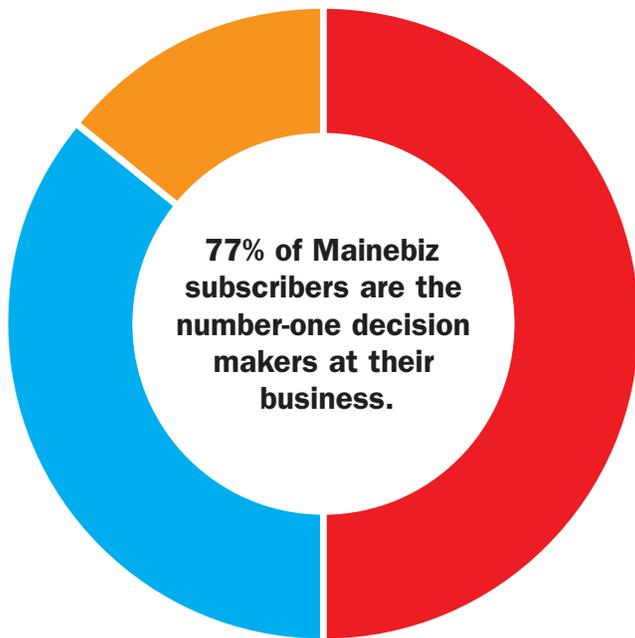


# Mainebiz

MAINE'S BUSINESS NEWS SOURCE

We are the only audited, statewide, subscription-based business publication in Maine.

Mainebiz provides access to Maine's business decision makers.



**50% Chief Executives**

Owner, Partner, President, CEO



**36% Executives**

Vice President or other executive title, Director, Manager



**14% Other titles**

Professionals, other



**37,000 readers per print edition issue**



**3.6 million annual email newsletter readership**



**98,000 web users per month**

Mainebiz subscribers are well-educated with strong purchasing power.



**82% are college graduates**



**59% own their company's building**



**Median household income: \$184,332**

All Mainers: \$71,773

The Mainebiz audience is loyal and engaged.



**78% of Mainebiz readers spend 15 minutes or more reading each issue**



**51% of Mainebiz readers contacted a featured company or advertiser**



**63% of Mainebiz readers visited an advertiser's website**



**71% of readers share content from Mainebiz with others**

SOURCES: 2022–2023 Audit and Readership Study; *Mainebiz Fact Book*