

Business Financial Publishing Presents

Demographics

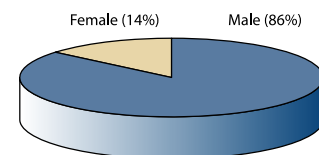
Demographics

Business Financial Publishing has attracted an audience of over one million active individual investors who use the Internet to find investment research information and make investment decisions.

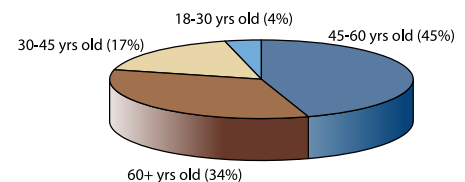
Here are some demographic highlights regarding our audience.

- 86% of our readers are male.
- Attractive aging baby boomer population
 - 45% of our readers are between the ages of 45 and 60
 - 34% are 60 or older
 - 17% are between 30 and 45
 - 4% are between 18 and 30.
- High household income
 - 25% of our readers have a gross annual household income between \$100,000 and \$150,000.
- Significant investment portfolios
 - 30% of our readers have a portfolio valued at greater than \$200,000.
- Active individual investors
 - 50% of our readers make more than five stock and mutual fund trades per month.
 - 20% of our readers make more than 20 stock and mutual fund trades per month.
- Highly educated
 - 51% of our readers have a Bachelor's degree
 - 27% have advanced degrees
- Home owners
 - 87% of our readers own at least one home
 - 22% own more than one home
 - 38% have already paid off their mortgages

Subscribers Gender



Subscribers Age



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