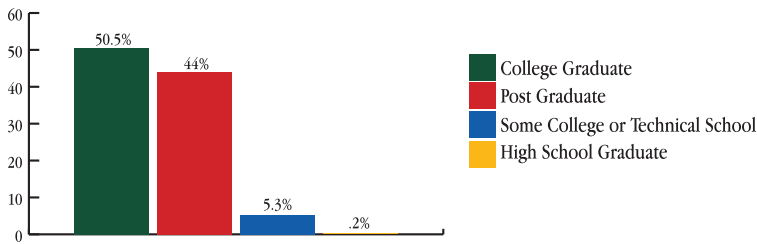


- 94.0 percent of subscribers are business owners, top executives, board chairmen, VPs, professionals, or senior managers.
- Income: 67.6 percent of subscribers have incomes over \$100,000; 42.6 percent have incomes over \$150,000.
- 96.3 percent of subscribers rated *The Lane Report* a valuable source of statewide business information.

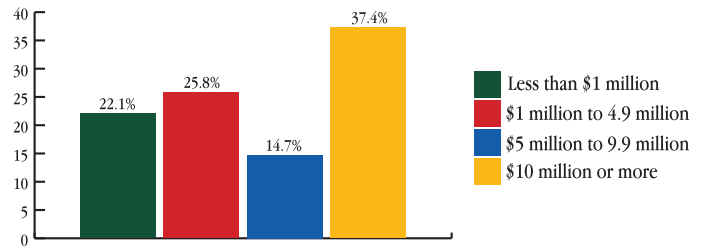
## EDUCATION

97.1 percent of *The Lane Report* readers have attained some college, a graduate, and/or post graduate degree.



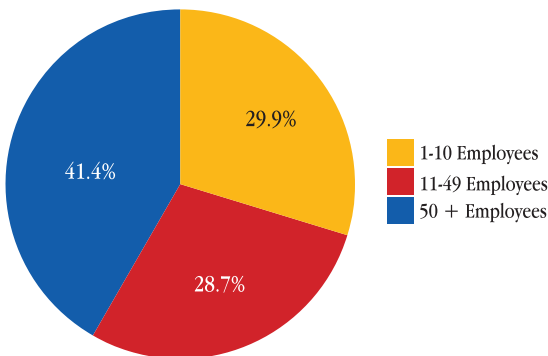
## SIZE OF COMPANIES BY GROSS SALES

In which of the following categories would you estimate your company's sales fall?



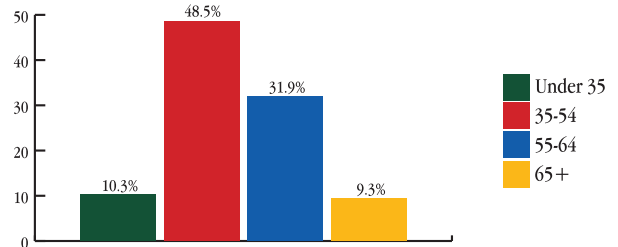
*Data exclude government agencies, not-for-profit, Non-responsive*

## SIZE OF BUSINESS, NUMBER OF EMPLOYEES



## AGE

80.4 percent of *The Lane Report* readers are between the ages of 35 and 64. 59.2 percent are 18-54.



*Data are based on 2010 Matrix Group readership study. All data exclude non-responsive persons.*

# DISTRIBUTION

## KEY BENEFITS OF THE LANE REPORT—

**Targeted Circulation** – Paid and controlled circulation is directed to top corporate managers, professionals, entrepreneurs, business owners, civic and political leaders. There is minimal waste circulation.

**Delivery Method** – All subscriptions are addressed to a qualified individual and delivered by U.S. Mail.

**Reach** – *The Lane Report* is a statewide publication and has circulation in every county in Kentucky.

**Pass-a-long Readership** – The 2010 Matrix Group readership study reported an average of 8.4 readers per copy (one primary and 7.4 pass-a-long).

**Cost Efficiency** – *The Lane Report's* controlled distribution has been designed to cost effectively reach the entire state with emphasis given to metro areas and centers of business activity.

## TARGETED DISTRIBUTION

