

The Lane Report

WHERE THE NEWS IS MADE BY THE READERS

- 96.3% of the subscribers rate *The Lane Report* as a valuable source of Kentucky business news.
- 94% of the primary subscribers identify themselves with one of the following titles: chairman, president, CEO, owner, partner, administrator, vice-president or, manager.
- 59.2% of the subscribers are 18-54 years-old.
- 97.1% of the subscribers have achieved some college, a graduate or post graduate degree.
- 67.6% of the subscribers have annual incomes greater than \$100,000 and 42.6% have incomes in excess of \$150,000.
- The average amount of time each subscriber spends reading *The Lane Report* is 25.7 minutes.
- Including the primary subscriber, on average, each issue of *The Lane Report* is read by 8.4 persons.
- *The Lane Report* has a monthly estimated primary and pass-a-long readership of 120,000 persons.
- 70% of the subscribers say they are more likely to do business with companies they are familiar with through advertising.

Source: 2010 Matrix Readership Survey



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