

# EDITORIAL CALENDAR

## JANUARY

Business & Economic Outlook

## FEBRUARY

Law  
Accounting

## MARCH

Banking  
Financial Services

## APRIL

Tourism, Travel & Recreation  
Education & Workforce Development

## MAY

**The Lane Report's 25th anniversary**

Automotive Manufacturing  
Top 20 Publically Held KY Corporations

## JUNE

Real Estate & Construction  
Green Development

## JULY

Economic Development  
Energy & Utilities

## AUGUST

AgriBusiness  
Beef, Pork, Bison, Poultry Producers

## SEPTEMBER

Equine Business  
2010 FEI World Equestrian Games Review

## OCTOBER

Meetings & Conventions  
Hotels

## NOVEMBER

Technology & Research  
Innovation & Commercialization

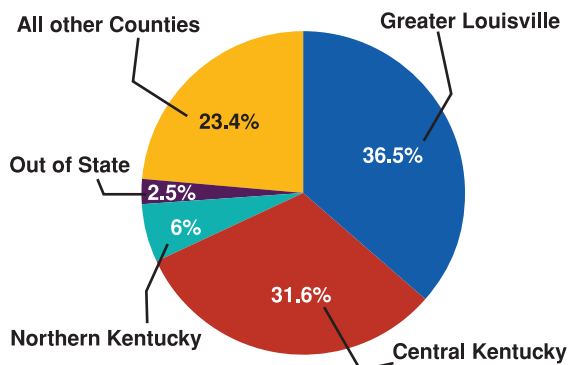
## DECEMBER

Health Care & Wellness  
Wealth Management



2/22/10

## DISTRIBUTION



*The Lane Report's circulation is audited by Verified Audit Circulation. Data are based on 2008 Distribution and Circulation estimates.*

### 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 wasted 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 most recent readership study reported an average of 7.4 readers per copy (one primary and 6.4 pass-a-long) adding significant bonus circulation.

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

**Gender** – 43% of *The Lane Report's* subscribers are women and 57% are men.



201 East Main Street, 14th Floor • Lexington, KY 40507  
(859) 244-3500 • kybiz.com • sales@lanereport.com

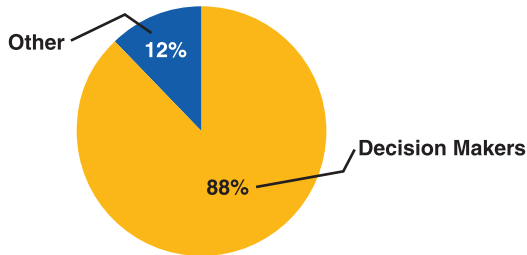


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# DEMOGRAPHICS

## Title/Position Within Company

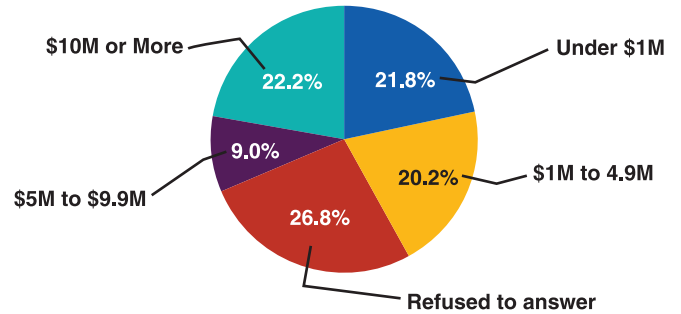
Over 88% of the readers surveyed identified their title/position as "President/CEO," "Manager/Administrator," "Owner/Partner," "Chairman/Director," "Vice President," "Professional," "Educator," "Judge," or "Other<sup>(1)</sup>."



(1) "Other" responses include: Political Leader, Public Relations Specialist, Closing Coordinator, County Extension Agent, Senior Analyst Market Research, Public Relations, Cultural Advisor, Financial Analyst, Broker, Principal Architect, Project Coordinator, Senior Market Planner, Reporter, Landscape Design Coordinator, Realtor, Data Processor, Associate and Pastor.

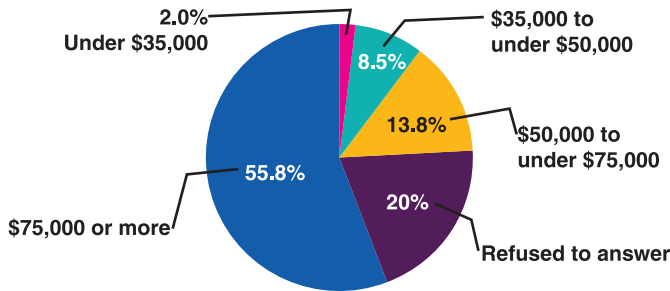
## Gross Sales of Company

Which of the following categories would you estimate your company's gross sales fall?



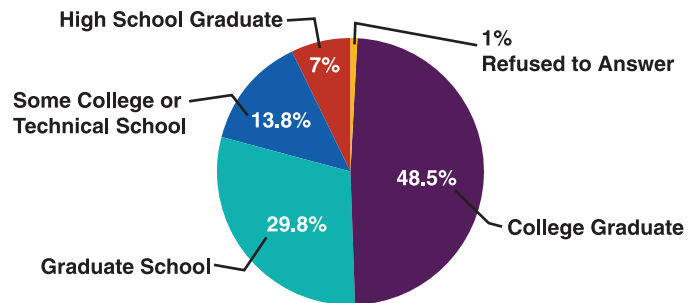
## Household Income

70% of those surveyed indicated they had a total household income of \$50,000 or more last year. 55.8% indicated a total household income of \$75,000 or more.



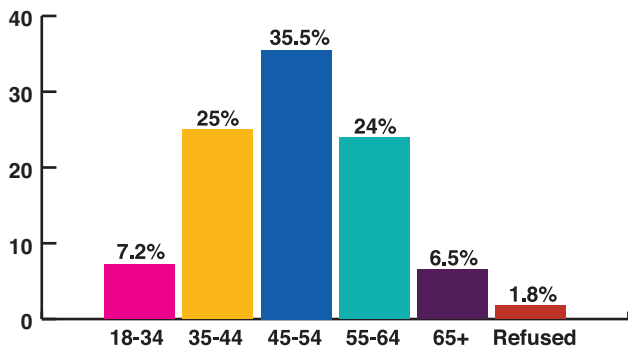
## Education

92% of *The Lane Report* readers have some college, a college, and/or post graduate degree.



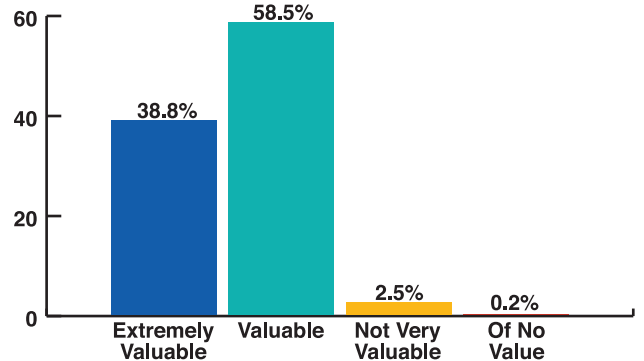
## Age

92% of *The Lane Report* readers are between the ages of 18 and 64. 60.5% are 35-54.



## *The Lane Report* is a Valuable Statewide Business Resource

97% of those surveyed rated *The Lane Report* as either valuable or extremely valuable as a statewide business resource. 34% men and 46% women rated it "Extremely Valuable."



Demographic data are based on Matrix Group readership study dated 8/2/06.

