

# NUMBERS TO BACK IT UP

BUSINESS LINK NEWSPAPER STATISTICS AND DEMOGRAPHICS

# 96,000

MONTHLY READERS.

# 1,152,000

ANNUAL READERS.

# 64%

USE THE ADS TO ASSIST IN PURCHASE DECISIONS.



3,800 + TWITTER FOLLOWERS



950 + FACEBOOK LIKES



520 + MEMBERS



300 + FOLLOWERS

# 4

*The number of readers per copy of The Business Link Newspaper.*

# 57%

*Spend more than 20 minutes reading every issue.*

# 72%

*Use the articles to assist in their purchasing decisions.*

# 76%

*Of our readers are owners or managers of a business.*

# 65%

*Of our readers are in the age range of 34 to 55 years old.*

