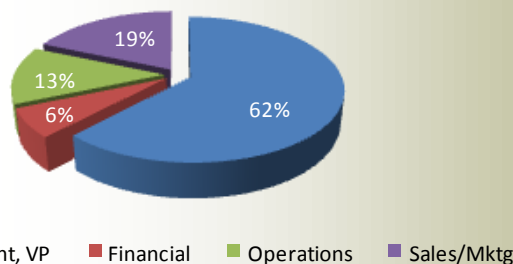


WHO IS READING NWIBQ?

PROFESSIONAL PROFILE

Professional Services	22%
PR/Marketing/Media	12%
Banking/Financial	10%
Construction	10%
Retail	9%
Health Care	8%
Manufacturing	6%
Real Estate	5%
Communications	4%

ROLE OF AUTHORITY



74% intend to expand their company in the next two years

BUSINESS STATS

Less than \$1 million	42%
\$1 million >=\$5 million	19%
\$5 million >=\$10 million	6%
\$10 million >=\$50 million	22%
\$50 million or more	8%
1 to 9 employees	37%
10 to 24 employees	15%
25 to 99 employees	25%
100 to 499 employees	14%
500 or more employees	7%

BENEFITS

Dental Insurance	47%
Disability Insurance	37%
Educational Benefits	38%
Employee Stock Ownership	11%
HMO/PPO	32%
Health/Fitness Club, Wellness	18%
Health Insurance	62%
Life Insurance	46%
Profit Sharing	23%
Retirement Plans	51%
Vision Insurance	46%

LOCAL PLACES:

CONDUCTS BUSINESS OR TRAVELS

Anderson	6%	Kokomo	10%
Bloomington	11%	Lafayette	27%
Chicago	68%	Merrillville	82%
Elkhart	32%	Muncie	9%
Evansville	9%	Richmond	7%
Fort Wayne	26%	South Bend	46%
Gary	66%	Terre Haute	12%
Indianapolis	45%		

23% are minority or woman owned businesses

66% of readers spend 30 minutes or more reading Northwest Indiana Business Quarterly.

57% share it with at least two other employees.

POWER OF INFLUENCE - PROFESSIONAL SERVICES

Professional Services Decisions

Accounting	61%
Consulting	54%
Employment Agency/Recruiter	38%
Legal	53%
Temporary Help	30%

Financial Services Decisions

Appraisal	20%
Banking	58%
Equipment Leasing	44%
Investment Banking	22%
Management	68%
Payroll	57%

Real Estate & Construction Decisions

Architectural	23%
Building Maintenance	46%
Construction & Engineering	30%
Environmental Services	25%
Interior Design	47%
Landscape	36%
Office & Industrial Rental	30%
Real Estate Acquisition	25%
Remodeling	51%

Insurance Decisions

Commercial	41%
Employee benefits	43%
Health care	41%
Liability	41%
Life	29%
Property/casualty	36%
Title	13%

77% Decision makers or have influential power...

67% Prefer to receive messages via magazine versus direct mail or email...

48% Access the NWIBQ web site for current articles...

82% Consider NWIBQ to be their primary regional magazine...

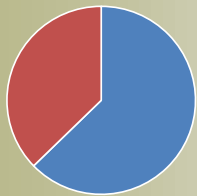
READERSHIP SURVEY 2012

WHO IS READING NWIBQ?

PERSONAL PROFILE

74% intend to continue their education with formal education, training or seminars

GENDER



Male - 62%
Female - 37%

AGE



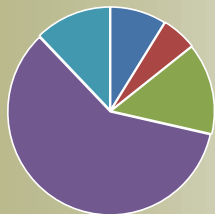
Under 25 - 4%
25-34 - 8%
35-44 - 15%
45-54 - 24%
55-64 - 39%
65 or over - 9%

EDUCATION



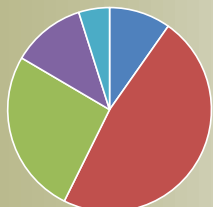
High School - 5%
Attended College - 17%
College Graduate - 34%
Postgraduate Study - 17%
Master's Degree - 15%
Doctorate - 11%

HH INCOME



< \$50K - 7%
\$50K-\$75K - 5%
\$75K-\$100K - 12%
\$100K-\$249K - 49%
\$250K-\$999K - 10%

HOME VALUE



< \$150K - 9%
\$150K-\$299K - 44%
\$300K-\$499K - 24%
\$500K-\$999K - 11%
> \$1 million - 5%

Personal Investments

Certificates of Deposit	24%
Corporate Bonds	11%
401(k)	66%
Gold/Silver	10%
IRA, Keogh Plan	61%
Money Market Funds	48%
Municipal/tax-exempt bonds	10%
Mutual Funds	48%
Real Estate	52%
Stock	50%
Tax-deferred Annuities	14%
U.S. Treasury Securities	12%

Favorite Recreational Activities

Dining out	77%
Golf	39%
Health Clubs/Fitness	34%
Spectator Sports	42%
Performing/Cultural Arts	41%
Boating	23%
Vacationing/Travel	76%

Expenditures Next 12 months

Remodel/Update existing home	43%
Purchase home furnishings	31%
Purchase/lease an automobile	29%
Enhance property/landscaping	40%

45-54 years is the average age of the readership

Retirement-Related Interests

Financial security	71%
Social Security/Medicare	44%
Affordable health care services	51%
Maintaining health and fitness	66%
Travel	67%
Vacation homes	30%
Cultural Arts/Entertainment	25%
Recreation/Sports activities	42%

POWER OF INFLUENCE - VENDORS

Marketing Services Decisions

Advertising/PR	77%
Audio/Visual/Video	40%
Graphic Design	52%
Mailing Lists/Direct Mail	71%
Marketing Research	55%
Printing	66%
Sales-support Materials	55%
Telemarketing	29%
Displays/Booths	45%
Website	70%

Office Technology Decisions

Computer Hardware	53%
Computer Software	57%
Computer products	50%
Information Technology	44%
Website Consulting	60%

Education-Training Decisions

Continuing Education	46%
Degrees	6%
Motivational Programs	27%
Seminars	54%
Technical Training	36%

Furniture/Fixture Decisions

Office Design	48%
Office Fixtures	49%
Office Furniture	61%
Office Supplies	64%

Communications Decisions

Cellular/Wireless	52%
Long-distance Service	37%
Phone Equipment	42%
Voice and Data	39%

Travel & Entertainment Decisions

Cultural/Sports Activities	24%
Entertainment	43%
Meeting Planning	57%
Meeting Sites	44%
Restaurants	43%
Special Events	50%
Travel Arrangements	38%

75% have rented space for off-site meetings in the past 12 months

Source: data analysis by Herron Associates, Inc. July 2012