

THE RESULTS ARE IN!

Northern Ontario Business is a good or excellent source of regional news... **96%**

73% are in Management Positions

91% have authority or influence on the purchase decision

Average income and age \$73,200 / 49

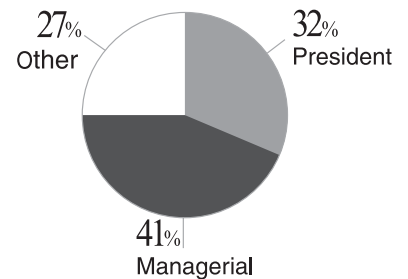
Northern Ontario Business delivers a quality readership. Our readers are higher than average income earners in senior positions at small to medium sized businesses with a wealth of industry experience.

Average time spent reading each issue of NOB is 28 minutes

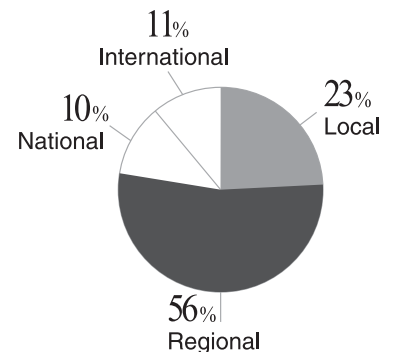
Average numbers of readers per issue 2.3

Total average readership of each issue 25,800

Respondents Titles



Location of business activity



Build your Brands with Reader Loyalty!

Over half our subscribers have been reading NOB for more than five years. 88% read all four of the past four issues, while 82% read all or most of the paper.

Northern Ontario Business is read by over 25,000 readers each issue. Our readers seek regional news and up to date developments relevant to their business to give them the edge over their competition.

Source: Laurentian Media Group, 2004

WWW.NORTHERNONTARIOBUSINESS.COM

To learn more about how to reach our influential readers,
 contact your *Northern Ontario Business* Advertising Account Manager today.
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