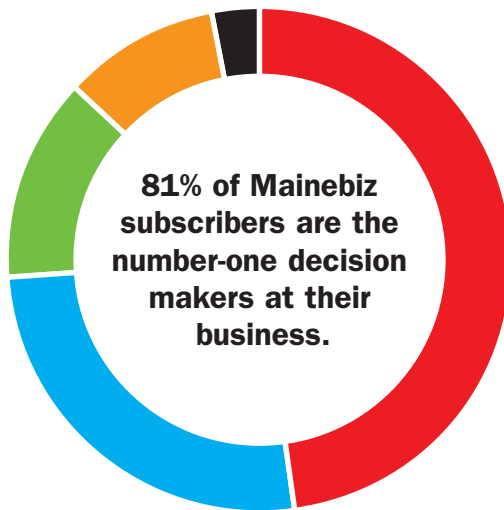


Mainebiz

MAINE'S BUSINESS NEWS SOURCE

We are the only audited, statewide, subscription-based business publication in Maine.

Mainebiz provides access to Maine's business decision makers.



48% Chief Executives

Owner, partner, president, CEO



10% Managers

Divisional and/or department heads



26% Senior Executives

Vice president or other executive title



3% Other business titles



13% Professionals



76% are between 40-59

Mainebiz subscribers are well-educated and highly affluent.



85% are college graduates

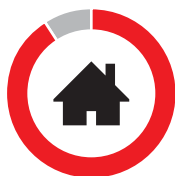


26% have post graduate degrees

Median household income: \$164,433



All Mainers: \$50,826



91% own their home
All Mainers: 72%



59% own their company's building



The Mainebiz audience is engaged.



85% of Mainebiz readers spend 15 minutes or more reading each issue



69% of Mainebiz readers spend 30 minutes or more reading each issue



Average number of Mainebiz readers per issue is 4.1

SOURCES: 2016-2021 Audit and Readership Study; *Mainebiz Fact Book 2019*