



READER PROFILE

Our precisely targeted circulation consists of directors, managers and owner managers responsible for buying decisions within their business.

Business Report has a readership of more than 25,000 decision makers within industry.

We mail out via Royal Mail press stream to a regular 7,500 subscriber base. This database is updated frequently and more than 1400 have written to request Business Report.

Business Report operate a tightly controlled database that ensures the right people receive it.

Publisher circulation statement - 20th November 2009

Total circulation	7,500
Controlled circulation	7,326
Requested in writing	1,410
Bulk distribution	0
Other	174

Terms of control: Manufacturing, engineering, construction, logistics and industrial businesses with a turnover that exceeds £2m and are based in the West Midlands. We also have a large number of service related businesses who subscribe, the largest part of our database is from industry.

Data sources:

Kompass - Turnover of more than £2m or employ more than 20 people

Written subscriptions via fax, letter or email

Members of the Birmingham Chamber of Commerce that employ more than five people

*Members of the Black Country Chamber of Commerce who employ more than five people

*Black Country Chamber of Commerce no longer sell their data, we therefore cannot guarantee recent chamber members that meet our criteria will receive Business Report