MyBUSINESS delivers the highest composition of owners/partners of all business publications, by a wide margin. The *MyBusiness* audience is made up of small-business owners who are the decisionmakers, purchasers and influencers in their companies. Their companies are the true small-business market, averaging under 50 employees.

Our Readers

	U.S.	*MyBusiness**	*Inc.*	*Entrepreneur*	*FSB**
demographics					
Total Audience		**1,523,000**	1,031,000	2,207,000	2,460,000
Rate Base		**500,000**	665,000	575,000	1,000,000
Male	48.2%	**66.8%**	64.7%	62.0%	68.8%
Female	51.8%	**33.2%**	35.4%	38.0%	31.2%
Median Age	45	**48**	44	39	49
Age 25-54	57.2%	**69.3%**	74.1%	67.5%	62.0%
Married	56.1%	**78.9%**	58.5%	47.3%	69.0%
Single	43.9%	**10.6%**	29.3%	36.0%	16.4%
Median HHI	$54,359	**$135,527**	$87,680	$72,229	$124,283
HHI $75,000+	33.8%	**100%**	57.2%	47.8%	70.5%
purchase involvement					
Involved in any business purchase in the past 12 months	21.1%	**79.3%**	51.4%	44.4%	57.3%

* Prototype
Source: 2007 MRI Spring

Their Companies

	U.S.	*MyBusiness**	*Inc.*	*Entrepreneur*	*FSB**
company					
Owner/Partner	6.5%	**88.7%**	16.0%	14.7%	45.4%
Company Size <100	26.7%	**100.0%**	38.8%	32.4%	52.7%
Company Size <25	21.5%	**97.1%**	31.3%	27.3%	47.5%
Average Number of People Employed	442	**5**	402	420	229
Professional/Managerial	23.1%	**60.8%**	50.7%	40.0%	44.8%
Management/Business/ Financial Operation	9.6%	**46.0%**	27.6%	22.8%	30.0%
Average Revenue**		**$1,641,500**	N/A	N/A	N/A
Median Revenue**		**$529,700**	N/A	N/A	N/A

* Prototype
**2005 *MyBusiness* Subscriber Study: MRI Custom Division
Source: 2007 MRI Spring