



# THE POWER OF BUSINESS RECORD

Readex Research  
2018

## Business Record

The Business Journal Serving Central Iowa's Cultivation Corridor

## BY THE NUMBERS

## Member profile

Serving our members since 1983, Business Record is engaged in the community and reaches an exclusive, targeted audience through **5,500 direct mailed** copies each Friday.

The Business Record audience has remained loyal, influential and committed to the publication, even in a changing media landscape

Time Spent (in minutes)	<b>32</b>
Readers per copy	<b>3.7</b>
Total Audience	<b>20,350</b>

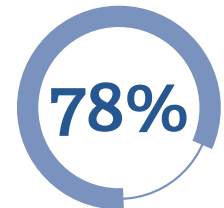


When we were getting ready to open our first office in the Des Moines market one of the initial things we did was formalize a plan to help tell the Commerce Bank story and gain brand recognition. As an avid reader of the Business Record I knew their products were the best place to start to invest our dollars. In partnering with the Business Record team for over three years now, we have had a presence in print, digital and event sponsorship helping our vision come to fruition.”

**Angie Currie**  
Senior Vice President,  
Commerce Banking  
Commerce Bank



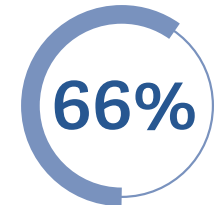
of members say they have read or looked through at least **3 of the last 4 issues**



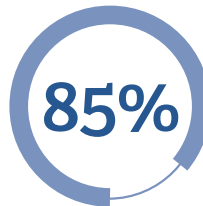
of members say they read the publications **“cover to cover”**



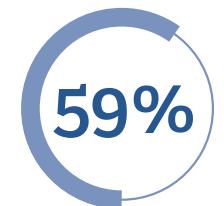
of members have **taken action** as a result of reading an **article or column** in the Business Record



of members have taken at least one action as a result of reading **advertisements** in the past 12 months



of members find Business Record **more trustworthy** than other news outlets



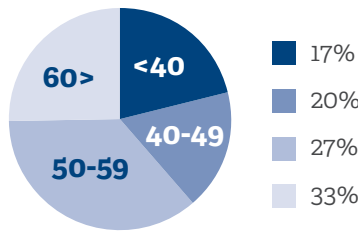
of members identify Business Record as their **primary source** for local business news and information

### Compared to:

16% Des Moines Register (*print, e-news, web*)  
16% Television  
3% Radio



## AGE



**53**  
average age of members

*\*same as 2014 study*



## GENDER

Business Record is moving the needle on **gender equality** and increasing our impact on **female leadership** within Central Iowa.

	2008	2011	2014	<b>2018</b>
Male	71%	64%	58%	<b>55%</b>
Female	29%	36%	38%	<b>43%</b>



## EDUCATION

Business Record members are **well educated**, with **advanced degrees** growing in prevalence.

	2008	2011	2014	<b>2018</b>
4 Year College Degree	41%	44%	40%	<b>42%</b>
Advanced Degree	28%	27%	33%	<b>34%</b>



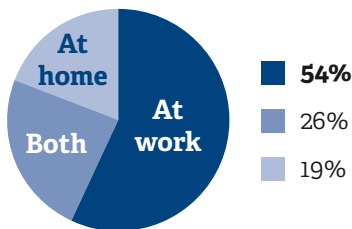
## BUSINESS RECORD IN ACTION

Business Record is a **critical component** to being **informed** and attuned with the local business community.

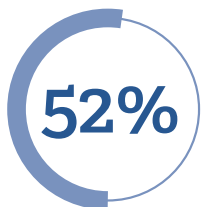
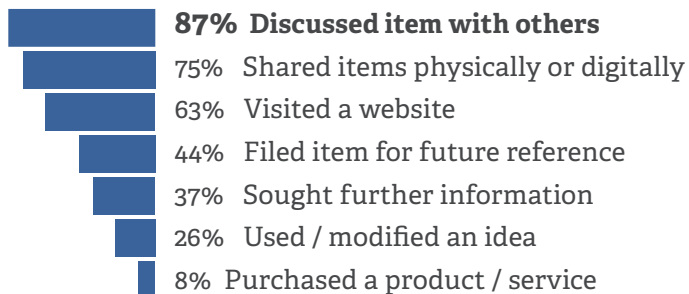


### Where members usually read

Business Record:



The **content** within Business Record is **relevant and impactful** to Des Moines' business community.



of members have an **office at home**

# WORK

## Business profile

Business Record members are successful business leaders with an **average per year revenue growth of 10%** over the past 3 years.



### POSITIONS

Business Record has consistently been an important resource for **leaders and aspiring leaders**. It is how the “C” suite stays connected and informed on local business news.

Top Management	<b>51%</b>
Owner	<b>31%</b>
CEO	<b>14%</b>
President	<b>12%</b>
Partner	<b>9%</b>



### EMPLOYEES

Business Record members typically represent small businesses serving the local market. 56% come from companies with **fewer than 50 employees**.

Local Employees:	
1,000+	<b>9%</b>
500 - 999	<b>4%</b>
250 - 499	<b>7%</b>
100 - 249	<b>14%</b>
25 - 99	<b>20%</b>
10 - 24	<b>14%</b>
<10	<b>33%</b>



We have partnered with the Business Record the past several years to promote Grinnell Mutual's new brand, our commercial products, the opening of our new conference center, and our support of the Global Insurance and Iowa AgriTech accelerators.

The Business Record's audience is a veritable who's who of Iowa business leaders with whom to share our stories and promote our company. Our association with the Business Record has certainly increased our business profile across the state and enhanced our reputation as a socially responsible company.

Jeff Menary,  
CPCU, MBL  
*President and CEO,  
Grinnell Mutual*



# 55

average number of **years** company has been in business

# 413

average number of **employees**



## PURCHASING

Business Record members are **decision makers and leaders** within their companies. **76%** of members are involved in **purchasing services** for the company.

<b>52% Advertising/PR/promotion</b>	33% Property/casualty/liability
<b>50% Education/training programs</b>	33% Real estate/site location
<b>49% Hotel Meeting rooms</b>	32% Employment services
42% Conventions/meetings	32% Payroll
42% Hotel Room reservations	32% Wi-Fi
41% Banking	31% Hotel Banquet facilities
41% Travel arrangements	31% Construction/architecture
40% Printing	30% Security
40% Technology	28% Capital acquisition
38% Accounting	28% Acquisitions/mergers
37% Legal services	27% Utilities (gas, electricity, etc.)
34% Internet	24% Video conferencing
34% Financial/investments	22% Wellness program
33% Health benefits	

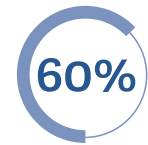
**68%** of members are involved in **purchasing products** for the company:

<b>45% Office supplies</b>	35% Smart phones
43% Computer software	35% Desktop computers
42% Office furniture	30% Tablets
41% Corporate gifts	28% Auto/trucks
40% Laptop computers	27% Networking equipment
39% Printers	25% Video equipment
39% Website	32% Payroll
36% Copiers	25% Building materials
37% Legal services	25% Telecom

**Purchases planned** within their company in the next 12 months:

<b>19% Laptop computers</b>	10% Smartphones
13% Desktop computers	10% Security software
13% Printers	8% High speed Internet
13% Marketing services	8% Videoconferencing
12% Website	7% Business credit cards

Business Record readers are most interested in reading about content containing **trends & innovations in the following industries.**



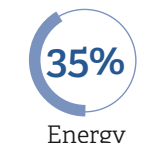
Technology



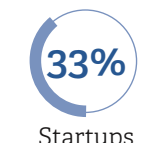
Insurance & Finance



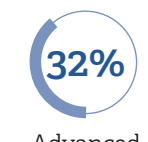
STEM



Energy



Startups



Advanced Manufacturing



Bioscience & Agriculture

# 84%

of member companies will **invest in continuing employee education** or training

# 37%

of member companies are looking to **relocate or expand their office space** in the next 5 years

# 76%

of members have used local hotel business services in the past year.

# PLAY

## Personal profile

With an average household income of **\$284,000**, Business Record members are affluent.

Affluents are found to be highly-engaged personal consumers across platforms and categories.

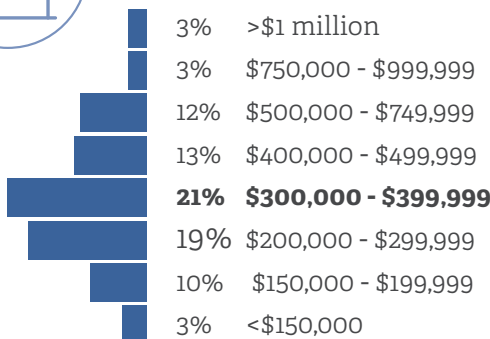


### AFFLUENT

	2008	2011	2014	2018
Average HH Net-worth	\$1,340,000	\$1,570,000	\$1,960,000	<b>\$2,260,000</b>
Percent reaching Millionaire Status	31%	37%	39%	<b>43%</b>
Average Total Investment Portfolio	\$990,000	\$1,040,000	\$1,390,000	<b>\$1,590,000</b>



### HOUSING



## \$397,000

average value of a member's primary residence

## 10%

of members plan to **buy a home** in the next 12 months

**6%** Primary residence  
**4%** Secondary residence



### LEISURE

Members **dine out** an average of **3 times** per week.

3%	10 - 14 times	21%	3 times
12%	6 - 9 times	21%	2 times
13%	5 times	13%	1 time
13%	4 times	2%	none

## 6.3

Average number of times members **fly** a year

**4.8** Business  
**3.6** Personal / vacation

## 20

Average number of nights members stay in a **hotel** a year

**11** Personal / vacation  
**9** Business

The Greater Des Moines Partnership is proud to partner with the Business Record. We see tremendous value in having this resource in DSM USA. The Business Record is relevant, insightful and keeps us and our more than 6,100 Business Members and 320 Investors well-informed through a strategic blend of digital and print communication channels.”

**Tiffany Tauscheck**  
Chief Communications  
Officer, Greater Des Moines  
Partnership





## SPENDING

**Purchases PLANNED** in the next year:

44% Home furniture	14% Fitness/exercise equipment
31% Smartphone	12% Fine jewelry
30% Car	10% Printer
24% Desktop/laptop	9% Home security system
15% Golf equipment	8% Fine art
14% Tablet	6% Photography equipment (video, digital, etc.)



## INVESTING

Members hold a variety of **Investments / Banking Services**:

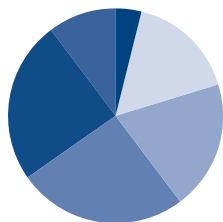
86% Credit cards	29% Real estate (other than primary residence)
83% Checking	21% Bonds
78% 401k	21% Certificates of deposit (CDs)
77% Debit cards	18% Bond funds
63% Savings account	16% SEP-IRA
61% IRA	16% Exchange traded fund (ETF)
55% Stocks	15% Fixed income funds
51% Mutual funds	13% Bank managed trust accounts
41% Money market funds	12% Capital invested in other companies (not stock)
36% Whole life insurance	11% Stock options
29% Annuities	

**\$38,700**

average **planned**  
investments

**65%**

of members use a  
**financial planner**



**Average planned investment amount:**

4%	>\$75,000	25%	\$30,000 - \$39,999
16%	\$50,000 - \$74,999	24%	\$20,000 - \$29,999
19%	\$40,000 - \$49,999	10%	<\$19,999



## COMMUNITY GIVING/PHILANTHROPY

Members **give back to the community**:

93% Personal donation	54% Served or provided leadership on a nonprofit board	31% Participated in company-sponsored volunteer time off program
86% Attended charitable event	48% Secure/facilitated corporate donation sponsorships	27% Matching contributions
65% Volunteered		12% Established charitable fund

## BEYOND PRINT



The investment in advertising with the Business Record has helped drive a significant amount of partnerships for Terracon. Terracon has gained exposure to a multitude of business leaders, and the Terracon brand has elevated in ways we never expected. The recognition we have received through working with the Business Record is beyond valued.

Sid Juwarker, C.G.P.  
*Client Development  
Manager ,  
Terracon*



## Digital

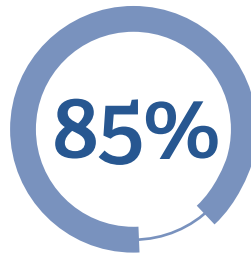
Members spend **38 minutes** interacting with Business Record digital resources in an average week.

BusinessRecord.com is a valuable resource in the business community serving a variety of needs. Reasons why members visit **BusinessRecord.com**:

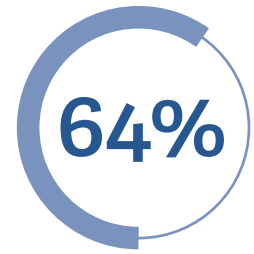
- 46%** Access exclusive online content
- 38% Read businessinsights.com articles
- 38% Register for upcoming events
- 36% Read current content
- 31% Check the calendar
- 21% Search the archives
- 13% Subscription or renewal management
- 13% Submit an award nomination
- 6% Watch videos
- 4% Learn about products / services

## Events

**Business Record events** are increasingly popular, with record level of attendance and participation.



of members rate Business Record events as being **MORE VALUABLE** when compared with other events or seminars in the market



of members attended **one or more** Business Record events in the last 12 months

# Business Record

The Depot on Fourth | 100 4th Street, Des Moines, IA 50309  
515-288-3336 | [businessrecord.com](http://businessrecord.com)