

# Audience & Market 2010

# Progress



## The Audience

A prosperous region is a powerful region. Prosperity attracts people and investment.

*Progress* magazine focuses on people, their ideas and innovation, capital formation and retention, and working together as a strong region to capture an increased share of global markets.

*Progress* readers are visionary and courageous. They are entrepreneurs and CEOs. They are action-oriented community leaders. They are people of academia, arts and culture, and the government sector.

The *Progress* audience believes that sustained economic growth must be accompanied by inherent cultural and environmental stewardship. And *Progress* readers know that all citizens must be well-educated—an enlightened community is a prosperous community.

*Progress* recognizes that business creates wealth and that wealth creators have a responsibility to ensure that true prosperity benefits all levels of society.

The growth potential for the northeast region of North America is enormous. The region is at the geographic centre between the partners of the North American Free Trade Agreement (NAFTA) and the countries of the European Union (EU).

The people who read *Progress* are about the pursuit of business excellence—right here—at the crossroads of the richest trade routes in the world.

The ideas that fuel the economy come from small groups of people and rarely individuals. *Progress* magazine and its events foster the formation of small group ideas – out of which comes valuable, trustworthy relationships.

– Chris Keevill, President, Colour

## Progress Reader Insights

### Who are *Progress* readers?

*Progress* reaches an exclusive, affluent, educated, and influential audience with a total readership of 106,000 per issue.

Total qualified circulation 22,061\*

Age:	25-49	52%
	50-64	45%
Gender:	Female	31%
	Male	69%
Household income :	\$150,000 and above	23%
	\$75,000 and above	74%
Owner/executive, senior/departmental management		88%**

### The *Progress* audience has a strong and loyal relationship with the magazine.

More than 95% say they can rely on *Progress* to provide them with credible, trustworthy information.

72% spend a minimum of one hour with every issue.

77% say that *Progress* is a "must-read".

75% say that it's one of their favourite magazines.

The majority of *Progress* subscribers keep their copies for up to 3 months. 30% keep issues for 6 months or longer.

The average number of readers per copy is 4.8.

\*June 2009 CCAB/BPA Worldwide circulation statement

\*\* Publisher's own data collected from by-request subscription forms

Based on research conducted by OMNIFACTS BRISTOL RESEARCH in March 2007. A random sample of 409 surveys were collected from *Progress* request subscribers in Atlantic Canada. The margin of error for a sample of 409 is +/- 5%, 19 times out of 20 for the entire sample.

PLUG IN

**Progress**  
Our audience means business

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