

Who am I reaching when I advertise with Alaska Business Monthly?

Alaska Business Monthly is distributed on a monthly basis to subscribers, most instate airlines, leading hotels, the Governor's office, Alaska's State Legislature and Congressional Delegation. We're also available at trade shows and conferences. The News Group takes care of magazine distribution to many retailers.

Our targeted distribution ensures your advertising message is reaching a high quality, business-owned audience.

Circulation

12,000+ copies of Alaska Business Monthly are printed each month. Total readership is 100,000+ per issue.

Where you can find us

Retailers: Barnes and Noble, Carrs/Safeway, Fred Meyer, New Sagaya, Tesoro2Go, Best Buy and others.

Hotels: Anchorage Hotel, Best Western Hotels, Clarion Suites, Embassy Suites, Extended Stay Hotels, Fairbanks Princess Hotel, Goldbelt Hotel Juneau, Hampton Inn, Hawthorn Suites, Hilton Garden Inn, Homewood Suites, Hotel Alyeska, Hotel Captain Cook, Inlet Tower, Land's End, Long House, Marriott Hotels, Millenium, Pike's Waterfront Lodge, Puffin Inn, Ramada Inn, Sheraton, The Coast International Inn, Top of the World Hotel, Voyager Hotel, Westmark Hotels

Airline Seat Backs/Waiting Rooms:

ACE Air Cargo, Air North Canada, Alaska Airlines Boardrooms, ERA Aviation, Everts Air, Frontier Alaska, Grant Aviation, Million Air and PenAir

Other Distribution: Alaska Railroad, Alaska Regional Hospital, Providence Imaging Center, Alaska Native Hospital, Petroleum Club

Who reads us each month?

Company Size

Number of Employees at Place of Business:

1000 and over.....	18%
250-999.....	21%
50-249.....	13%
Under 10-49.....	48%

Management Level

Title or position:

Management.....	35%
Owner/Partner.....	29%
President/CEO.....	17%
Chairman.....	9%

91% are upper level management

Age Group

18-34.....	12%
35-64.....	81%
65+.....	7%

88% are age 35 or older

Gender

Male.....	61%
Female.....	39%

Household Income

\$200,000 plus.....	15%
\$100,000 to \$199,999.....	47%
\$50,000 to \$99,000.....	32%
\$25,000 to \$50,000.....	3%
\$25,000 and under.....	3%

94% earn \$50,000 or more per household

Education

College graduates.....	52%
(bachelor's or advanced degree)	
Attended college.....	26%
High school diploma.....	6%
Vo-Tech.....	6%

84% had some college or higher level education

Source UAA Readership Survey - School of Business Administration

Alaska Business Monthly is distributed in more than 78 Alaska cities and is read by 100,000+ readers each month