



# NJTC Publications Distribution Facts

## Strategists and Leaders...

Our 20,000 plus readers belong to a community and value working inside that community; advertisers have unique access thru the pages of TechNews and at the myriad events and programs offered by the NJTC. Advertising is framed by editorial covering the various sectors of New Jersey's leading economic sectors.

### BY THE NUMBERS

	TechNews	LifesciTrends
Requested Mailing	4260	3955
Additional Mailing	2495	2260
Bulk Distribution	1750	1750
Promotional Events	750	750
<b>Total</b>	<b>9255</b>	<b>8715</b>

Plus online distribution with TechNews Interactive

### POWER & INFLUENCE

	TechNews	LifesciTrends
CEO; Principal; Founder President; Chairman	27%	36%
COO; CFO; CTO CIO; CMO	15%	11%
Senior VP; Shareholder Partner; Executive VP	11%	6%
Vice President; Director Controller	20%	21%
Account Executives Managers; Technical Research; Education	21%	23%
Other	6%	3%

### INDUSTRY SECTORS

	TechNews	LifesciTrends
Communications	8%	4%
EnviroEnergy	7%	5%
Electronics and Advanced Mfg.	5%	3%
Information Technology	34%	30%
Life Sciences	11%	37%
Professional		
Service Providers	19%	14%
Education, Government and Non Profit	13%	6%
IT Departments	4%	1%

### LOCATION

	TechNews	LifesciTrends
North Jersey	37%	35%
Central Jersey	31%	27%
South Jersey	8%	7%
New York	8%	9%
Pennsylvania	12%	14%
Other States	4%	8%

