



# NJ TechNews Distribution Facts

## Strategists and Leaders...

Our 25,000 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.

We mail directly to executives at businesses representing the leading edge of the states economy. 55% of TechNews distribution is requested.

Requested Mailing	5,500
Additional Mailing	3,875
Promotional & Events	750
<b>Total Distribution</b>	<b>10,125</b>

Plus online distribution with TechNews Interactive



## POWER & INFLUENCE

**32%** CEO  
Principal  
President  
Chairman

**46%** VP  
Partner  
Director  
COO

**22%** CIO • CTO  
MIS • CSO  
Manager  
Staff

## DISTRIBUTION BY INDUSTRY SECTOR

