

# THE JOURNAL RECORD

**In Print. Online. In Person.**





**Advertising** with *The Journal Record* in print, online and in person will introduce your organization to Oklahoma's movers and shakers and align your business with Oklahoma's well-respected business and legislative news source.

**14,260**  
Daily print readers



**9,500**  
Event attendees

**5,500**

Business Intelligence Report subscribers

The Journal Record has been the **trusted, go-to media source** for Oklahoma's business and legal professionals since 1903.

We keep our readers informed through various multimedia channels:

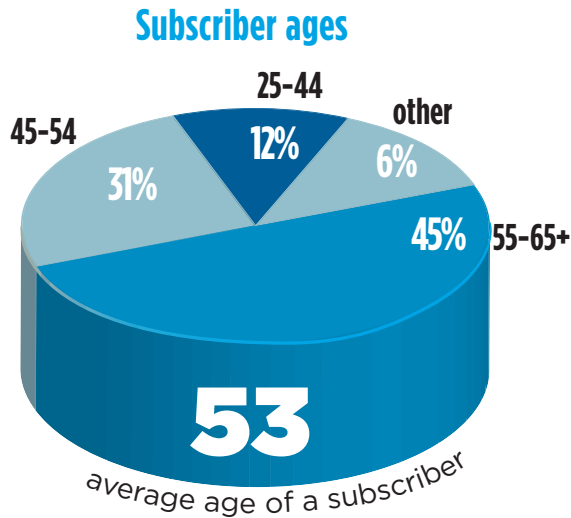
- Daily newspaper
- Up-to-the minute website
- Blogs & Video
- Business Intelligence Report
- Week in Review online
- Breaking news alerts delivered by text and email
- Awards events
- Industry specific special publications
- Book of Lists - Oklahoma's Who's Who in business and industry

Various Special Publications included with subscription



# OUR SUBSCRIBERS ARE AFFLUENT AND INFLUENTIAL

## The Journal Record **Print** Subscribers:



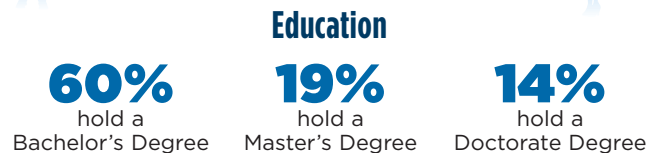
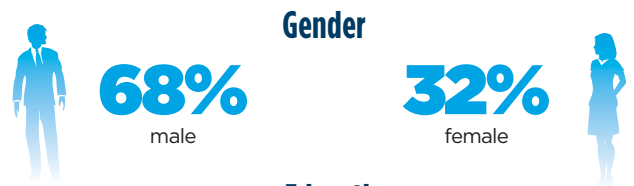
**88%** have a level of purchasing or lease decision making authority

**38%** of our print subscribers reported that they spend

over **30 minutes**

reading each issue of **The Journal Record.**

**Wealth**  
**\$272,000** average household income  
**\$1.78 million** average net worth



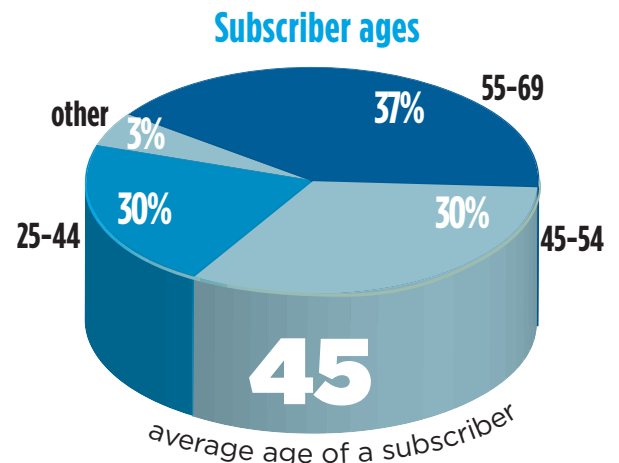
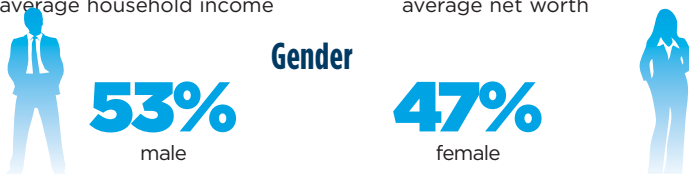
## The Journal Record **Online** Subscribers:

**36%** of our **online** subscribers reported that they visit

**JournalRecord.com**  
**one time per day**

**8%** visit **several times** a day

**Wealth**  
**\$162,000** average household income  
**\$750,000** average net worth



**97%** have a high level of purchasing or lease decision making authority  
**95%** use **JournalRecord.com** for news archives

## Our Subscribers are:

### Informed

Print and online each reach an exclusive audience with minimal crossover with each other in other business products.

Our subscribers also read:

**37%** Wall Street Journal

**19%** Forbes

**12%** Fortune

**8%** The Economist

### Consumers

Our subscribers have above average affluence and spend their time outside of work on a number of activities including:

**72%** Travel

**67%** Fine Dining

**63%** Art Shows & Theatre

**39%** Use Health Club

### Decision Makers

The Journal Record reader is the power elite. They are the opinion leaders in the Oklahoma City business community.

**34** Median number of employees in subscribers company

**60%** are an owner or partner in their companies

**71%** of subscribers sit on Boards of Directors

**87%** of subscribers are a member of at least one trade or professional organization

### Active Investors

Our subscribers invest in a variety of ways including:

**76%** Stocks

**68%** Mutual Funds

**62%** IRA

**61%** Money Market Accounts

**56%** Bonds

**33%** Life Insurance

**31%** Real Estate

**27%** US Treasuries

**42%** Certificates of Deposit

**30%** Brokerage Accounts

## What Our Advertisers say:

*"The Journal Record isn't just about marketing a brand... name awareness... or news coverage... The Journal Record cares about telling our story with accuracy... to the audience we want to impact. By getting to know Express and our mission, The Journal Record is a partner in helping us achieve our business goals."*

— Cindy Fairchild, Vice President,  
Express Employment Professionals

*"The Journal Record is a state-wide resource for our calling officers. We are fortunate to have a publication like this in our market, not only to educate us, but also to give us the opportunity to advertise a truly targeted market when we need to."*

— Penny Holt, Marketing Director,  
Stillwater National Bank

## The Journal Record Award-Winning Coverage:

### 2011 AP/ONE AWARDS

(Associated Press/  
Oklahoma News Executives)

#### General Excellence

First Place

#### Business Feature

First and Second Place

#### Business Spot News Reporting

First, Second & Third Place

#### Editorials

Third Place

#### Feature

Third Place

#### Feature Photo

First and Second Place

#### General News

Third Place

#### General News Photo

First and Third Place

#### Graphics/Illustrations

First and Second Place

#### Headlines

First Place

#### Investigative Reporting

First and Second Place

#### Non-Page One layout

Third Place

#### Page One deadline layout

Third Place

#### Personal Columns

Second and Third Place

#### Photo Package

Second and Third Place

#### Public Service Reporting

First and Third Place

#### Reviews

Second and Third Place

#### Sports Columns

First Place

#### Sports Feature

First, Second & Third Place

#### Spot News

First and Second Place

#### Spot News Photo

First and Second Place

#### Website

Second Place

#### Website Photo

First and Third Place

### 2011 OPA AWARDS

(Oklahoma Press Association)

#### Advertising

First Place

#### Community Leadership

First Place

#### Editorial Comment

First Place

#### Feature Writing

First Place

#### Layout and Design

First Place

#### News Writing

First Place

#### Sports Coverage

First Place

#### Sequoyah Award

Sixth consecutive year

## THE JOURNAL RECORD

OKLAHOMA CITY OFFICE  
101 N. Robinson Ave., Suite 101  
Oklahoma City, OK 73102  
405.278.2820 • 800.580.6397

TULSA OFFICE  
415 S. Boston Ave., Suite 101  
Tulsa, OK 74103  
918.295.0098

\*\*\*\*\*Readership survey completed by Readex in 2011. Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. The survey was sponsored by the members of the City Business Journals Network, of which *The Journal Record* is an affiliate member.

[www.journalrecord.com](http://www.journalrecord.com)