



YOUR SOURCE FOR LOCAL BUSINESS NEWS  
A Division of Invest Northwest Publishing Ltd.



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### Business

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### Business

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### Business

#### Thompson Okanagan

210-347 Leon Avenue  
Kelowna, BC V1Y 8C7  
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### Business

#### Peace Cariboo

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# FACT SHEET

*Our business newspapers covering LOCAL business in your area, and is targeted to Business Owners and Decision Makers!*

## Distribution

Business Vancouver Island, Business Fraser Valley, Business Thompson Okanagan and Business Peace Cariboo newspapers are distributed via Canada Post each month. Besides paid subscribers, it goes to every business with a street address in major cities, as well as post office boxes in rural centres, and Chambers of Commerce.

## Editorial

- Our publications cover business all over the region, and includes news reports from every major centre, through local columnists.
- Our Editorial package includes key columnists in every major business centre, as well as timely and informed educational pieces to keep business owners and managers on top of their game.
- Business People News is a one-stop read for busy business people to find out what's going on all over the region.
- Business Briefs give readers bite-sized news of what has happened in your region's business community during the past month.

## Who Reads Our Papers?

- Surveys show that the readers we reach with our Business newspapers are educated and have disposable income.
- 7 out of 8 of our readers are either Managers, Presidents and Owners of their companies. They are the Decision Makers, who make important decisions about purchasing, leasing, contracting of services and hiring.
- Our readers are well educated, as 8 out of 10 have a University or Post Secondary Degree.
- Three quarters of them have incomes over \$40,000 per year.
- Of our readers, 67% are male and 33% female, although the number of female readers continues to rise.
- Primarily, they fall into the 25-52 year age bracket.
- Most of our readers come from small businesses with under 20 employees.
- 80 per cent of the businesses gross less than \$1 Million.

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**Toll Free: 1-866-758-2684**  
**Toll Free Fax: 1-866-467-9099**