

ORANGE COUNTY BUSINESS JOURNAL



What Businesspeople Read.

www.ocbj.com

EVERY MONDAY MORNING,

THE PEOPLE WHO RUN ORANGE
COUNTY REACH FOR THE ORANGE
COUNTY BUSINESS JOURNAL.

Complete

The Orange County Business Journal delivers the most complete package of news and information about Orange County companies and businesspeople.

It is also personal – written in an up-tempo style that reveals the drama, excitement and fun that characterize the lives of the people we write about. Comprehensive, authoritative, concise and entertaining – the Business Journal is the most perfect environment in which to reach Orange County’s decision makers.

Exceptional

Including a Pulitzer Prize-winning executive editor, our superb reporting staff has its ear to the ground, consistently breaking major stories, spotting emerging trends, profiling personalities and providing analysis of local business developments not found in any other publication. More and more,

the Business Journal is becoming the only local publication read by the community’s most influential people.

Connected

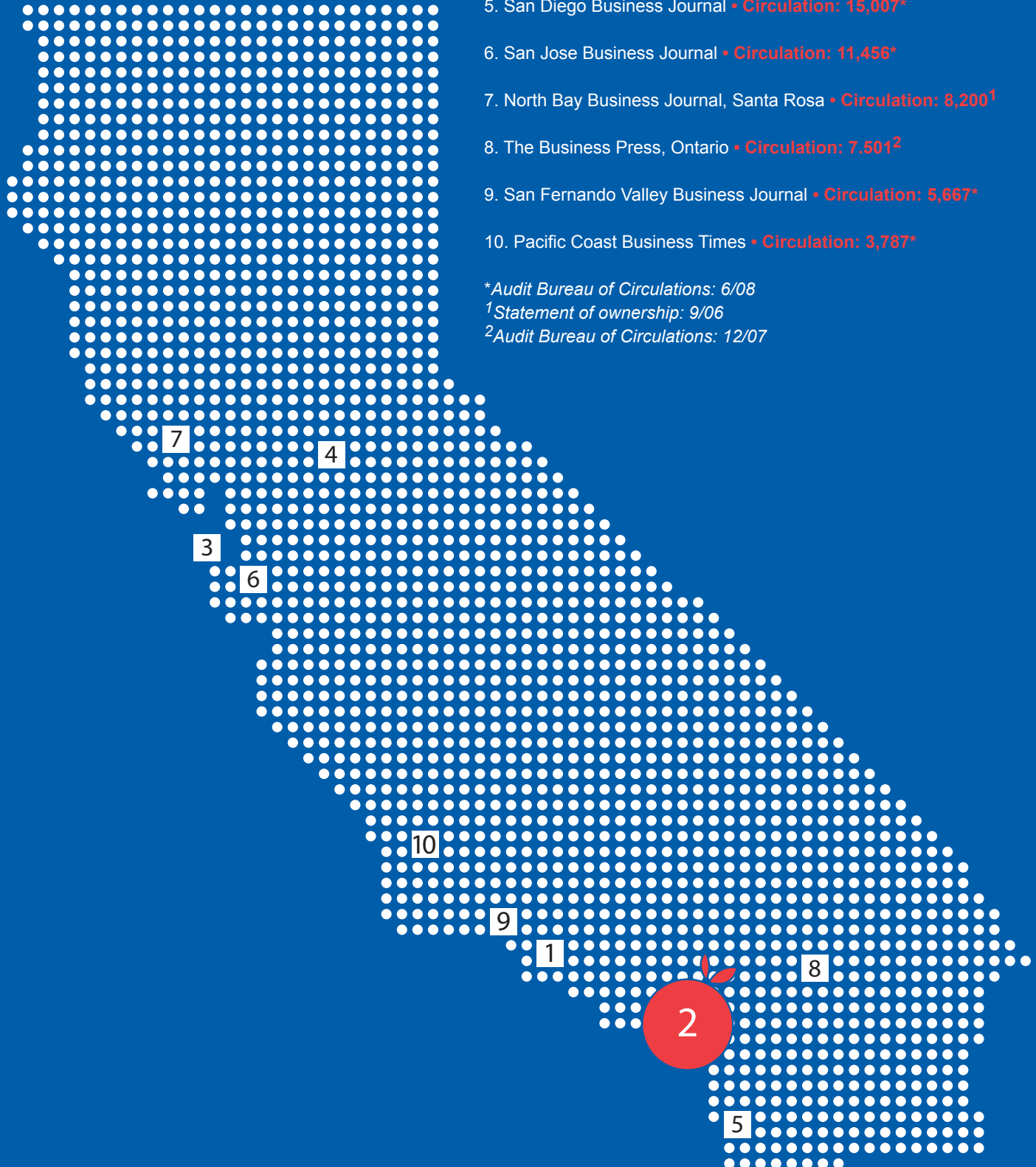
Presented in a lively and accessible format, the Business Journal is required reading for Orange County business owners, executives and professionals. In this close-knit business community, it is where everyone keeps tabs on each other. The Business Journal is the publication that connects the leadership of Orange County.

Trusted

Simply stated, we’re the most trusted source of business news throughout Orange County. And by providing an outstanding editorial environment, we present our advertisers in the best possible light.

Second Largest

Circulated Business
Journal in California



*Audit Bureau of Circulations: 6/08

¹Statement of ownership: 9/06

²Audit Bureau of Circulations: 12/07



Orange County

With a population of more than 3 million and an economic output of \$185 billion¹, Orange County is the **second largest** business market in California.

¹ Chapman University Anderson Center's estimate of 2008 Gross County Product.

Orange County is the job center for Southern California, with 47 jobs for every 100 people – **25%** higher than Los Angeles County.

REACH ORANGE COUNTY...

REACH THE PRIME CUT OF SOUTHERN CALIFORNIA.

Few places have what Orange County has to offer: from sun-drenched beaches to world-class businesses, the nation's fifth largest county is one of the country's wealthiest with an average family income approaching \$99,400¹. Businesses here produce chips, software, fashion, medical equipment and other products known the world over. Retailers ring up \$39 billion² a year in sales. Companies such as Disney, Boeing, Broadcom, Allergan, Quiksilver, PIMCO and others employ more than 1.5 million² people here. With 5-star hotels dotting the coastline, Anaheim's champion sports teams and, of course, Disneyland, nothing compares with Orange County – the prime cut of the Southern California economy.

Over **10%** of all
jobs in California are
in Orange County.

(Sources: ¹ U.S. Census Bureau, ACS 2007 Estimate; ² Chapman University's Center for Economic Research, 2008 Estimates: EDD 2008, Labor Market Information Division.)

REACH AN AFFLUENT

AND INFLUENTIAL READERSHIP OF EXECUTIVES & BUSINESS OWNERS.

Income

\$593,000

AVERAGE HOUSEHOLD INCOME

\$2.5 MILLION

AVERAGE SAVINGS AND INVESTMENTS

\$5.6 MILLION

AVERAGE HOUSEHOLD NET WORTH

Subscriber Profile

Average Age 50

Gender

Male 71%

Female 29%

Income

Average household income \$593,000

Average household investments \$2.5 million

Average household net worth \$5.6 million

Executive Authority

Owner/CEO 54%

Other senior level management 28%

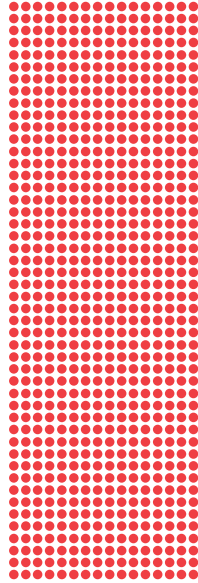
Primary Residence

Own Primary Residence 91%

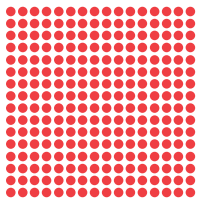
Average Value of Primary Residence \$1.5 million

Income

\$593,000*



\$99,393*



Average household
income OC

Average household
income OCBJ reader

(*Source: U.S. Census Bureau, ACS 2007 Estimate)

Exclusive

Do not subscribe to the Wall
Street Journal

63%

Do not subscribe to the Orange
County Register

50%

Do not subscribe to the Los
AngelesTimes

58%

Throw away business
advertising that is received
in the mail without opening it (at
least 50% of the time)

61%

Circulation Data

23,052

Weekly Circulation

Subscriber Company Profile

85% of our subscribers influence company purchasing decisions for one or more of the following products and services:

Accounting • 51%

Corporate Gifts • 47%

Computer Hardware/Software • 44%

Employment Agencies • 29%

Catering/Event Planning • 41%

Meetings & Conventions • 46%

Office Furniture • 47%

Real Estate • 69%

Travel • 40%

Advertising/PR/Marketing • 53%

Banking • 50%

Education & Training Programs • 44%

Health Insurance Benefits • 44%

Legal Services • 45%

Office Equipment • 52%

Printing • 43%

Telecommunications • 35%



90%

find advertising in the OCBJ helpful in providing awareness of local products & service providers.

82%

of subscribers explore each issue from cover to cover.

71%

of subscribers expect 2009 sales to stay the same or increase over 2008.

IS YOUR COMPANY **REACHING** ORANGE COUNTY EXECUTIVE DECISION MAKERS?

Orange County is the headquarters for many major companies from a variety of industries, including Broadcom, Quiksilver, Taco Bell, Allergan, PIMCO, St. John, Oakley, Gateway, Pacific Life and Pacific Sunwear. Many foreign companies have North American headquarters in Orange County, including Toshiba, Mitsubishi, Mazda, Hyundai, Experian and Yamaha.

Orange County Business Journal readers are the leaders and decision makers in one of our nation's most dynamic business communities. Our exclusive subscriber base reaches many of the most active, successful and innovative businesses found anywhere.

38 minutes - Average
time spent reading an issue of the
Orange County Business Journal

WWW.OCBJ.COM

OCBJ.com is the premier Web site for the Orange County business community. From the newsroom of the Orange County Business Journal, the site provides up-to-the-minute business and economic news about Orange County. Big real estate deals, acquisitions, company moves, government stories and the latest national news make OCBJ.com a single source for business information.

DAILY NEWS UPDATES

Daily News Updates and breaking industry-specific news alerts are e-mailed to subscribers every day reporting the day's top stories.

ONLINE ADVERTISING

Online advertising opportunities include ad space on OCBJ.com editorial pages and advertorial "Tab" features, as well as on the Daily News Updates and eNewsletters. Banner, skyscraper and button ads with links to your Web site are available.

BOOK OF LISTS

Each December, the Book Of Lists conveniently compiles a year's worth of business lists and industry charts, ranking the county's top companies against their competitors. From real estate brokers to ad agencies, hospitals to banks, the Book Of Lists is the definitive source for who's who in Orange County. It is the most-used reference book on Orange County businesses. Your advertising message or sponsorship will be seen by your target market over and over, all year long.

EVENTS

Each year the OCBJ celebrates the achievements of the county's outstanding businesspersons through its seven annual events recognition programs: CFO of the Year, Excellence In Entrepreneurship, Women In Business, General Counsel Awards, Best Places to Work, OC's Fastest Growing Private Companies and Family Owned Business. These award programs offer unique opportunities for event sponsors to promote their goods and services directly to our readers and event attendees. Sponsorship opportunities are offered at the Diamond, Platinum, Gold, Silver, and Bronze levels.

SPECIAL REPORTS

Special reports focus on a specific industry, keeping readers abreast of players, trends and new ideas that are shaping the market. The insightful, in-depth information covers every topic from accounting to world trade. By advertising in this section, you can easily target executives in a particular industry.

THE LISTS

The weekly list is a snapshot of the biggest players in each featured industry – from banking to commercial real estate developers. Readers rely on the lists to see who the top companies and people are in each Orange County business segment. The information provided by the lists is available nowhere else and provides our readers with the best single source of information when seeking local services.

SUPPLEMENTS

Advertising supplements typically arise from a need within the business community for information on a specific market segment. Articles are written by advertisers, edited by our staff and provide expert product information to our readers. All advertisers purchasing a 1/4-page ad or larger in a supplement are encouraged to provide informative articles of equal length for inclusion in the supplements, thus giving your company double the exposure for your advertising dollar.

DIRECT MARKETING

The Orange County Business Journal subscriber list is available for rent. In addition, we can provide lists and databases to reach businesses in Orange County, Southern California and beyond. Ask your account representative for details.

THE ADVANTAGE OF PAID CIRCULATION

Paid circulation is a big reason why advertising works in the Orange County Business Journal. When people are willing to pay to receive a news source, you know they need it. If they need it, they read it. And you get your message across.

NATIONAL BUSINESS PUBLICATIONS

These newspapers and magazines typically fall short of our circulation in Orange County – and they fail to REACH our exclusive audience. For instance, 63% of Orange County Business Journal subscribers don't subscribe to The Wall Street Journal.



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