

# Target Audience



**Backbone targets educated, influential, forward-thinking and affluent business decision-makers, executives who strive to keep up to date with important technology trends for both their business and personal use.**

## Backbone Reader Demographics

College / University education:	78%
Senior-level Managers:	64%
Household Income:	
(<75K):	17%
(>75K):	66%
(Unknown):	18%

Average age: 45 years

## Readership Profile

- Backbone is the primary print media source for business/technology information
- 3 readers per issue on average
- 91% would recommend Backbone magazine to business acquaintances, associates, relatives and friends
- 43% are likely to contact a company profiled in Backbone magazine

## Consumer Profile

- 34% are planning to buy or lease a vehicle within the coming year
- 24% are planning to buy or lease a computer within the coming year
- 49% are planning to buy or lease a laptop computer within the coming year
- 39% are planning to upgrade to a smartphone in the next 12 months
- Tech Gadgets and Gear is the #1 category for reader interest within the magazine (Hot Trends #2, Business Technology #3)

## Business Profile

- 85% are business decision makers in their place of work
- 52% are involved in computer purchase decision making
- 20% work within the technology industry
- 58% work in small businesses (1-49 employees)
- 15% work in medium-size businesses (50-500 employees)
- 25% work in large businesses (500+ employees)

## Internet Profile

- 95% comparison shop for a product online (the highest category within the survey)
- 93% purchase a product or service directly online
- 92% conduct online banking or other transactions with their bank or financial institution
- 85% click on a Web site advertisement
- 58% track investment portfolios online
- 63% consider themselves very skilled Internet users

Source: Ipsos-Reid / Backbone Readership Study 2008

