Providing access to New Haven’s business decision makers

- 69% of New Haven Biz readers influence purchasing decisions at their company.
- 30% CHIEF EXECUTIVES
- 14% SENIOR EXECUTIVES
- 35% MANAGER
- 10% PROFESSIONAL
- 11% OTHER

Enews Statistics
- 5,000 enews subscribers
- 23% open rate

- 68% male
- 32% female
- 84% college graduates
- 83% own a home in CT
- 56% are between 45-64

- 82% share info from New Haven Biz with their colleagues
- 54% work for a company that owns its main office building or facility
- 80% work for a company with less than 250 employees
- 67% work for a company with 1M-4.9M in annual sales