

BY THE NUMBERS: PRINT — CONSTRUCTION

74  
percent

of subscribers  
read **5 out of 5**  
issues of the  
newspaper  
every week

Over **two-thirds** of  
subscribers say that  
The Daily Reporter is  
the most commonly-used  
resource for bidding  
information or leads.

25  
minutes

Average amount of  
time spent with every issue.

TESTIMONIAL:

“The ads are working so darn  
good I have to run a crane myself.”

**BOB KALHAGEN**, Ideal Crane Rental

83  
percent

of subscribers rate The Daily  
Reporter as an **excellent**  
or good news source.

1.3

On average, our  
subscribers pass  
their issues to  
1.3 others, **more  
than doubling**  
The Daily  
Reporter’s reach.



Over  
3 in 4

subscribers are  
managers, including  
fully half who are  
owners/partners/  
presidents/CEOs.

50  
percent

of the subscribers  
say that reading The  
Daily Reporter leads  
**to new business at  
least monthly**