

BUSINESS PUBLICATION Publisher's Statement

6 months ended December 31, 20XX
Subject to Audit

Field Served:

BUSINESS NEWS TODAY is edited for creative professionals in the field of advertising and marketing communications.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				24,059
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	6,925	Qualified Nonpaid Individual - Print	16,574	
Qualified Paid Multicopy Same Addressee - Print	14	Qualified Nonpaid Multicopy Same Addressee - Print	20	
Single Copy Sales - Print	526	Total Average Qualified Nonpaid Circulation	16,594	
Total Average Qualified Paid Circulation	7,465			

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	930
Nonqualified Miscellaneous, Including Staff Copies - Print	1,320
Total Average Nonqualified Circulation	2,250

REGIONAL AND DEMOGRAPHIC EDITIONS				
Edition Name	# of Issues	Total Qualified Paid	Total Qualified Nonpaid	Total
New England	5	330	900	1,230
Mid Atlantic	5	1,700	4,500	6,200

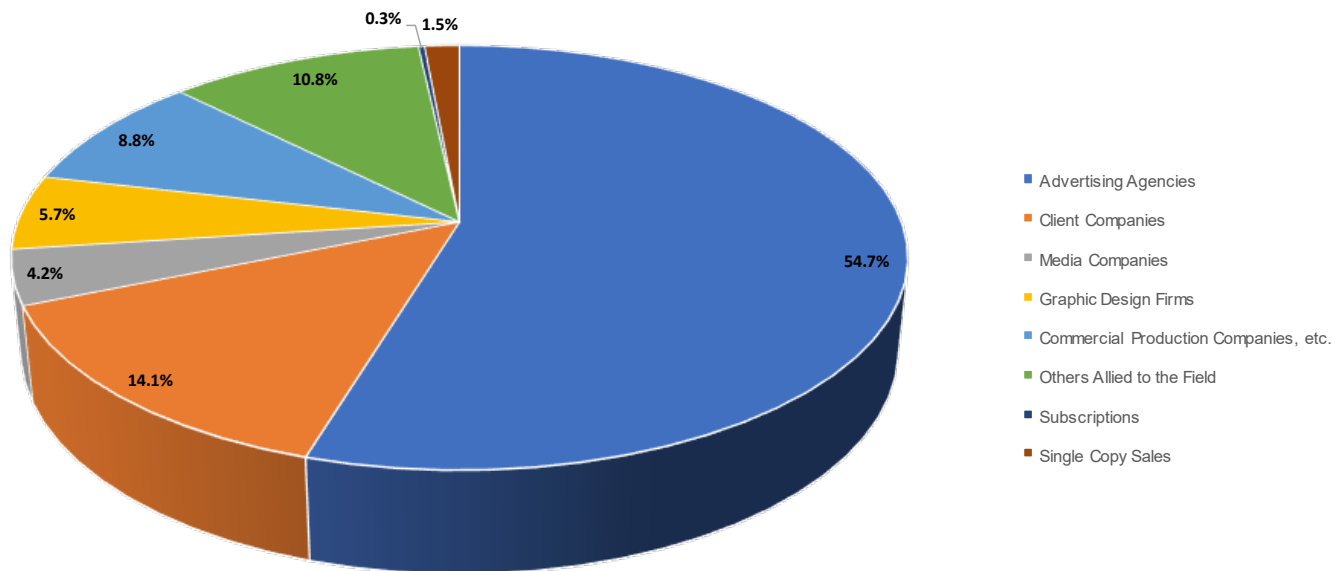
AVERAGE CIRCULATION BY ISSUES					
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jul/Aug	7,131	17,089	24,220	105	119
Sep	7,429	17,027	24,456	116	54
Oct	7,658	16,742	24,400	418	133
Nov	7,230	16,112	23,342	1,963	1,333
Dec	7,880	15,995	23,875	140	23

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid - Print	Qualified Nonpaid Individual - Print	Qualified Nonpaid Multicopy Same Addressee - Print	Total Qualified Nonpaid - Print
1.	Advertising Agencies (Creative, Art, Design, Production and Technical Directors, Managers and Supervisors)	12,772	54.7	1,889	10,863	20	10,883
2.	Client Companies (Creative, Art, Design, Production and Technical Directors, Managers and Supervisors; Producers; Creative, Art, Design and Production Personnel; Promotion, Marketing, Brand, and other Client Companies)	3,282	14.0	1,234	2,048		2,048
3.	Media Companies (Television, Radio, Direct Marketing, Interactive, Print, Outdoor, Point of Purchase)	971	4.2	448	523		523
4.	Graphic Design Firms (Creative, Art, Design, Production and Technical Directors, Managers and Supervisors; Producers; Creative, Art, Design and Production Personnel, Free-lance Creative Services and Staff)	1,330	5.7	624	706		706
5.	Commercial Production Companies, Editing and Post Production Companies, Music and Sound, Special Effects and Animation Companies	2,064	8.8	483	1,581		1,581
6.	Others Allied to the Field and Museums, Art Schools and Colleges, Trade Associations, and Suppliers of Creative Equipment and Services	2,518	10.8	2,147	371		371
	Other Paid Circulation						
	Subscriptions	60	0.3	60			
	Single Copy Sales	345	1.5	345			
	Total Qualified Circulation	23,342	100.0	7,230	16,092	20	16,112

Charts are optional and supplied by the client

Distribution by Business Classification



AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	%
Total direct request from recipient	8,960	2,826		11,786	73.1
Total direct request from recipient's company	458	318		776	4.8
Total communication other than request	350			350	2.2
Association					
Business Directories	1,272			1,272	7.9
Lists					
Acquired Circulation					
Other Sources	1,928			1,928	12.0
Total Qualified Subscriptions	12,968	3,144		16,112	100.0
Percent	80.5	19.5		100.0	
Paid Subscription Circulation				6,885	
Paid Acquired Circulation					
Single Copy Sales				345	
Total Qualified Circulation				23,342	

MAILING ADDRESS ANALYSIS				
	Qualified Paid - Print		Total	%
	Qualified Paid - Print	Qualified Nonpaid - Print		
Individual by name and title and/or occupation	4,244	15,881	20,125	87.5
Individual by name only	2,371	126	2,497	10.9
Title or occupation only	62	70	132	0.6
Company name only	181	15	196	0.8
Multicopy Same Addressee	27	20	47	0.2
Total Qualified Subscriptions	6,885	16,112	22,997	100.0
Single Copy Sales			345	
Total Qualified Circulation			23,342	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	33	85	118
Arizona	65	99	164
Arkansas	18	45	63
California	993	2,592	3,585
Colorado	93	126	219
Connecticut	127	329	456
Delaware	9	17	26
District of Columbia	39	77	116
Florida	296	470	766
Georgia	195	292	487
Idaho	14	18	32
Illinois	440	1,272	1,712
Indiana	67	160	227
Iowa	31	58	89
Kansas	36	105	141
Kentucky	35	98	133
Louisiana	23	46	69
Maine	13	17	30
Maryland	87	182	269
Massachusetts	151	407	558
Michigan	203	593	796
Minnesota	245	493	738
Mississippi	10	26	36
Missouri	134	452	586
Montana	1	16	17
Nebraska	36	74	110
Nevada	30	35	65
New Hampshire	13	29	42
New Jersey	185	593	778
New Mexico	18	24	42
New York	1,215	3,594	4,809
North Carolina	103	229	332
North Dakota	7	15	22
Ohio	209	492	701
Oklahoma	28	68	96
Oregon	89	124	213
Pennsylvania	218	476	694
Rhode Island	17	33	50
South Carolina	25	63	88
South Dakota	4	14	18
Tennessee	68	133	201
Texas	286	769	1,055
Utah	38	85	123
Vermont	15	21	36
Virginia	135	185	320
Washington	85	175	260
West Virginia	11	5	16
Wisconsin	134	273	407
Wyoming	1	9	10
TOTAL 48 CONTERMINOUS STATES	6,411	15,593	22,004
Alaska	7	10	17
Hawaii	19	47	66
TOTAL ALASKA & HAWAII	26	57	83
Single Copy Sales	345		345
U.S. Unclassified			
TOTAL UNITED STATES	6,782	15,650	22,432
Poss. & Other Areas	15	10	25
U.S. & POSS., etc.	6,797	15,660	22,457
Canada	83	445	528
International	335	7	342
Military or Civilian Personnel Overseas			
Total International	418	452	870
E-Mail Address Only			
Other Unclassified			
GRAND TOTAL	7,230	16,112	23,342

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TERM DATA (Subscriptions Sold)	
	Qualified Paid - Print
Three years or more	161
Two years or more but less than three	28
One year or more but less than two	3,811
Less than one year	
Total	4,000

SALES CHANNELS	
	Qualified Paid - Print
Ordered by mail and/or directly requested by subscribers	2,936
Catalog agencies and individual agents	600
Publisher's own and other publishers' salespeople	83
Independent agencies' salespeople	381
Association membership	
All other channels	
Total	4,000

PREMIUM USAGE (Subscriptions Sold)	
	Qualified Paid - Print
Ordered without premium	1,853
Ordered with reprinted material from this publication	1,250
Ordered with other premiums	897
Total	4,000

NOTES

Rounding %: Due to rounding, percentages may not always add to 100%.

Paid Multicopy Same Addressee - Print: Represent copies sold in quantities of 2 to 5 to business concerns receiving the print version of this publication at prices shown in price paragraph. Copies were mailed in bulk to the purchaser for redistribution.

Qualified Nonpaid Multicopy Same Addressee: Represent copies distributed in bulk to students enrolled at business schools in quantities of 2 to 5.

Other Sources: Represent copies served to subscribers obtained from trade show attendee list and to individuals in the field as selected by the publisher.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November 20xx issue.

NOTES (Continued)

Price Data	Basic Prices
Subscriptions	U.S., 1 yr. \$49.00; 2 yrs. \$79.00.
Single Copy	\$5.00
Average Subscription Price (Net)	\$28.22
Average Subscription Price (Gross)	\$33.17

Sales include Premium Values	Qualified Paid - Print
Basic & higher than basic	877
75% - 99% of basic	
50% - 74% of basic	2,206
25% - 49% of basic	717
Less than 25% of basic	200
Total	4,000

Post Expiration Copies Included in Paid Circulation

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the analyzed issue	4.9%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement	4.0%

Renewal Analysis of Paid Circulation	Subscriptions Other Than Association	Association Subscriptions	Total Renewal
Total expirations during 12 months May thru April	4,128		4,128
Total renewals of those expirations	2,756		2,756
Renewal percentage	66.8%		66.8%

Definition of Recipient Qualification:

Qualified recipients are: advertising agencies and graphic design firms as well as owners, executives and staff. Directors, producers, managers, supervisors and creative and technical personnel at commercial production companies, editing and post production companies, special effects and animation companies and music and sound companies, as well as others allied to the field.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: 10 times per year
Format: Standard

Established: 1993
AAM Member Since: 1993
Member #: 06-0000-0
SRDS: 60A

Parent Company: Publishing USA

NAME

NAME

Circulation Director

Publisher

Published by:
Business News Publisher
220 E. 2nd St., New York, NY 10017
T: (212) 210-0725 • F: (212) 210-0111
www.businessnews.com