

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.

BUSINESS NEWS TODAY

May Issue

Secure Your Company For the Future

Make the
Tradeshow a
Success

Growing A Small
Business

How to Maximize
Consumer Contact
with Social Media

Secure Your
Website: Reassure
and Keep Your
Customers



| TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION | | 58,064 |
|--|--|--------|
|--|--|--------|

| AVERAGE QUALIFIED PAID CIRCULATION | | AVERAGE QUALIFIED NONPAID CIRCULATION | |
|---|---------------|--|---------------|
| Qualified Paid Individual - Print | 29,831 | Qualified Nonpaid Individual - Print | 23,425 |
| Qualified Paid Individual - Digital | 348 | Qualified Nonpaid Individual - Digital | 250 |
| Total Qualified Paid Individual | 30,179 | Total Qualified Nonpaid Individual | 23,675 |
| Qualified Paid Multicopy Same Addressee - Print | 3,233 | Total Average Qualified Nonpaid Circulation | 23,675 |
| Single Copy Sales - Print | 977 | | |
| Total Average Qualified Paid Circulation | 34,389 | | |

| AVERAGE NONQUALIFIED CIRCULATION | |
|----------------------------------|--|
|----------------------------------|--|

| | |
|--|--------------|
| Nonqualified Allocated for Shows & Conventions - Print | 312 |
| Nonqualified Miscellaneous, Including Staff Copies - Print | 1,670 |
| Total Average Nonqualified Circulation | 1,982 |

AVERAGE CIRCULATION BY ISSUES

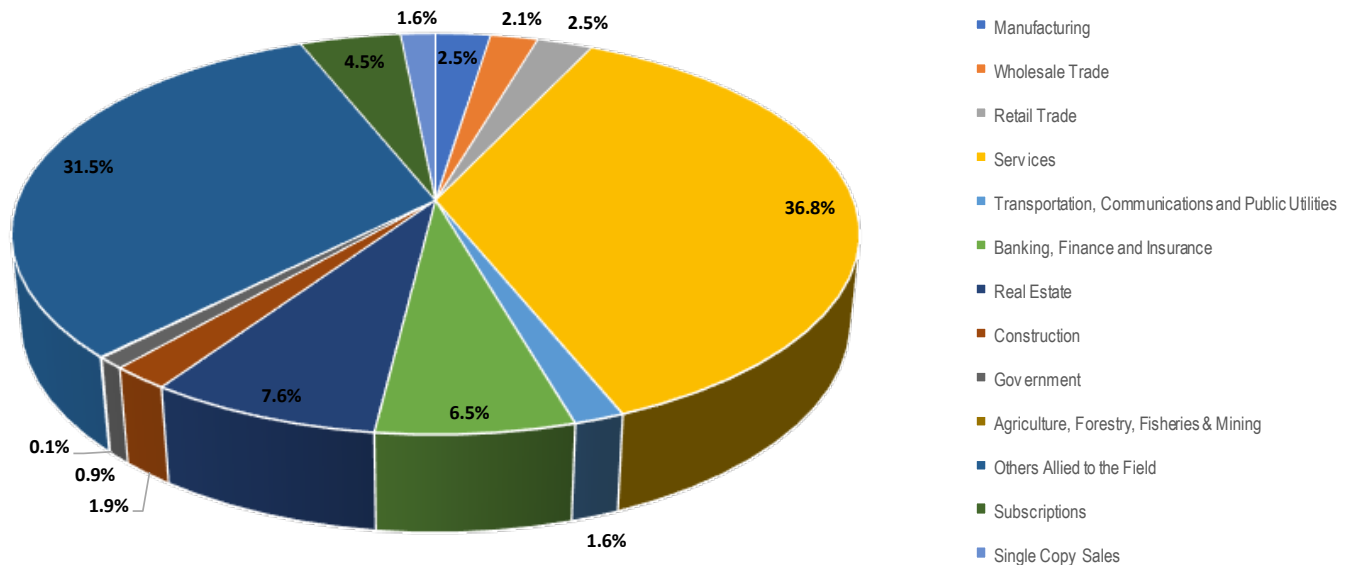
| Issue | Qualified Paid - Print | Qualified Paid - Digital | Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Qualified Nonpaid - Print & Digital (Unduplicated) | Total Qualified Nonpaid | Total | Qualified Nonpaid Removed | Qualified Nonpaid Added |
|--------|------------------------|--------------------------|---|----------------------|---------------------------|-----------------------------|--|-------------------------|--------|---------------------------|-------------------------|
| Jul 05 | 34,177 | 362 | | 34,539 | 23,817 | 248 | | 24,065 | 58,604 | 35 | |
| Jul 12 | 34,623 | 376 | | 34,999 | 23,828 | 256 | | 24,084 | 59,083 | 12 | 31 |
| Jul 19 | 34,831 | 381 | | 35,212 | 24,151 | 263 | | 24,414 | 59,626 | 107 | 437 |
| Jul 26 | 34,992 | 386 | | 35,378 | 23,716 | 270 | | 23,986 | 59,364 | 10,374 | 9,946 |
| Aug 02 | 34,597 | 356 | | 34,953 | 23,657 | 256 | | 23,913 | 58,866 | 77 | 4 |
| Aug 09 | 34,776 | 367 | | 35,143 | 23,640 | 256 | | 23,896 | 59,039 | 25 | 8 |
| Aug 16 | 34,979 | 370 | | 35,349 | 23,675 | 258 | | 23,933 | 59,282 | 28 | 65 |
| Aug 23 | 34,968 | 371 | | 35,339 | 23,653 | 254 | | 23,907 | 59,246 | 28 | 2 |
| Aug 30 | 35,020 | 373 | | 35,393 | 23,607 | 245 | | 23,852 | 59,245 | 69 | 14 |
| Sep 06 | 34,055 | 352 | | 34,407 | 23,456 | 242 | | 23,698 | 58,105 | 162 | 8 |
| Sep 13 | 34,123 | 354 | | 34,477 | 23,424 | 255 | | 23,679 | 58,156 | 20 | 1 |
| Sep 20 | 34,087 | 355 | | 34,442 | 23,353 | 236 | | 23,589 | 58,031 | 102 | 12 |
| Sep 27 | 34,142 | 360 | | 34,502 | 23,325 | 233 | | 23,558 | 58,060 | 37 | 6 |
| Oct 04 | 33,577 | 329 | | 33,906 | 23,186 | 224 | | 23,410 | 57,316 | 159 | 11 |
| Oct 11 | 33,915 | 337 | | 34,252 | 23,139 | 234 | | 23,373 | 57,625 | 51 | 14 |
| Oct 18 | 33,699 | 339 | | 34,038 | 23,075 | 238 | | 23,313 | 57,351 | 64 | 4 |
| Oct 25 | 33,964 | 341 | | 34,305 | 23,559 | 242 | | 23,801 | 58,106 | 4,505 | 4,993 |
| Nov 01 | 33,046 | 313 | | 33,359 | 23,441 | 250 | | 23,691 | 57,050 | 127 | 17 |
| Nov 08 | 33,229 | 322 | | 33,551 | 23,311 | 256 | | 23,567 | 57,118 | 124 | |
| Nov 15 | 33,426 | 336 | | 33,762 | 23,252 | 258 | | 23,510 | 57,272 | 82 | 25 |
| Nov 22 | 34,570 | 365 | | 34,935 | 23,183 | 250 | | 23,433 | 58,368 | 91 | 14 |
| Nov 29 | 33,563 | 340 | | 33,903 | 23,203 | 254 | | 23,457 | 57,360 | | 24 |
| Dec 06 | 33,166 | 317 | | 33,483 | 23,111 | 244 | | 23,355 | 56,838 | 109 | 7 |
| Dec 13 | 33,259 | 322 | | 33,581 | 23,104 | 253 | | 23,357 | 56,938 | 3 | 5 |
| Dec 20 | 33,466 | 326 | | 33,792 | 23,099 | 256 | | 23,355 | 57,147 | 14 | 12 |
| Dec 27 | 33,524 | 331 | | 33,855 | 23,080 | 257 | | 23,337 | 57,192 | 27 | 9 |

BUSINESS/OCCUPATIONAL ANALYSIS

| Classification by Business & Industry | | Total | % | Qualified Paid - Print | Qualified Paid - Digital | Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Qualified Nonpaid - Print & Digital (Unduplicated) | Total Qualified Nonpaid |
|---------------------------------------|---|---------------|--------------|------------------------|--------------------------|---|----------------------|---------------------------|-----------------------------|--|-------------------------|
| 1. | Manufacturing | 1,435 | 2.5 | 1,116 | 9 | | 1,125 | 306 | 4 | | 310 |
| 2. | Wholesale Trade | 1,242 | 2.1 | 1,023 | 6 | | 1,029 | 213 | | | 213 |
| 3. | Retail Trade | 1,451 | 2.5 | 1,205 | 3 | | 1,208 | 233 | 10 | | 243 |
| 4. | Services | 21,455 | 36.8 | 13,362 | 181 | | 13,543 | 7,702 | 210 | | 7,912 |
| 5. | Transportation, Communications and Public Utilities | 961 | 1.6 | 834 | 5 | | 839 | 122 | | | 122 |
| 6. | Banking, Finance and Insurance | 3,776 | 6.5 | 2,660 | 51 | | 2,711 | 1,043 | 22 | | 1,065 |
| 7. | Real Estate | 4,429 | 7.6 | 3,802 | 52 | | 3,854 | 571 | 4 | | 575 |
| 8. | Construction | 1,119 | 1.9 | 1,044 | 12 | | 1,056 | 63 | | | 63 |
| 9. | Government | 544 | 0.9 | 485 | 5 | | 490 | 54 | | | 54 |
| 10. | Agriculture, Forestry, Fisheries & Mining | 40 | 0.1 | 26 | | | 26 | 14 | | | 14 |
| 11. | Others Allied to the Field | 18,366 | 31.5 | 5,463 | 41 | | 5,504 | 12,862 | | | 12,862 |
| | Other Paid Circulation | | | | | | | | | | |
| | Subscriptions | 2,639 | 4.5 | 2,639 | | | 2,639 | | | | |
| | Single Copy Sales | 911 | 1.6 | 911 | | | 911 | | | | |
| | Total Qualified Circulation | 58,368 | 100.0 | 34,570 | 365 | | 34,935 | 23,183 | 250 | | 23,433 |

Charts are optional and supplied by the client

Distribution by Business Classification



06-0000-0

| AGE OF SOURCE ANALYSIS | | | | | | | | |
|---|---------------|------------|--------------------------------|------------------|---------------|------------|---------------|--------------|
| | | | | Qualified Within | | | | |
| Source | Print | Digital | Print & Digital (Unduplicated) | 1 Year | 2 Years | 3 Years | Total | % |
| Total direct request from recipient | 1,660 | 250 | | 1,031 | 364 | 515 | 1,910 | 8.2 |
| Total direct request from recipient's company | 102 | | | 40 | 19 | 43 | 102 | 0.4 |
| Total communication other than request | | | | | | | | |
| Association | | | | | | | | |
| Business Directories | 13,222 | | | 2,693 | 10,527 | 2 | 13,222 | 56.4 |
| Lists | | | | | | | | |
| Acquired Circulation | | | | | | | | |
| Other Sources | 8,199 | | | 6,467 | 1,491 | 241 | 8,199 | 35.0 |
| Total Qualified Subscriptions | 23,183 | 250 | | 10,231 | 12,401 | 801 | 23,433 | 100.0 |
| Percent | 98.9 | 1.1 | | 43.7 | 52.9 | 3.4 | 100.0 | |
| Paid Subscription Circulation | | | | | | | 34,024 | |
| Paid Acquired Circulation | | | | | | | | |
| Single Copy Sales | | | | | | | 911 | |
| Total Qualified Circulation | | | | | | | 58,368 | |

| MAILING ADDRESS ANALYSIS | | | | | | | | | | |
|--|------------------------|--------------------------|---|----------------------|---------------------------|-----------------------------|--|-------------------------|---------------|--------------|
| | Qualified Paid - Print | Qualified Paid - Digital | Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Qualified Nonpaid - Print & Digital (Unduplicated) | Total Qualified Nonpaid | Total | % |
| Individual by name and title and/or occupation | 21,740 | 348 | | 22,088 | 16,120 | 250 | | 16,370 | 38,458 | 66.9 |
| Individual by name only | 7,899 | 17 | | 7,916 | 6,909 | | | 6,909 | 14,825 | 25.8 |
| Title or occupation only | 248 | | | 248 | 87 | | | 87 | 335 | 0.6 |
| Company name only | 799 | | | 799 | 67 | | | 67 | 866 | 1.5 |
| Multicopy Same Addressee | 2,973 | | | 2,973 | | | | | 2,973 | 5.2 |
| Total Qualified Subscriptions | 33,659 | 365 | | 34,024 | 23,183 | 250 | | 23,433 | 57,457 | 100.0 |
| Single Copy Sales | | | | | | | | | 911 | |
| Total Qualified Circulation | | | | | | | | | 58,368 | |

GEOGRAPHIC ANALYSIS

| State | Qualified Paid - Print | Qualified Paid - Digital | Total Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Qualified Nonpaid - Print & Digital (Unduplicated) | Total Qualified Nonpaid | Total |
|---|------------------------|--------------------------|---|----------------------|---------------------------|-----------------------------|--|-------------------------|---------------|
| Alabama | 2 | | | 2 | 2 | | | 2 | 4 |
| Arizona | 13 | 2 | | 15 | 12 | | | 12 | 27 |
| Arkansas | 4 | | | 4 | 2 | | | 2 | 6 |
| California | 149 | 11 | | 160 | 100 | | | 100 | 260 |
| Colorado | 22 | | | 22 | 4 | | | 4 | 26 |
| Connecticut | 657 | 11 | | 668 | 306 | | | 306 | 974 |
| Delaware | 3 | | | 3 | 6 | | | 6 | 9 |
| District of Columbia | 47 | 7 | | 54 | 27 | | | 27 | 81 |
| Florida | 168 | 7 | | 175 | 103 | | | 103 | 278 |
| Georgia | 32 | 3 | | 35 | 24 | | | 24 | 59 |
| Idaho | 1 | | | 1 | 1 | | | 1 | 2 |
| Illinois | 99 | 10 | | 109 | 62 | | | 62 | 171 |
| Indiana | 8 | 1 | | 9 | 7 | 12 | | 19 | 28 |
| Iowa | 3 | 1 | | 4 | 2 | | | 2 | 6 |
| Kansas | 2 | 1 | | 3 | 3 | | | 3 | 6 |
| Kentucky | 2 | | | 2 | 1 | | | 1 | 3 |
| Louisiana | 4 | 1 | | 5 | 1 | | | 1 | 6 |
| Maine | 7 | 1 | | 8 | 2 | | | 2 | 10 |
| Maryland | 42 | 3 | | 45 | 24 | | | 24 | 69 |
| Massachusetts | 111 | 5 | | 116 | 113 | | | 113 | 229 |
| Michigan | 25 | 1 | | 26 | 15 | | | 15 | 41 |
| Minnesota | 11 | | | 11 | 4 | | | 4 | 15 |
| Mississippi | 2 | | | 2 | 2 | | | 2 | 4 |
| Missouri | 8 | | | 8 | 3 | | | 3 | 11 |
| Montana | | | | | | | | | |
| Nebraska | 3 | 1 | | 4 | 1 | | | 1 | 5 |
| Nevada | 4 | | | 4 | 5 | | | 5 | 9 |
| New Hampshire | 7 | 3 | | 10 | 4 | | | 4 | 14 |
| New Jersey | 2,553 | 26 | | 2,579 | 2,167 | 26 | | 2,193 | 4,772 |
| New Mexico | | | | | | | | | |
| New York | 29,350 | 250 | | 29,600 | 19,928 | 212 | | 20,140 | 49,740 |
| North Carolina | 20 | 2 | | 22 | 45 | | | 45 | 67 |
| North Dakota | | | | | | | | | |
| Ohio | 43 | | | 43 | 10 | | | 10 | 53 |
| Oklahoma | 2 | | | 2 | | | | | 2 |
| Oregon | 3 | | | 3 | 1 | | | 1 | 4 |
| Pennsylvania | 99 | 7 | | 106 | 66 | | | 66 | 172 |
| Rhode Island | 11 | 2 | | 13 | 4 | | | 4 | 17 |
| South Carolina | 13 | | | 13 | 1 | | | 1 | 14 |
| South Dakota | | | | | | | | | |
| Tennessee | 10 | | | 10 | 9 | | | 9 | 19 |
| Texas | 38 | | | 38 | 57 | | | 57 | 95 |
| Utah | 9 | | | 9 | 2 | | | 2 | 11 |
| Vermont | 4 | | | 4 | | | | | 4 |
| Virginia | 37 | 4 | | 41 | 34 | | | 34 | 75 |
| Washington | 6 | 1 | | 7 | 8 | | | 8 | 15 |
| West Virginia | | | | | | | | | |
| Wisconsin | 8 | | | 8 | 7 | | | 7 | 15 |
| Wyoming | | 1 | | 1 | | | | | 1 |
| TOTAL 48 CONTERMINOUS STATES | 33,642 | 362 | | 34,004 | 23,175 | 250 | | 23,425 | 57,429 |
| Alaska | | | | | 1 | | | 1 | 1 |
| Hawaii | 1 | | | 1 | 1 | | | 1 | 2 |
| TOTAL ALASKA & HAWAII | 1 | | | 1 | 2 | | | 2 | 3 |
| Single Copy Sales | 911 | | | 911 | | | | | 911 |
| U.S. Unclassified | | | | | | | | | |
| TOTAL UNITED STATES | 34,554 | 362 | | 34,916 | 23,177 | 250 | | 23,427 | 58,343 |
| Poss. & Other Areas | | | | | 1 | | | 1 | 1 |
| U.S. & POSS., etc. | 34,554 | 362 | | 34,916 | 23,178 | 250 | | 23,428 | 58,344 |
| Canada | 9 | 1 | | 10 | 3 | | | 3 | 13 |
| International | 7 | 2 | | 9 | 2 | | | 2 | 11 |
| Military or Civilian Personnel Overseas | | | | | | | | | |
| Total International | 16 | 3 | | 19 | 5 | | | 5 | 24 |
| E-Mail Address Only | | | | | | | | | |
| Other Unclassified | | | | | | | | | |
| GRAND TOTAL | 34,570 | 365 | | 34,935 | 23,183 | 250 | | 23,433 | 58,368 |

| TERM DATA (Subscriptions Sold) | | | | |
|---------------------------------------|-------------------------------|---------------------------------|--|-----------------------------|
| | Qualified Paid - Print | Qualified Paid - Digital | Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid |
| Three years or more | 15 | | | 15 |
| Two years or more but less than three | 1,242 | | | 1,242 |
| One year or more but less than two | 11,595 | 211 | | 11,806 |
| Less than one year | 74 | | | 74 |
| Total | 12,926 | 211 | | 13,137 |

| SALES CHANNELS | | | | |
|--|-------------------------------|---------------------------------|--|-----------------------------|
| | Qualified Paid - Print | Qualified Paid - Digital | Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid |
| Ordered by mail and/or directly requested by subscribers | 11,985 | 211 | | 12,196 |
| Catalog agencies and individual agents | | | | |
| Publisher's own and other publishers' salespeople | | | | |
| Independent agencies' salespeople | 941 | | | 941 |
| Association membership | | | | |
| All other channels | | | | |
| Total | 12,926 | 211 | | 13,137 |

| PREMIUM USAGE (Subscriptions Sold) | | | | |
|---|-------------------------------|---------------------------------|--|-----------------------------|
| | Qualified Paid - Print | Qualified Paid - Digital | Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid |
| Ordered without premium | 12,926 | 211 | | 13,137 |
| Ordered with reprinted material from this publication | | | | |
| Ordered with other premiums | | | | |
| Total | 12,926 | 211 | | 13,137 |

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.

Other Sources: Represent copies served to Local Chambers of Commerce and Industry.

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 22, 20xx issue.

NOTES (Continued)

| Price Data | Basic Prices |
|---------------|--|
| Subscriptions | U.S., 1 yr. \$70.95; 2 yrs. \$135.95. International, 1 yr. \$120.00. |
| Single Copy | \$3.50 |

| Sales include Premium Values | Qualified Paid - Print | Qualified Paid - Digital | Qualified Paid - Print & Digital (Unduplicated) | Total Qualified Paid |
|------------------------------|------------------------|--------------------------|---|----------------------|
| Basic & higher than basic | 7,202 | | | 7,202 |
| 75% - 99% of basic | 3,284 | | | 3,284 |
| 50% - 74% of basic | 2,420 | 211 | | 2,631 |
| 25% - 49% of basic | 4 | | | 4 |
| Less than 25% of basic | 16 | | | 16 |
| Total | 12,926 | 211 | | 13,137 |

Post Expiration Copies Included in Paid Circulation

| | |
|---|------|
| Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the analyzed issue | 7.8% |
| Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement | 8.8% |

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 owners, executives and staff. Advertising, marketing, promotion and design and creative directors and other creative design and art personnel at client companies and media companies as well as owners, executives and staff. Commercial photographers, government agencies and trade associations, their creative, production, art and design directors, managers, supervisors and staffs as well as owners and executives. Freelance creative services and suppliers of creative equipment and services and art schools, museums, colleges and libraries 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.

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NAME

NAME

Circulation Director

Publisher