



Audit Bureau of Circulations

BUSINESS PUBLICATION Publisher's Statement

For the six month period ending
December 31, 2010

Subject to audit

Prototype

Business News Today

Field Served:

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

This publication is the official journal of an association. See Par. 1(a).

TOTAL AVERAGE QUALIFIED PAID CIRCULATION 117,367



1A AVERAGE QUALIFIED PAID CIRCULATION

	Weekly Digital Edition	Monthly Technical Edition
Print Only, See Par. 11(a)		19,039
Digital Only, See Par. 11(b)		10,000
Total Individual Association		29,039
Sponsored Individually Addressed		
Multi-copy Same Addressee - Print Only, See Par. 11(c)		412
Multi-copy Same Addressee - Digital, See Par. 11(d)	87,504	87,504
Multi-copy Same Addressee - Print & Digital (unduplicated)		
Total Multi-copy Same Addressee	87,504	412
Single Copy Sales		
TOTAL AVERAGE QUALIFIED PAID CIRCULATION	87,504	117,367

PASS-ALONG AUDIENCE RESEARCH

Research Study: May, 2010 issue
Verified by ABC: June, 2010

Total Subscribers & Pass-Along Recipients 101,769

Average Number of Recipients Per Copy 4.3

WEBSITE ACTIVITY



This publication also has Website Activity audited by ABC Interactive. See Par. 11.

Audit Period: Sept. 1 - 30, 2010

	Page Impressions	Unique Users
Total	4,723,001	250,550
Daily	157,434	8,948
Mon. to Fri.	178,245	40,741
Sat. & Sun.	100,201	6,540

2 QUALIFIED PAID CIRCULATION BY ISSUES

Issue	Weekly Digital	Monthly Technical Edition Print	Monthly Technical Edition Digital	Issue	Weekly Digital	Monthly Technical Edition Print	Monthly Technical Edition Digital
July Monthly		19,612	10,000	October Monthly		18,794	10,000
6	90,485			5	87,640		
13	90,443			12	87,378		
14	90,431			19	87,414		
27	90,325			26	87,376		
August Monthly		19,534	10,000	November Monthly		18,582	10,000
3	83,800			2	87,394		
10	83,770			9	87,355		
17	83,764			16	87,333		
24	83,717			23	87,311		
September Monthly		19,000	10,000	December Monthly		18,714	10,000
7	88,531			7	87,350		
14	88,806			14	87,347		
21	88,606			21	87,382		
28	88,654						