



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT**

For the 6 month period ending  
June 30, 2010

# BUSINESS NEWS TODAY

**Field Served:**

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

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 24,059**



**1A AVERAGE QUALIFIED PAID CIRCULATION**

Individual .....	6,925	
Association .....		
Sponsored Individually Addressed .....		
Multi-Copy Same Addressee, See Par. 11(a) .....	14	
Single Copy Sales, See Par.11(b) .....	526	
<b>Total Average Qualified Paid Circulation .....</b>		<b>7,465</b>

**1B AVERAGE QUALIFIED NON-PAID CIRCULATION**

Individual .....	16,574	
Association .....		
Multi-Copy Same Addressee, See Par. 11(c) .....	20	
<b>Total Average Qualified Non-Paid Circulation .....</b>		<b>16,594</b>

**1C AVERAGE NON-QUALIFIED CIRCULATION**

Non-Continuous Market Coverage Copies .....		
Allocated For Shows & Conventions .....	930	
Miscellaneous, Including Staff Copies, See Par. 11(d) ...	1,320	
<b>Total Average Non-Qualified Circulation .....</b>		<b>2,250</b>

**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

See Par. 11(j)

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION  
OF REGIONAL AND DEMOGRAPHIC EDITIONS**

Edition & Number of issues	Average Qualified Paid Circulation	Average Qualified Non-Paid Circulation	Total Qualified Paid and Non-Paid Circulation
New England (5)	330	900	1,230
Mid Atlantic (5)	1,700	4,500	6,200

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES &  
QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2010 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan./Feb.	24,220	7,131	17,089	105	119
Mar.	24,456	7,429	17,027	116	54
Apr.	24,400	7,658	16,742	418	133
May	23,342	7,230	16,112	1,963	1,333
June	23,875	7,880	15,995	140	23
			<b>Total</b>	<b>2,742</b>	<b>1,662</b>

**WEB SITE ACTIVITY**



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

Audit Period: June 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



Audit Bureau  
of Circulations  
Member

# BUSINESS NEWS TODAY

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2010 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 3.2% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 2.1% LESS THAN THE PERIOD AVERAGE

## 3A

### BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid Individual	Qualified Multi-Copy Same Addressee	Total Qualified Non-Paid
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			
<b>Total Qualified Circulation .....</b>	<b>23,342</b>	<b>100.0</b>	<b>7,230</b>	<b>16,092</b>	<b>20</b>	<b>16,112</b>

## 3B

### AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient .....	8,960	2,826		11,786	73.1
Direct request from recipient's company .....	458	318		776	4.8
Communication other than request .....	350			350	2.2
Association .....					
Business Directories, See Par. 11(e).....	1,272			1,272	7.9
Lists .....					
Acquired Circulation .....					
Other Sources, See Par. 11(f) .....	1,928			1,928	12.0
<b>Total Qualified Non-Paid Circulation .....</b>	<b>12,968</b>	<b>3,144</b>		<b>16,112</b>	<b>100.0</b>
<b>Percent .....</b>	<b>80.5</b>	<b>19.5</b>		<b>100.0</b>	
Paid Subscription Circulation.....				6,885	
Paid Acquired Circulation .....					
Single Copy Sales .....				345	
<b>Total Qualified Circulation .....</b>				<b>23,342</b>	

## 3C

### MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	20,125	87.5	4,244	15,881
Individual by name only .....	2,497	10.9	2,371	126
Title or occupation only .....	132	0.6	62	70
Company name only.....	196	0.8	181	15
Multi-Copy Same Addressee .....	47	0.2	27	20
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>22,997</b>	<b>100.0</b>	<b>6,885</b>	<b>16,112</b>
Single Copy Sales .....	345			
<b>Total Qualified Circulation .....</b>	<b>23,342</b>			

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**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049 .....	30		13	17
NH 030-038 .....	42		13	29
VT 050-059 .....	36		15	21
MA 010-027 .....	558		151	407
RI 028-029 .....	50		17	33
CT 060-069 .....	456		127	329
<b>New England</b>	<b>1,172</b>	<b>5.0</b>	<b>336</b>	<b>836</b>
<b>Middle Atlantic</b>				
NY 100-149 .....	4,809		1,215	3,594
NJ 070-089 .....	778		185	593
PA 150-196 .....	694		218	476
<b>Middle Atlantic</b>	<b>6,281</b>	<b>26.9</b>	<b>1,618</b>	<b>4,663</b>
<b>East N. Central</b>				
OH 430-459 .....	701		209	492
IN 460-479 .....	227		67	160
IL 600-629 .....	1,712		440	1,272
MI 480-499 .....	796		203	593
WI 530-549 .....	407		134	273
<b>East N. Central</b>	<b>3,843</b>	<b>16.5</b>	<b>1,053</b>	<b>2,790</b>
<b>West N. Central</b>				
MN 550-567 .....	738		245	493
IA 500-528 .....	89		31	58
MO 630-658 .....	586		134	452
ND 580-588 .....	22		7	15
SD 570-577 .....	18		4	14
NE 680-693 .....	110		36	74
KS 660-679 .....	141		36	105
<b>West N. Central</b>	<b>1,704</b>	<b>7.3</b>	<b>493</b>	<b>1,211</b>
<b>South Atlantic</b>				
DE 197-199 .....	26		9	17
MD 206-219 .....	269		87	182
DC 200, 202-205 .....	16		39	77
VA 201, 220-246 .....	320		135	185
WV 247-268 .....	16		11	5
NC 270-289 .....	332		103	229
SC 290-299 .....	88		25	63
GA 300-319 .....	487		195	292
FL 320-349 .....	766		296	470
<b>South Atlantic</b>	<b>2,420</b>	<b>10.4</b>	<b>900</b>	<b>1,520</b>
<b>East S. Central</b>				
KY 400-427 .....	133		35	98
TN 370-385 .....	201		68	133
AL 350-369 .....	118		33	85
MS 386-397 .....	36		10	26
<b>East S. Central</b>	<b>488</b>	<b>2.1</b>	<b>146</b>	<b>342</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>West S. Central</b>				
AR 716-729 .....	63		18	45
LA 700-714 .....	69		23	46
OK 730-749 .....	96		28	68
TX 750-799 .....	1,055		286	769
<b>West S. Central</b>	<b>1,283</b>	<b>5.5</b>	<b>355</b>	<b>928</b>
<b>Mountain</b>				
MT 590-599 .....	17		1	16
ID 832-838 .....	32		14	18
WY 820-831 .....	10		1	9
CO 800-816 .....	219		93	126
NM 870-884 .....	42		18	24
AZ 850-865 .....	164		65	99
UT 840-847 .....	123		38	85
NV 889-898 .....	65		30	35
<b>Mountain</b>	<b>672</b>	<b>2.9</b>	<b>260</b>	<b>412</b>
<b>Pacific</b>				
AK 995-999 .....	17		7	10
WA 980-994 .....	260		85	175
OR 970-979 .....	213		89	124
CA 900-961 .....	3,585		993	2,592
HI 967-968 .....	66		19	47
<b>Pacific</b>	<b>4,141</b>	<b>17.7</b>	<b>1,193</b>	<b>2,948</b>
Single Copy Sales.....	345	1.9	345	
U.S. Unclassified.....				
<b>United States</b>	<b>22,447</b>	<b>96.2</b>	<b>6,797</b>	<b>15,650</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969 .....	25	0.1	15	10
<b>U.S. &amp; Poss., etc.</b>	<b>22,472</b>	<b>96.3</b>	<b>6,812</b>	<b>15,660</b>
<b>Canada</b>				
.....	528	2.2	83	445
<b>Mexico</b>				
.....				
<b>Military or Civilian Personnel Overseas</b>				
.....				
Other International .....	342	1.5	335	7
<b>Total International</b>	<b>870</b>	<b>3.7</b>	<b>418</b>	<b>452</b>
E-Mail Address Only .....				
Other Unclassified.....				
<b>Grand Total</b>	<b>23,342</b>	<b>100.0</b>	<b>7,230</b>	<b>16,112</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2010**

**5**

**PRICE DATA, See Par. 11(g)**

Average Subscription Price (Net): \$28.22 (optional)	
Average Subscription Price (Gross): \$33.17 (optional)	
Basic Prices: Subscriptions: U.S., 1 yr. \$49.00; 2 yrs. \$79.00	
Single Copy: \$5.00	
Sales include Premium Values	
Basic & higher than basic: .....	877
75% - 99% of basic: .....	None
50% - 74% of basic: .....	2,206
25% - 49% of basic: .....	717
Less than 25% of basic: .....	200
<b>Total</b> .....	<b>4,000</b>

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**TERM DATA**

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 .....	None
<b>Total</b> .....	<b>4,000</b>

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**SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber . . .	2,936
Ordered through salespeople:	
Catalog agencies and individual agents .....	600
Publisher's own and other publishers' salespeople .....	83
Independent agencies' salespeople .....	381
Association memberships .....	None
All other channels .....	None
<b>Total</b> .....	<b>4,000</b>

**8**

**PREMIUM USAGE**

Ordered without premium .....	1,853
Ordered with reprinted material	
from this publication, See Par. 11(h) .....	1,250
Ordered with other premiums, See Par. 11(i) .....	897
<b>Total</b> .....	<b>4,000</b>



## ADDITIONAL CIRCULATION INFORMATION

### 9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May 2010, 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%

### 10 RENEWAL ANALYSIS OF PAID CIRCULATION

Total expirations during 12 months November 1, 2008 thru October 31, 2009.....	4,128
Total renewals of those expirations.....	2,756
Renewal percentage.....	66.8%

### 11 EXPLANATORY

Audit Cycle: December Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 14 copies per issue, represent copies sold in quantities of 2 to 5 to business concerns at prices shown in Par. 5. Copies were mailed in bulk for redistribution.

(b) Single Copy Sales, averaging 526 copies per issue, represent copies sold in art and book stores at the basic single copy price.

(c) Non-Paid Multi-Copy Same Addressee subscriptions, averaging 20 copies per issue, represent copies distributed in bulk in quantities of 2 to 5 to students enrolled at business schools.

(d) Miscellaneous includes checking and promotion copies, averaging 47 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from recognized directories.

(f) Other Sources represent copies served to names obtained from trade show attendee list and to individuals in the field as selected by the publisher.

(g) Authorized prices with 5% or more of total subscription sales:

1 yr. \$16.00	1 yr. \$36.00	3 yrs. \$80.00
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(h) A collection of past articles, with no advertised or stated value, was offered with a 1 yr. subscriptions at \$27.00.

(i) A calendar, with no advertised or stated value, was offered with a 1 yr. subscriptions at basic prices.

(j) This data presents results of a Pass-Along audience research study conducted with strict conformance to standard research guidelines approved and monitored by ABC.

Summary of Pass-Along Questionnaire Mailings, Receipts and Valid Responses:

Number mailed - 1,001, Received by Recipients (minus undeliverables) - 992. Completed Returns - 658, Usable returns - 651.

**ABC Interactive Definitions:**

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Users:

This site uses the cookie-based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

This publisher also receives a quarterly web site activity audit. See separate report for details.

**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 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 Audit Bureau of Circulations' Bylaws and Rules**

Parent Company:Publishing USA

**NAME**

**NAME**

Circulation Director

Vice President and Publisher

Signed: July 29, 2010

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