



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT**

**Subject to Audit  
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 58,064**



<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Print Only, See Par. 11(a) . . . . .	29,831	
	Digital Only, See Par. 11(b) . . . . .	348	
	Print & Digital (Unduplicated) . . . . .		
	Total Individual . . . . .	30,179	
	Association . . . . .		
	Sponsored Individually Addressed . . . . .		
	Multi-Copy Same Addressee, See Par. 11(c) . . . . .	3,233	
	Single Copy Sales, See Par. 11(d) . . . . .	977	
	<b>Total Average Qualified Paid Circulation . . . . .</b>		<b>34,389</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Print Only, See Par. 11(a) . . . . .	23,425	
	Digital Only, See Par. 11(b) . . . . .	250	
	Print & Digital (Unduplicated) . . . . .		
	Total Individual . . . . .	23,675	
	Association . . . . .		
	Multi-Copy Same Addressee . . . . .		
	<b>Total Average Qualified Non-Paid Circulation . . . . .</b>		<b>23,675</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies . . . . .		
	Allocated For Shows & Conventions. . . . .	312	
	Miscellaneous, Including Staff Copies, See Par. 11(e) . . . . .	1,670	
	<b>Total Average Non-Qualified Circulation . . . . .</b>		<b>1,982</b>

<b>1D</b>	<b>AVERAGE QUALIFIED PAID &amp; NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>		
	None		



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

2010 Issue		Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	5	58,604	34,177	362	34,539	23,817	248	24,065	24,065	35		
	12	59,083	34,623	376	34,999	23,828	256	24,084	24,084	12		23
	19	59,626	34,831	381	35,212	24,151	263	24,414	24,414	107		430
Feb.	26	59,364	34,992	386	35,378	23,716	270	23,986	23,986	10,374		9,939
	2	58,866	34,597	356	34,953	23,657	256	23,913	23,913	63		4
	9	59,039	34,776	367	35,143	23,640	256	23,896	23,896	25		8
	16	59,282	34,979	370	35,349	23,675	258	23,933	23,933	28		63
	23	59,246	34,968	371	35,339	23,653	254	23,907	23,907	24		2
Mar.	30	59,245	35,020	373	35,393	23,607	245	23,852	23,852	60		14
	6	58,105	34,055	352	34,407	23,456	242	23,698	23,698	159		8
	13	58,156	34,123	354	34,477	23,424	255	23,679	23,679	33		1
	20	58,031	34,087	355	34,442	23,353	236	23,589	23,589	83		12
Apr.	27	58,060	34,142	360	34,502	23,325	233	23,558	23,558	34		6
	4	57,316	33,577	329	33,906	23,186	224	23,410	23,410	150		11
	11	57,625	33,915	337	34,252	23,139	234	23,373	23,373	61		14
May	18	57,351	33,699	339	34,038	23,075	238	23,313	23,313	68		4
	25	58,106	33,964	341	34,305	23,559	242	23,801	23,801	4,505		4,989
	1	57,050	33,046	313	33,359	23,441	250	23,691	23,691	135		17
June	8	57,118	33,229	322	33,551	23,311	256	23,567	23,567	130		
	15	57,272	33,426	336	33,762	23,252	258	23,510	23,510	84		25
	22	58,368	34,570	365	34,935	23,183	250	23,433	23,433	34		14
	29	57,360	33,563	340	33,903	23,203	254	23,457	23,457	49		
	6	56,838	33,166	317	33,483	23,111	244	23,355	23,355	79		7
Total	13	56,938	33,259	322	33,581	23,104	253	23,357	23,357	12		5
	20	57,147	33,466	326	33,792	23,099	256	23,355	23,355	17		12
	27	57,192	33,524	331	33,855	23,080	257	23,337	23,337	28		9
<b>Total</b>										<b>16,389</b>	<b>15,617</b>	

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 22, 2010 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 1.6% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 1.0% LESS THAN THE PERIOD AVERAGE

## 3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
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					
<b>Total Qualified Circulation.....</b>	<b>58,368</b>	<b>100.0</b>	<b>34,570</b>	<b>365</b>	<b>34,935</b>	<b>23,183</b>	<b>250</b>		<b>23,433</b>	

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:								
Direct request from recipient .....	1,660	250		1,031	364	515	1,910	8.2
Direct request from recipient's company .....	102			40	19	43	102	0.4
Communication other than request .....								
Association .....								
Business Directories, See Par. 11(f) .....	13,222			2,693	10,527	2	13,222	56.4
Lists .....								
Acquired Circulation .....								
Other Sources, See Par. 11(g) .....	8,199			6,467	1,491	241	8,199	35.0
<b>Total Qualified Non-Paid Circulation .....</b>	<b>23,183</b>	<b>250</b>		<b>10,231</b>	<b>12,401</b>	<b>801</b>	<b>23,433</b>	<b>100.0</b>
<b>Percent .....</b>	<b>98.9</b>	<b>1.1</b>		<b>43.7</b>	<b>52.9</b>	<b>3.4</b>	<b>100.0</b>	
Paid Subscription Circulation .....							34,024	
Paid Acquired Circulation .....								
Single Copy Sales .....							911	
<b>Total Qualified Circulation .....</b>							<b>58,368</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
Individual by name only .....	14,825	25.8	7,899	17		7,916	6,909			6,909
Title or occupation only .....	335	0.6	248			248	87			87
Company name only .....	866	1.5	799			799	67			67
Multi-Copy Same Addressee .....	2,973	5.2	2,973			2,973				
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>57,457</b>	<b>100.0</b>	<b>33,660</b>	<b>365</b>		<b>34,024</b>	<b>23,183</b>	<b>250</b>		<b>23,433</b>
Single Copy Sales .....	911									
<b>Total Qualified Circulation .....</b>	<b>58,368</b>									



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## GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
<b>New England</b>										
ME 039-049 .....	10		7	1		8	2			2
NH 030-038 .....	14		7	3		10	4			4
VT 050-059 .....	4		4			4				
MA 010-027 .....	229		111	5		116	113			113
RI 028-029 .....	17		11	2		13	4			4
CT 060-069 .....	974		657	11		668	306			306
<b>New England</b>	<b>1,248</b>	<b>2.1%</b>	<b>797</b>	<b>22</b>		<b>819</b>	<b>429</b>			<b>429</b>
<b>Middle Atlantic</b>										
NY 100-149 .....	49,740		29,350	250		29,600	19928	212		20140
NJ 070-089 .....	4,772		2,553	26		2,579	2167	26		2193
PA 150-196 .....	172		99	7		106	66			66
<b>Middle Atlantic</b>	<b>54,684</b>	<b>93.7%</b>	<b>32,002</b>	<b>283</b>		<b>32,285</b>	<b>22,161</b>	<b>238</b>		<b>22,399</b>
<b>East N. Central</b>										
OH 430-459 .....	53		43			43	10			10
IN 460-479 .....	28		8	1		9	7	12		19
IL 600-629 .....	171		99	10		109	62			62
MI 480-499 .....	41		25	1		26	15			15
WI 530-549 .....	15		8			8	7			7
<b>East N. Central</b>	<b>308</b>	<b>0.5%</b>	<b>183</b>	<b>12</b>		<b>195</b>	<b>101</b>	<b>12</b>		<b>113</b>
<b>West N. Central</b>										
MN 550-567 .....	15		11			11	4			4
IA 500-528 .....	6		3	1		4	2			2
MO 630-658 .....	11		8			8	3			3
ND 580-588 .....										
SD 570-577 .....										
NE 680-693 .....	5		3	1		4	1			1
KS 660-679 .....	6		2	1		3	3			3
<b>West N. Central</b>	<b>43</b>	<b>0.1%</b>	<b>27</b>	<b>3</b>		<b>30</b>	<b>13</b>			<b>13</b>
<b>South Atlantic</b>										
DE 197-199 .....	9		3			3	6			6
MD 206-219 .....	69		42	3		45	24			24
DC 200, 202-205 .....	81		47	7		54	27			27
VA 201, 220-246 .....	75		37	4		41	34			34
WV 247-268 .....										
NC 270-289 .....	67		20	2		22	45			45
SC 290-299 .....	14		13			13	1			1
GA 300-319 .....	59		32	3		35	24			24
FL 320-349 .....	278		168	7		175	103			103
<b>South Atlantic</b>	<b>652</b>	<b>1.1%</b>	<b>362</b>	<b>26</b>		<b>388</b>	<b>264</b>			<b>264</b>
<b>East S. Central</b>										
KY 400-427 .....	3		2			2	1			1
TN 370-385 .....	19		10			10	9			9
AL 350-369 .....	4		2			2	2			2
MS 386-397 .....	4		2			2	2			2
<b>East S. Central</b>	<b>30</b>	<b>0.1%</b>	<b>16</b>			<b>16</b>	<b>14</b>			<b>14</b>
<b>West S. Central</b>										
AR 716-729 .....	6		4			4	2			2
LA 700-714 .....	6		4	1		5	1			1
OK 730-749 .....	2		2			2				
TX 750-799 .....	95		38			38	57			57
<b>West S. Central</b>	<b>109</b>	<b>0.2%</b>	<b>48</b>	<b>1</b>		<b>49</b>	<b>60</b>			<b>60</b>
<b>Mountain</b>										
MT 590-599 .....										
ID 832-838 .....	2		1			1	1			1
WY 820-831 .....	1			1		1				
CO 800-816 .....	26		22			22	4			4
NM 870-884 .....										
AZ 850-865 .....	27		13	2		15	12			12
UT 840-847 .....	11		9			9	2			2
NV 889-898 .....	9		4			4	5			5
<b>Mountain</b>	<b>76</b>	<b>0.1%</b>	<b>49</b>	<b>3</b>		<b>52</b>	<b>24</b>			<b>24</b>
<b>Pacific</b>										
AK 995-999 .....	1						1			1
WA 980-994 .....	15		6	1		7	8			8
OR 970-979 .....	4		3			3	1			1
CA 900-961 .....	260		149	11		160	100			100
HI 967-968 .....	2		1			1	1			1
<b>Pacific</b>	<b>282</b>	<b>0.5%</b>	<b>159</b>	<b>12</b>		<b>171</b>	<b>111</b>			<b>111</b>
Single Copy Sales .....	911		911			911				
U.S. Unclassified .....										
<b>United States</b>	<b>58,343</b>	<b>100.0%</b>	<b>34,554</b>	<b>362</b>		<b>34,916</b>	<b>23,177</b>	<b>250</b>		<b>23,427</b>
<b>Poss. &amp; Other Areas</b>										
004-009, 969 .....	1	0.0					1			1
<b>U.S. &amp; Poss., etc.</b>	<b>58,344</b>	<b>100.0</b>	<b>34,554</b>	<b>362</b>		<b>34,916</b>	<b>23,178</b>	<b>250</b>		<b>23,428</b>
Canada .....	13	0.0	9	1		10	3			3
Mexico .....										
Military or Civilian Personnel Overseas .....										
Other International .....	11	0.0	7	2		9	2			2
<b>Total International</b>	<b>24</b>	<b>0.0</b>	<b>16</b>	<b>3</b>		<b>19</b>	<b>5</b>			<b>5</b>
E-Mail Address Only .....										
Other Unclassified .....										
<b>Grand Total</b>	<b>58,368</b>	<b>100.0</b>	<b>34,570</b>	<b>365</b>		<b>34,935</b>	<b>23,183</b>	<b>250</b>		<b>23,433</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(h)

	Total	Print Only	Digital Only	Print & Digital (Unduplicated)
Sales Are Net Of Premium Values				
Average Subscription Price (Net): price (optional)				
Average Subscription Price (Gross): price (optional)				
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				
Basic & higher than basic: . . . . .	7,202	7,202	None	None
75% - 99% of basic: . . . . .	3,284	3,284	None	None
50% - 74% of basic: . . . . .	2,631	2,420	211	None
25% - 49% of basic: . . . . .	4	4	None	None
Less than 25% of basic: . . . . .	16	16	None	None
<b>Total</b> . . . . .	<b>13,137</b>	<b>12,926</b>	<b>211</b>	<b>None</b>

**6**

**TERM DATA**

Three years or more . . . . .	15	15	None	None
Two years or more but less than three . . . . .	1,242	1,242	None	None
One year or more but less than two . . . . .	11,806	11,595	211	None
Less than one year . . . . .	74	74	None	None
<b>Total</b> . . . . .	<b>13,137</b>	<b>12,926</b>	<b>211</b>	<b>None</b>

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**SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber . . . . .	12,196	11,985	211	None
Ordered through salespeople:				
Catalog agencies and individual agents . . . . .	None	None	None	None
Publisher's own and other publishers' salespeople . . . . .	None	None	None	None
Independent agencies' salespeople . . . . .	941	941	None	None
Association memberships . . . . .	None	None	None	None
All other channels . . . . .	None	None	None	None
<b>Total</b> . . . . .	<b>13,137</b>	<b>12,926</b>	<b>211</b>	<b>None</b>

**8**

**PREMIUM USAGE**

Ordered without premium . . . . .	13,137	12,926	211	None
Ordered with reprinted material from this publication . . . . .	None	None	None	None
Ordered with other premiums . . . . .	None	None	None	None
<b>Total</b> . . . . .	<b>13,137</b>	<b>12,926</b>	<b>211</b>	<b>None</b>



**ADDITIONAL CIRCULATION INFORMATION**

<b>9</b>	<b>POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION</b>	
	Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May 22, 2010 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%

<b>10</b>	<b>RENEWAL ANALYSIS OF PAID CIRCULATION</b>
	Optional and not made

- 11 EXPLANATORY**  
 Audit Cycle: December Ending.
- (a) Print Only individual subscriptions, averaging 29,831 paid copies and 23,425 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of BUSINESS NEWS TODAY.
  - (b) Digital Only individual subscriptions, averaging 348 paid copies and 250 qualified non-paid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of BUSINESS NEWS TODAY is made available to subscribers through a password secure web site wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
  - (c) 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.
  - (d) Single Copy Sales, averaging 526 copies per issue, represent copies sold in art and book stores at the basic single copy price.
  - (e) Miscellaneous includes checking and promotion copies, averaging 47 copies per issue, served to advertisers and agencies.
  - (f) Business Directories represent copies served to subscribers obtained from recognized directories.
  - (g) Other Sources represent copies served to subscribers of other Crain publications and local Chambers of Commerce and Industry.
  - (h) Authorized prices with 5% or more of total subscription sales:  
 1 yr. \$52.00                      2 yrs. \$110.00

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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.

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