



A subsidiary of
Audit Bureau of Circulations

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Initial Audit

AD AGE E-mail Newsletters

Primary URL:

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Publisher:

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Publisher's Description:

AdAge.com is a constantly updated site publishing news stories about the advertising, marketing and media industries. It is aimed at a national and international audience of marketing professionals, ad agency personnel and media executives. The site includes some features from the weekly Advertising Age print magazine as well as special reports, marketing data and in-depth archive of past coverage.

AdvertisingAge®

1. Average Issue E-mail Newsletter Delivery for the period three months ended March 31, 2009:

Newsletter Name	issues in period	Average Net Deliveries Per Issue	Average All Opens Per Issue	Average Unique Opens Per Issue	Unique Open Percentage
Daily News	62	177,573	56,081	36,945	20.8%
MediaWorks	61	71,889	23,751	16,167	22.5%
Digital	21	86,563	36,065	22,423	25.9%
China	9	28,075	7,159	4,773	17.0%
Video	12	17,161	7,039	4,476	26.1%
CMO Strategy	6	29,905	14,250	8,236	27.5%
Talent Works	6	11,317	6,026	3,403	30.1%

2. Monthly Average E-mail Newsletter Delivery & Unduplicated Recipients for the period.

Newsletter Name	January	February	March
Daily News	175,655	177,740	179,102
MediaWorks	70,207	71,954	73,362
Digital	82,748	85,969	88,785
China	27,565	28,070	28,334
Video	15,298	17,269	18,915
CMO Strategy	27,381	30,003	31,881
Talent Works	9,390	11,477	13,084
Total Unique (Unduplicated) Newsletter Recipients	306,748	327,143	335,873

3. Weekly E-mail Newsletter Delivery for the period.

Week Beginning	Total Issues In Period	Total Net Deliveries All Brands	Total Opens All Brands	Total Unique Opens All Brands	Unique Open Percentage All Brands
Jan.	4	1,346,100	449,233	298,737	22.2%
	11	1,360,613	442,082	294,545	21.6%
	18	1,385,358	455,293	301,200	21.7%
	25	1,346,916	457,942	287,110	21.3%
Feb.	1	1,458,518	523,554	332,583	22.8%
	8	1,473,930	479,501	324,437	22.0%
	15	1,249,579	413,615	273,667	21.9%
	22	1,486,145	492,336	324,974	21.9%
Mar.	1	1,510,347	515,867	336,319	22.3%
	8	1,496,117	493,145	322,798	21.6%
	15	1,520,691	499,887	333,291	21.9%
	22	1,686,629	523,646	352,000	20.9%

4. Gross Distribution, Bounced and Net Deliveries By Issue for the three months ended March 31, 2009:

Daily News				MediaWorks				China						
Date	Sent	Undelivered	Net Delivery	Date	Sent	Undelivered	Net Delivery	Date	Sent	Undelivered	Net Delivery			
Jan.	5	175,205	458	174,747	Jan.	5	69,601	253	69,348	Jan.	14	27,642	126	27,516
	6	175,379	518	174,861		6	69,735	230	69,505		21	27,731	117	27,614
	7	175,522	571	174,951		7	69,840	249	69,591	Feb.	11	28,144	175	27,969
	8	175,651	559	175,092		8	69,939	239	69,700		18	28,273	191	28,082
	9	175,736	557	175,179		9	69,982	225	69,757		25	28,382	222	28,160
	12	175,731	471	175,260		12	70,007	196	69,811	Mar.	4	28,495	261	28,234
	13	175,875	584	175,291		13	70,122	262	69,860		11	28,596	287	28,309
	14	175,962	692	175,270		14	70,207	222	69,985		18	28,665	296	28,369
	15	175,989	485	175,504		15	70,224	180	70,044		25	28,600	175	28,425
	16	176,020	405	175,615		16	70,274	167	70,107					
	19	176,052	364	175,688		19	70,327	185	70,142					
	20	176,136	492	175,644		20	70,403	150	70,253					
	21	176,207	478	175,729		21	70,531	163	70,368					
	22	176,345	408	175,937		22	70,653	149	70,504					
	23	176,431	411	176,020		23	70,720	150	70,570					
	26	176,489	338	176,151		26	70,809	137	70,672					
	27	176,704	364	176,340		27	70,977	151	70,826					
	28	176,916	409	176,507		28	71,107	157	70,950					
	29	177,014	397	176,617		29	71,203	152	71,051					
	30	177,092	398	176,694		30	71,252	163	71,089					
Feb.	2	177,322	506	176,816	Feb.	2	71,439	214	71,225					
	3	177,513	548	176,965		3	71,578	200	71,378					
	4	177,701	574	177,127		4	71,662	229	71,433					
	5	177,838	604	177,234		5	71,773	247	71,526					
	6	177,964	776	177,188		6	71,824	331	71,493					
	9	178,127	739	177,388		9	71,912	417	71,495					
	10	178,245	803	177,442		10	72,048	315	71,733					
	11	178,399	852	177,547		11	72,150	389	71,761					
	12	178,516	877	177,639		12	72,233	344	71,889					
	13	178,645	918	177,727		13	72,294	359	71,935					
	17	178,935	1,168	177,767		17	72,504	407	72,097					
	18	179,044	1,046	177,998		18	72,595	416	72,179					
	19	179,197	1,083	178,114		19	72,691	446	72,245					
	20	179,324	1,131	178,193		20	72,765	460	72,305					
	23	179,436	1,207	178,229		23	72,844	486	72,358					
	24	179,553	1,231	178,322		24	72,942	696	72,246					
	25	179,647	1,240	178,407		25	73,049	488	72,561					
	26	179,746	1,282	178,464		26	73,114	511	72,603					
	27	179,809	1,321	178,488		27	73,167	515	72,652					
Mar.	2	179,939	1,366	178,573	Mar.	2	73,257	566	72,691					
	3	180,026	1,452	178,574		3	73,343	583	72,760					
	4	180,141	1,563	178,578		4	73,464	629	72,835					
	5	180,266	1,576	178,690		5	73,570	635	72,935					
	6	180,352	1,620	178,732		6	73,612	665	72,947					
	9	180,446	1,707	178,739		9	73,700	672	73,028					
	10	180,543	1,817	178,726		10	73,803	745	73,058					
	11	180,696	1,767	178,929		11	73,901	722	73,179					
	12	180,796	1,834	178,962		12	73,953	729	73,224					
	13	180,927	2,079	178,848		13	74,047	744	73,303					
	16	180,860	1,706	179,154		16	74,061	694	73,367					
	17	180,972	1,755	179,217		17	74,178	713	73,465					
	18	181,127	1,812	179,315		18	74,275	738	73,537					
	19	179,641	413	179,228		19	73,739	430	73,309					
	20	179,682	387	179,295		20	73,805	796	73,009					
	23	179,666	359	179,307		23	73,845	142	73,703					
	24	179,748	387	179,361		24	73,935	161	73,774					
	25	179,846	404	179,442		25	74,006	187	73,819					
	26	179,847	393	179,454		26	74,066	175	73,891					
	27	179,934	400	179,534		27	74,122	172	73,950					
	28	180,045	506	179,539		30	74,182	144	74,038					
	30	179,878	355	179,523		31	74,276	126	74,150					
	31	179,977	346	179,631										

Video				
Date	Sent	Undelivered	Net Delivery	
Jan.	8	14,555	41	14,514
	16	15,120	41	15,079
	22	15,569	39	15,530
	29	16,103	36	16,067
Feb.	5	16,700	58	16,642
	12	17,144	73	17,071
	19	17,584	88	17,496
	26	17,972	103	17,869
Mar.	5	18,398	116	18,282
	12	18,805	130	18,675
	19	19,177	62	19,115
	27	19,653	64	19,589

CMO Strategy				
Date	Sent	Undelivered	Net Delivery	
Jan.	7	27,429	125	27,304
	21	28,457	98	28,359
Feb.	4	29,642	113	29,529
	18	30,655	179	30,476
Mar.	4	31,671	273	31,398
	18	32,693	328	32,365

Talent Works				
Date	Sent	Undelivered	Net Delivery	
Jan.	14	8,893	40	8,853
	28	9,977	50	9,927
Feb.	11	11,088	58	11,030
	25	11,991	67	11,924
Mar.	11	12,746	121	12,625
	25	13,614	70	13,544

Digital				
Date	Sent	Undelivered	Net Delivery	
Jan.	6	81,912	361	81,551
	13	82,812	394	82,418
	20	83,465	465	83,000
	27	84,320	295	84,025
Feb.	3	85,160	328	84,832
	5	85,504	374	85,130
	10	85,978	471	85,507
	12	86,311	514	85,797
	17	86,777	582	86,195
	19	87,057	625	86,432
	24	87,468	668	86,800
	26	87,762	700	87,062
Mar.	3	88,252	782	87,470
	5	88,547	899	87,648
	10	89,027	919	88,108
	12	89,342	938	88,404
	17	89,817	955	88,862
	19	89,560	476	89,084
	24	89,980	447	89,533
	26	90,217	453	89,764
	31	90,412	220	90,192

5. EXPLANATORY:

Definitions & Terms:

Net Deliveries: The Newsletters from a given mailing that reached the subscribers email delivery server with a positive status code response received in return. Calculated by subtracting undelivered messages from sent messages.

Sent: The total number of messages deployed for any mailing less tester addresses and invalid email addresses.

Undelivered: Messages that did not reach a subscriber due to any of several reasons, including invalid or expired email address, temporary server problems or unsubscribe actions. (Includes both hard and soft bounces.)

Open: A message that was opened in HTML format by a subscriber.

All Opens: total HTML opens including repeat opens by the same subscriber.

Unique Opens: The number of subscribers who opened a mailing excluding repeat opens by the same person.

Bounce, hard: A message that is undeliverable due to a permanent error. (e.g. the email address does not exist.)

Bounce, soft: A message that is undeliverable due to a temporary error. (e.g. problems with the receiving server.)

Unsubscribe: An instance of a subscriber unsubscribing from a list, usually after receiving an email message.

Invalid email address: An email address known to be invalid based on its formatting, e.g. those that do not have an @ sign, those that contain more than one @ sign, those that do not end in a valid top-level domain (e.g. .com, .net, .gov, .edu, etc.), and addresses containing illegal characters.

Opens, Unique Opens and Open Percentages were calculated at 60 days from the sent date of the Newsletter.

From the Audit Bureau of Verification Services, Inc.:

We have examined the activity records and other data presented for the period covered by this Audit Report. Our examination was made in accordance with the Bureau's established procedures, and included such tests as we considered necessary under the circumstances. In our Opinion, the Newsletter delivery activity shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the activity.

Audit Bureau of Verification Services, Inc.

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