



Audit Bureau  
of Circulations

## Consolidated Media Report

# Business News Today

Publication Name

Business News Publishing

Publishing Company

220 E. 42nd Street

Address

New York

NY

10017

City

State

ZIP Code

<http://www.businessnews.com>

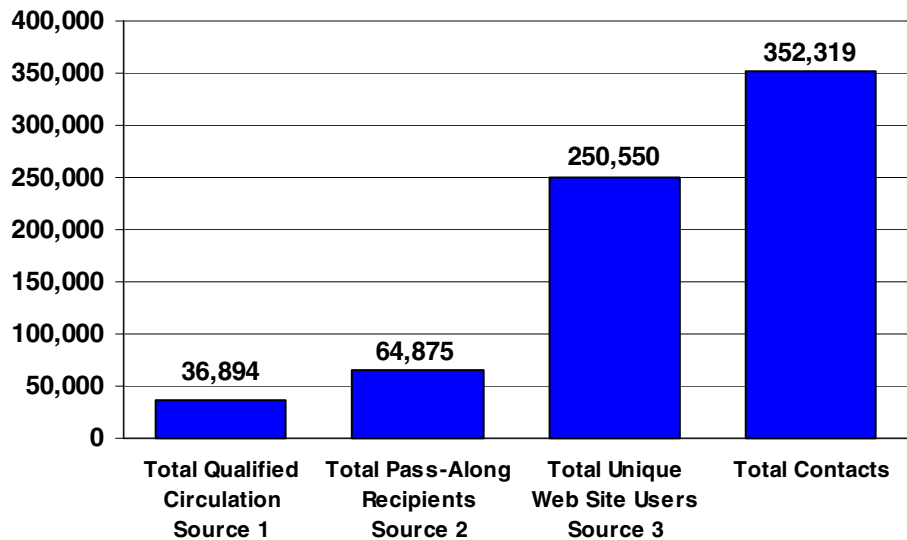
URL

**Report Summary:** This ABC Consolidated Media Report is intended to provide users with an understanding of the total contacts delivered by the Business News Today. This report contains data for the following:

- Business News Today Total Qualified Circulation
- Business News Today Pass-Along Research Study
- <http://www.businessnews.com>

**Field Served:** Advertising, sales and marketing industries.

## TOTAL CONTACTS



Source 1 Total qualified circulation for the May 26, 2008 issue of Business News Today (subject to audit)

Source 2 Total projected pass-along recipients - based on the May 26, 2008 issue - Verified by ABC: \_\_\_\_\_ (Date)

Source 3 Total unique users of <http://www.businessnews.com> - June 30, 2008 ABVS Interactive Audit Report

Gross audience data is contained in this Consolidated Media Report.

There was no attempt made to eliminate any duplication that may exist.

06-0000-0

**BUSINESS/OCCUPATIONAL ANALYSIS OF PAID AND QUALIFIED NON-PAID SUBSCRIBERS AND PROJECTED PASS-ALONG RECIPIENTS BASED ON THE MAY 26, 2008 ISSUE:**

<b>Classification by Business &amp; Industry</b>	<b>Qualified Circulation 05/26/06 Issue*</b>	<b>Projected Pass-Along Recipients</b>	<b>Total Projected</b>
Advertisers and Marketers (Classifications 1 through 6)			
1. Manufacturers and Service Industries:			
(a) Heads of business (Chairmen and Vice Chairmen, Presidents, Partners and Owners) .....	643	1,208	1,851
(b) Vice Presidents .....	629	1,182	1,811
(c) Secretaries and Treasurers.....			
(d) General Managers .....	54	101	155
(e) Sales Managers .....	264	496	760
(f) Advertising Managers, including Sales Promotion Managers, Directors of Publicity, Directors of Public Relations and subscriptions with Marketing Manager, Marketing Director, Brand Manager, Product Manager and Manager of Product Division ...	1,288	2,420	3,708
(g) Territorial, Division and Branch Subscriptions, including subscriptions with the title of Manager, Sales Manager, Advertising Manager of above .....			
(h) Miscellaneous Executives and All Other Home Office Employees .....	2,474	4,649	7,123
(i) Subscriptions in Company Names .....	48	90	138
<b>Total Classification 1 .....</b>	<b>5,400</b>	<b>10,147</b>	<b>15,547</b>
2. Wholesalers, Distributors, Jobbers, including their personnel.....	103	194	297
3. Public Utilities (Electric, Gas, Telephone); also Local Transportation Companies, including their personnel .....	86	162	248
4. Banks, Financial Underwriters and Investment Houses, including their personnel....	744	1,398	2,142
5. Trade Associations and Promotional Groups, including Chambers of Commerce, including their personnel .....	308	579	887
6. Retail Establishments, including Chain Stores and Mail Order Houses, Local Service Companies, including their personnel .....	266	500	766
<b>Total Advertisers and Marketers .....</b>	<b>6,907</b>	<b>12,978</b>	<b>19,885</b>
7. Advertising Agencies, including their personnel.....	17,207	32,332	49,539
8. Graphic Arts and Other Advertising Services, including their personnel.....	2,647	4,974	7,621
9. Media, including their personnel and their representatives:			
(a) Newspapers .....	780	1,466	2,246
(b) Magazines, Farm Publications and Business Publications .....	2,977	5,594	8,571
(c) Radio and TV .....	1,883	3,538	5,421
(d) Other Media .....	93	175	268
<b>Total Classification 9 .....</b>	<b>5,733</b>	<b>10,772</b>	<b>16,505</b>
10. Schools and Colleges - Professors and Students .....	736	1,383	2,119
11. Others Allied to the Field .....	1,285	2,436	3,721
Other Paid Circulation			
Subscriptions .....	1,110		1,110
Single Copy Sales .....	1,269		1,269
<b>Total Qualified Circulation .....</b>	<b>36,894</b>	<b>64,875</b>	<b>101,769</b>

SOURCES: June 30, 2008 Publisher's Statement; May 26, 2008 Pass-Along Research Study.

\*From Par. 3A of Publisher's Statement for 6 months ended June 30, 2008.



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**Web Site Activity****Primary URL:** <http://www.businessnews.com>**Audit Period:** June 1 - 30, 2008

	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

SOURCE: June 30, 2008 ABVS Interactive Audit Report

**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.

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**Definition of Recipient Qualification:**

Qualified recipients are: creative, art, design and production directors, managers, and supervisors, producers and other creative design and art personnel at 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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To Members of the Audit Bureau of Circulations:

This report is a supplement to the data previously reported in BUSINESS NEWS TODAY Publisher's Statement for the six months ended June 30, 2008 (subject to audit) and Pass-Along Research Study for the May 26, 2008 issue. The Pass-Along data and Web Site Activity have been verified/audited in accord with the Audit Bureau's/Audit Bureau of Verification Services, Inc. established procedures.

The Total Contacts statistics reported herein represent the aggregation of gross activity from different forms of media and may contain duplications. No effort has been made to eliminate any duplication that may exist.

**Audit Bureau of Circulations  
Audit Bureau of Verification Services, Inc.**

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