

SELECT

2008 Mid-Size Business Network Proposal

<u>Ranked by Company Size 100-999 Employees</u>			% 100-999	# 100-999	% "C"	# "C"
<u>MAGAZINE</u>	<u>FREQ.</u>	<u>CIRCULATION</u>	<u>Employees</u>	<u>Employees</u>	<u>Management</u>	<u>Management</u>
<u>6/30/2007</u>						
Editor & Publisher	w	13,667	41.2%	5,631	42.9%	5,863
National Mortgage News	w	8,500	41.0%	3,485	40.5%	3,443
Chemical Week	w	18,513	36.0%	6,665	44.5%	8,238
<u>Broadcasting Group (2)</u>		45,656	33.6%	15,340	43.8%	19,997
Broadcasting & Cable	w	23,006	39.0%		50.0%	
CED	m	22,650	32.0%		40.0%	
Hotels	m	59,996	33.0%	19,799	72.9%	43,737
Textile World	m	15,009	33.0%	4,953	41.0%	6,154
Food Engineering	m	44,150	32.0%	14,128	36.0%	15,894
Pharmaceutical Executive	m	18,000	30.0%	5,400	60.0%	10,800
American Metal Market	d	7,021	30.0%	2,106	55.0%	3,862
American Journal of Managed Care	m	47,988	25.0%	11,997	48.5%	23,274
Medical Device and Diagnostic Ind.	m	50,548	25.0%	12,637	25.5%	12,890
Retailing Today	18x	18,307	25.0%	4,577	55.0%	10,069
Progressive Grocer	18x	42,186	24.8%	10,462	61.0%	25,733
Pollution Engineering	m	35,000	24.2%	8,470	41.8%	14,630
Chain Store Age	m	35,002	24.0%	8,400	63.3%	22,156
<u>The Law Group (2)</u>		33,810	22.5%	7,607	71.0%	24,005
American Lawyer, The	10x	16,810	28.9%		51.2%	
National Law Journal, The	w	17,000	21.8%		61.1%	
Aviation Week & Space Technology	w	93,884	21.5%	20,185	31.0%	29,104
Oil & Gas Journal	w	99,723	20.0%	19,945	37.7%	37,596
National Underwriter (combined editor	w	115,182	20.0%	23,036	65.0%	74,868
TOTALS		802,142	25.5%	204,824	48.9%	392,313

PMN Discount: 42.4

SOURCE: 6/07 Audits; '08 Publisher Rates; '08 PMN Rates. Compiled by MMA, Chappaqua, NY 10514

The Professional Managerial Network Subscriber Database 2007, Advantage Business Research, Commack, NY 11725