

RESEARCH

THE PROFESSIONAL MANAGERIAL NETWORK SUBSCRIBER DATABASE IS THE CORNERSTONE OF OUR BUSINESS

From the very beginning, primary audience research has been the foundation of Professional Managerial Network[®] marketing. It was the qualitative character of pre-launch subscriber research that convinced Dave Metz and McGraw-Hill management that linking B-to-B publications had exciting advertising sales potential.

Jack Belknap & Associates, Dana Research Associates and Advantage Business Research have studied the personal and business profiles of Professional Managerial Network business-to-business publication readers for more than twenty years. We believe we are the only organization that has a unique knowledge of the personal and business profiles of these publications.

Our data is aggregated by demographic target for advertisers. Without exception, the Professional Managerial Network[®] can create million circulation packages that are quantitatively and qualitatively superior to the primary audiences of traditional general business magazine media.