

VERTICAL MARKETS

2008 Big Business Network Proposal

Ranked by Company Size 1000+ Employees

VERTICAL MARKET	PUBLICATION	FREQ	06/30/07 CIRCULATION	% 1000+ Employees	# 1000+ Employees	% "C" Management	# "C" Management
AUTOMOTIVE	Automotive Engineering Intl	m	86,435	82.0%	70,877	23.0%	19,880
MASS RETAIL	<u>Discount Retailing Group (2)</u>		43,307	77.5%	33,563	47.9%	20,744
	Retail Merchandiser	m	25,000				
	Retailing Today	18x	18,307				
PAPER	Paper 360	m	28,640	67.0%	19,189	27.0%	7,733
INVESTMENT BANKING	<u>Investment Banking Group (3)</u>		237,491	65.2%	154,844	50.4%	119,695
	On Wall Street	m	91,265				
	Wall Street & Tech	m	21,226				
	Registered Representative	m	125,000				
PHARMACEUTICAL MFG.	<u>Pharmaceutical Group (3)</u>		85,845	62.7%	53,825	60.0%	51,507
	Pharmaceutical Exec	m	18,000				
	BioPharm	m	29,245				
	Pharmaceutical Tech	m	38,600				
CONSULTING	Consulting Magazine	m	21,067	60.0%	12,640	70.0%	14,747
AEROSPACE	Aviation Week & Space Tech	w	93,884	57.0%	53,514	31.0%	29,104
INSURANCE	<u>Insurance &amp; Tech Group (2)</u>		38,151	55.0%	20,983	46.0%	17,549
	Insurance & Tech	m	18,100				
	Tech Decisions	m	20,051				
CORPORATE LAW	<u>Corporate Counsel Law Group (5)</u>		106,374	49.0%	52,123	54.0%	57,442
	Corporate Counsel	m	43,184				
	American Lawyer, The	10x	16,810				
	Law Firm Inc.	10x	20,000				
	National Law Journal, The	w	17,000				
	Trusts & Estates	m	9,380				
TELECOMMUNICATIONS	<u>Telecommunications Group (2)</u>		114,326	47.0%	53,733	60.0%	68,596
	Telecommunications	m	64,282				
	Microwave Journal	m	50,044				
CHEMICAL	<u>Chemical Group (3)</u>		83,603	45.4%	37,956	40.8%	34,110
	Chemical Week	w	18,513	58.2%		48.5%	
	Chemical Engineering	m	65,090	44.6%		37.9%	
BANKING	<u>Commercial Banking Group (5)</u>		77,334	44.4%	34,336	42.2%	32,635
	American Banker	d	12,975	45.0%		62.7%	
	U.S. Banker	m	40,094	41.4%		44.1%	
	Bank Systems & Tech	m	24,265	62.5%		43.8%	
BROADCASTING	<u>Broadcasting Group (5)</u>		77,866	42.0%	32,704	43.8%	34,105
	Broadcasting & Cable	w	23,006	39.0%		50.0%	
	Cable World	24x	15,000	31.4%		41.9%	
	MultiChannel News	w	17,210	35.0%		51.0%	
	CED	m	22,650	32.0%		40.0%	
<b>TOTALS</b>			<b>1,094,323</b>	<b>57.6%</b>	<b>630,287</b>	<b>46.4%</b>	<b>507,848</b>