

2008 SMALL BUSINESS NETWORK PROPOSAL - THE BIG PICTURE

Ranked by composition <100 Employees			% Less Than	# Less Than	% C-Level	# C-Level
MAGAZINE	FREQ	CIRCULATION	100 Employees	100 Employees	Management	Management
6/30/2007						
Giftware News	m	23,378	96.7%	22,607	96.1%	22,466
<u>Veterinary Forum (5)</u>		282,509	96.0%	271,209	91.7%	259,061
Compendium	m	55,941				
DVM	m	57,804				
Veterinary Economics	m	59,717				
Veterinary Forum	m	53,839				
Veterinary Medicine	m	55,208				
<u>Dental Group (2)</u>		255,598	95.0%	242,818	85.0%	217,258
Dental Economics	m	104,166				
Dental Products Report	m	151,432				
Remodeling	m	80,729	94.0%	75,885	86.0%	69,427
<u>Physicians Group (4)</u>		677,263	93.0%	629,855	92.5%	626,468
Diversion	m	192,081				
Family Practice News	24x	89,707				
Internal Medicine News	24x	119,211				
Physicians Practice	10x	276,264				
National Jeweler	14x	29,200	93.0%	27,156	88.0%	25,696
Independent Agent	m	45,432	92.0%	41,797	78.0%	35,437
<u>Automotive Aftermarket Group (5)</u>		322,686	91.5%	295,258	85.6%	276,219
Aftermarket Business	m	41,886	72.9%		68.3%	
Automotive Body Repair News	m	58,505	92.0%		90.7%	
Modern Tire Dealer	m	32,193	93.8%		90.9%	
Motor Age	m	140,102	96.1%		88.5%	
Styling & Performance	m	50,000	91.5%		85.6%	
<u>Medical Support Group (4)</u>		170,044	91.0%	154,740	90.0%	153,040
Acupuncture Today	m	21,916				
Dynamic Chiropractic	m	64,502				
Massage Today	m	67,271				
Podiatry Management	9x	16,355				
<u>The Accounting Group (4)</u>		149,503	88.3%	132,011	80.9%	120,948
Accounting Technology	11x	30,141	78.3%		76.4%	
Accounting Today	bw	35,309	90.9%		84.8%	
CPA Technology Advisor	8x	47,349	88.3%		80.9%	
Practical Accountant, The	m	36,704	94.0%		80.9%	

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<u>Eyecare Group (4)</u>		149,659	88.1%	131,850	88.0%	131,700
Eyecare Business	m	45,008				
Review of Optometry	m	35,100				
20/20	m	49,526				
Vision Monday	w	20,025				
<u>Salon Group (3)</u>		317,869	87.0%	276,546	72.4%	230,137
American Salon	m	123,246				
Modern Salon	m	117,416				
Nails	m	57,207				
Salon Today	m	20,000				
Custom Woodworking Business	m	50,256	86.8%	43,622	80.8%	40,607
<u>Sporting Goods Business Group (2)</u>		33,700	85.7%	28,881	82.8%	27,904
Outdoor Business	9x	10,000				
Sporting Goods Business	12x	23,700				
Twice	26x	20,001	84.0%	16,801	78.0%	15,601
Hardware Retailing	m	43,000	83.0%	35,690	73.0%	31,390
<u>Footwear Group (2)</u>		34,182	82.0%	28,029	70.0%	23,927
Footwear News	w	17,117				
Footwear Plus	m	17,065				
<u>Florists (3)</u>		62,599				
Florists' Review	m	22,626	82.0%	18,553	67.0%	15,159
Flowers&	m	24,183	82.0%	19,830	67.0%	16,203
Super Floral Retailing	m	15,790	35.0%	5,527	60.0%	9,474
Furniture Style	m	25,067	81.1%	20,329	87.8%	22,009
<u>Builder Group (4)</u>		367,472				
Builder	m	141,036	81.0%	114,239	79.6%	112,265
Professional Builder	m	127,027	81.0%	102,892	79.6%	101,113
Professional Remodeler	m	63,401	94.0%	59,597	86.0%	54,525
ProSales	m	36,008	90.0%	32,407	87.0%	31,327
<u>Fashion Group (3)</u>		55,280	80.0%	44,224	76.0%	42,013
Accessories	m	22,083				
Earnshaw's ChildrensReview	m	15,140				
MR - (Menswear Retailing)	10x	18,057				
<u>Printing Group (2)</u>		154,857	77.5%	120,014	71.4%	110,568
American Printer	m	75,012				
Printing Impressions	m	79,845				

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6/30/2007						
<u>Financial Group (2)</u>						
Financial Planning	m	221,739	77.0%	170,739	76.5%	169,630
Investment Advisor	m	111,739				
		110,000				
<u>Video Group (3)</u>						
Home Media Magazine	w	54,920	76.1%	41,794	73.9%	40,586
MMR (Music)	m	25,263				
Video Business	w	9,364				
TravelWeekly	bw	20,293				
Overdrive	m	40,900	75.0%	30,675	75.0%	30,675
Security Distributing & Marketing	m	100,310	75.0%	75,233	75.0%	75,233
Publishers Weekly	m	28,504	75.0%	21,378	68.4%	19,497
Advisor Today	w	22,011	75.0%	16,508	70.0%	15,408
Advisor Today	m	86,198	72.7%	62,666	65.7%	56,632
<u>A/C, Heating & Plumbing Group (4)</u>						
A/C, Heating & Refrigeration News	w	135,359	70.3%	95,157	67.4%	91,232
PM Engineer	m	28,799	84.6%		78.8%	
Plumbing & Mechanical	m	26,500	64.8%		58.6%	
Supply House Times	m	50,050	92.0%		75.0%	
	m	30,010	64.8%		52.3%	
Wood & Wood Products	m	41,231	70.0%	28,862	58.9%	24,285
POB - (Point of Beginning)	m	39,005	70.0%	27,304	49.0%	19,112
PDN (Photo District News)	m	20,860	70.0%	14,602	80.0%	16,688
<u>Architectural / Design Group (5)</u>						
Architectural Record	m	315,928	69.6%	80,148	70.0%	80,609
Building Design & Construction	m	115,155	69.6%	52,344	70.0%	52,645
Contract Magazine	m	75,207	75.0%	22,647	80.0%	24,157
Interior Design	m	30,196	75.0%	55,028	80.0%	58,696
Residential Architect	10x	73,370	79.0%	17,380	82.0%	18,040
		22,000				
<u>Private Practice Group (11)</u>						
California Lawyer	m	452,819	67.8%	307,011	62.9%	284,823
Chicago Lawyer	m	136,261	60.8%		52.9%	
Florida Bar Journal, The	11x	8,945	66.0%		81.0%	
Law Technology News	m	73,520	78.0%		60.0%	
Lawyers Weekly USA	bw	40,000	60.0%		64.1%	
Los Angeles Lawyer	m	8,111	98.0%		94.0%	
National Law Journal, The	w	23,746	68.0%		65.0%	
		17,000	49.1%		61.1%	

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6/30/2007						
<u>Private Practice Group (11) continued</u>						
Texas Lawyer	w	5,800	67.0%		69.0%	
Trial	m	45,756	94.1%		86.0%	
Trusts & Estates	m	9,380	55.0%		70.0%	
Washington Lawyer	11x	84,300	60.1%		60.0%	
Origination News	m	14,500	66.7%	9,672	68.0%	9,860
Folio:	m	9,605	65.7%	6,310	50.0%	4,803
<u>Restaurant Group (3)</u>						
		615,709				
Nation's Restaurant News	w	63,741	65.0%	41,432	73.7%	46,977
Restaurant Business	m	76,100	80.0%	60,880	75.0%	57,075
Restaurants & Institutions	18x	110,000	75.0%	82,500	70.0%	77,000
<u>Vending Group (2)</u>						
		32,387	65.0%	21,052	69.0%	22,347
Automatic Merchandiser	m	15,904				
Vending Times	m	16,483				
The Toy Book	m	12,921	65.0%	8,399	75.0%	9,691
Convenience Store News	15x	76,926	64.0%	49,233	61.0%	46,925
<u>Real Estate Group (3)</u>						
		108,390	61.0%	66,118	62.1%	67,310
Commercial Property News	bm	34,999				
National Real Estate Investor	m	39,791				
Real Estate Forum	m	33,600				
<u>Petroleum Group (3)</u>						
		185,754	55.0%	102,165	46.0%	85,447
Offshore Magazine	m	41,966	32.3%		32.8%	
Oil & Gas Journal	w	99,723	57.4%		55.4%	
Hart's: E&P	m	44,065	47.3%		46.5%	
Consulting Magazine	m	21,067	55.0%	11,587	70.0%	14,747
Business & Commercial Aviation	m	50,591	52.0%	26,307	62.0%	31,366
<u>Direct Marketing Group (2)</u>						
		67,897	51.0%	34,627	56.8%	38,565
Catalog Success	m	20,824				
Target Marketing	m	47,073				
<u>Computer Soft/Dev Group (2)</u>						
		160,600	50.0%	80,300	60.0%	96,360
Computer Graphics World	m	40,600				
Dr. Dobb's Journal	m	120,000				
National Underwriter (combined editions)	w	115,182	50.0%	57,591	65.0%	74,868

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6/30/2007						
<u>Medical Device Group (2)</u>						
Medical Device & Diagnostic Industry	m	65,595	50.0%	32,798	25.5%	16,727
MX:Business Strategies for Tech. Exi	6x	50,548				
		15,047				
Retail Traffic	m	35,926	50.0%	17,963	78.0%	28,022
<u>Hospitality Group (2)</u>						
Hotel & Motel Management	21x	114,992	49.2%	56,576	72.9%	83,829
Hotels	m	54,996				
		59,996				
<u>Pharmacy Group (2)</u>						
Pharmacy Times	m	308,085	49.0%	150,962	34.0%	104,749
U.S. Pharmacist	m	180,528				
		127,557				
<u>Environmental Group (2)</u>						
Pollution Engineering	m	93,957	48.5%	45,569	41.8%	39,274
Water World	11x	35,000				
		58,957				
Home Channel News	bw	40,447	48.0%	19,415	65.6%	26,533
<u>Engineering / Electrical Group (5)</u>						
EC&M	m	284,114	50.0%	42,000	60.0%	50,400
Electrical Distributor, The	m	84,000	46.0%	12,806	55.0%	15,312
Electrical Wholesaling	m	27,840	46.0%	10,132	55.0%	12,114
Engineering News-Record	w	22,026	42.0%	29,420	68.7%	48,123
Equipment World	m	70,048	49.0%	39,298	71.0%	56,942
PT - Magazine of Physical Therapy	m	80,200	46.2%	31,101	35.0%	23,561
Chain Store Age	m	67,318	41.6%	14,561	61.3%	21,456
Modern Plastics		35,002	41.0%	25,088	44.0%	26,924
Gourmet Retailer, The	m	61,190	41.0%	9,430	43.0%	9,890
<u>AdWeek/MediaWeek (2)</u>						
AdWeek	w	41,830	40.0%	16,732	42.2%	17,652
MediaWeek	w	21,271				
		20,559				
TOTALS:		7,187,185	74.1%	5,323,864	71.9%	5,164,739

SOURCE: '07 Audits; '08 Publisher Rates; '08 PMN Rates. Compiled by MMA, Chappaqua, NY 10514
The Professional Managerial Network Subscriber Database 2005, Advantage Business Research, Commack, NY 11725