

2008 SMALL BUSINESS NETWORK PROPOSAL - THE BIG PICTURE

| Ranked by composition <100 Employees | | | | | | |
|--|-------------|--------------------|--------------------------------------|--------------------------------------|---------------------------------|---------------------------------|
| MAGAZINE | FREQ | CIRCULATION | % Less Than 100 Employees | # Less Than 100 Employees | % C-Level Management | # C-Level 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% | |

2008 SMALL BUSINESS NETWORK PROPOSAL - THE BIG PICTURE

| Ranked by composition <100 Employees | | | | | | |
|--|-------------|--------------------|--------------------------------------|--------------------------------------|---------------------------------|---------------------------------|
| MAGAZINE | FREQ | CIRCULATION | % Less Than 100 Employees | # Less Than 100 Employees | % C-Level Management | # C-Level Management |
| 6/30/2007 | | | | | | |
| <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 | | | | |

2008 SMALL BUSINESS NETWORK PROPOSAL - THE BIG PICTURE

| <u>Ranked by composition <100 Employees</u> | | | % Less Than | # Less Than | % C-Level | # C-Level |
|--|-------------|--------------------|----------------------|----------------------|-------------------|-------------------|
| <u>MAGAZINE</u> | <u>FREQ</u> | <u>CIRCULATION</u> | <u>100 Employees</u> | <u>100 Employees</u> | <u>Management</u> | <u>Management</u> |
| 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 | w | 28,504 | 75.0% | 21,378 | 68.4% | 19,497 |
| Advisor Today | m | 22,011 | 75.0% | 16,508 | 70.0% | 15,408 |
| A/C, Heating & Plumbing Group (4) | | 86,198 | 72.7% | 62,666 | 65.7% | 56,632 |
| 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% | |
| Wood & Wood Products | m | 30,010 | 64.8% | | 52.3% | |
| POB - (Point of Beginning) | m | 41,231 | 70.0% | 28,862 | 58.9% | 24,285 |
| PDN (Photo District News) | m | 39,005 | 70.0% | 27,304 | 49.0% | 19,112 |
| Architectural / Design Group (5) | | 20,860 | 70.0% | 14,602 | 80.0% | 16,688 |
| 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% | |

2008 SMALL BUSINESS NETWORK PROPOSAL - THE BIG PICTURE

| <u>Ranked by composition <100 Employees</u> | | | % Less Than | # Less Than | % C-Level | # C-Level |
|--|-------------|--------------------|----------------------|----------------------|-------------------|-------------------|
| <u>MAGAZINE</u> | <u>FREQ</u> | <u>CIRCULATION</u> | <u>100 Employees</u> | <u>100 Employees</u> | <u>Management</u> | <u>Management</u> |
| 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 |

2008 SMALL BUSINESS NETWORK PROPOSAL - THE BIG PICTURE

| <u>Ranked by composition <100 Employees</u> | | | % Less Than | # Less Than | % C-Level | # C-Level |
|--|-------------|--------------------|----------------------|----------------------|-------------------|-------------------|
| <u>MAGAZINE</u> | <u>FREQ</u> | <u>CIRCULATION</u> | <u>100 Employees</u> | <u>100 Employees</u> | <u>Management</u> | <u>Management</u> |
| 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. Ex | 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