



BUSINESS NEWS TODAY

B2B Media

Publisher's Statement

6 months ended June 30, 2023

Subject to Audit

Field Served:

BUSINESS NEWS TODAY is edited for creative professionals in the field of advertising and marketing communications.

BUSINESS NEWS TODAY

May Issue

Secure Your
Company
For the Future

Make the
Tradeshow a
Success

Growing A Small
Business

How to Maximize
Consumer Contact
with Social Media

Secure Your
Website: Reassure
and Keep Your
Customers



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TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 58,248

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	5,717	Qualified Nonpaid Individual - Print	9,440
Qualified Paid Individual - Digital	58	Qualified Nonpaid Individual - Digital	121
Qualified Paid Individual - Print & Digital (Unduplicated)	63	Qualified Nonpaid Individual - Print & Digital (Unduplicated)	46
Total Qualified Paid Individual	5,838	Total Qualified Nonpaid Individual	9,607
Qualified Paid Association - Print	20,079	Qualified Nonpaid Association - Print	10,564
Qualified Paid Association - Digital	132	Qualified Nonpaid Association - Digital	129
Qualified Paid Association - Print & Digital (Unduplicated)	56	Qualified Nonpaid Association - Print & Digital (Unduplicated)	53
Total Qualified Paid Association	20,267	Total Qualified Nonpaid Association	10,746
Qualified Paid Sponsored Individually Addressed - Print	4,379	Qualified Nonpaid Multicopy Same Addressee - Print	3,420
Qualified Paid Sponsored Individually Addressed - Digital	54	Total Average Qualified Nonpaid Circulation	23,773
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	63		
Total Qualified Paid Sponsored Individually Addressed	4,496		
Qualified Paid Multicopy Same Addressee - Print	3,355		
Qualified Paid Multicopy Same Addressee - Digital	57		
Qualified Paid Multicopy Same Addressee - Print & Digital (Unduplicated)	23		
Total Qualified Paid Multicopy Same Addressee	3,435		
Single Copy Sales - Print	360		
Single Copy Sales - Digital	46		
Single Copy Sales - Print & Digital (Unduplicated)	33		
Total Single Copy Sales	439		
Total Average Qualified Paid Circulation	34,475		

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Market Coverage Copies - Print	222
Nonqualified Market Coverage Copies - Digital	26
Nonqualified Market Coverage Copies - Print & Digital (Unduplicated)	92
Total Nonqualified Market Coverage Copies	340
Nonqualified Allocated for Shows & Conventions - Print	175
Nonqualified Allocated for Shows & Conventions - Digital	167
Nonqualified Allocated for Shows & Conventions - Print & Digital (Unduplicated)	10
Total Nonqualified Allocated for Shows & Conventions	352
Nonqualified Miscellaneous, Including Staff Copies - Print	70
Nonqualified Miscellaneous, Including Staff Copies - Digital	50
Nonqualified Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	10
Total Nonqualified Miscellaneous, Including Staff Copies	130
Total Average Nonqualified Circulation	822

CIRCULATION BY ISSUES

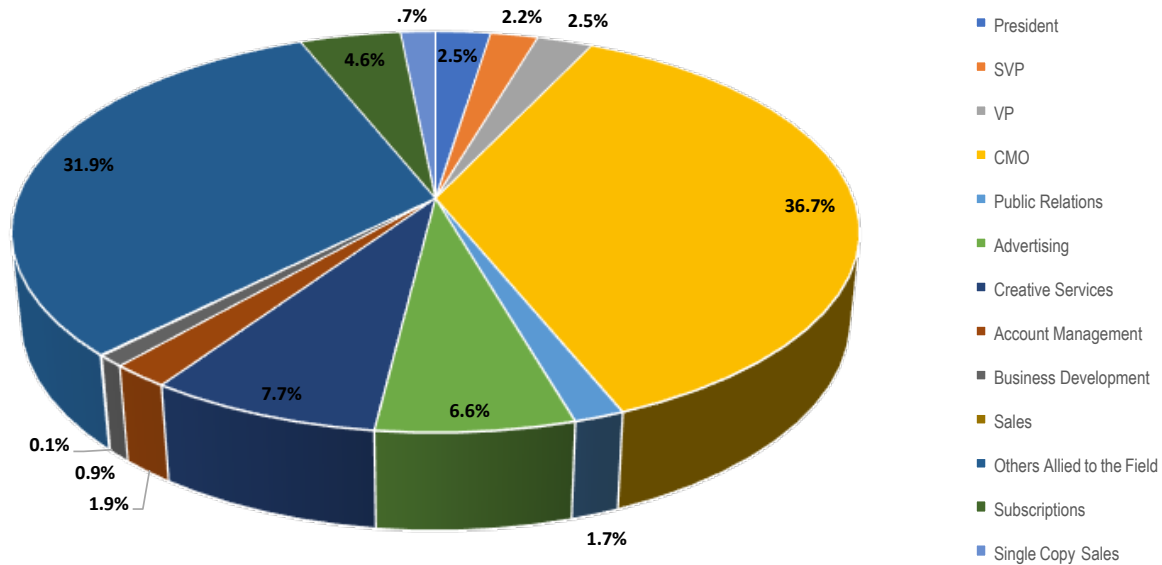
Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan 02	29,565	320	190	30,075	23,817	248	86	24,151	54,226	35	
Jan 09	34,623	376	157	35,156	23,828	256	87	24,171	59,327	12	31
Jan 16	34,831	381	169	35,381	24,151	263	88	24,502	59,883	107	437
Jan 23	34,992	386	234	35,612	23,716	270	89	24,075	59,687	10,374	9,946
Jan 30	34,597	356	243	35,196	23,657	256	90	24,003	59,199	77	4
Feb 06	34,776	367	226	35,369	23,640	256	91	23,987	59,356	25	8
Feb 13	34,979	370	233	35,582	23,675	258	92	24,025	59,607	28	65
Feb 20	34,968	371	226	35,565	23,653	254	93	24,000	59,565	28	2
Feb 27	35,020	373	182	35,575	23,607	245	94	23,946	59,521	69	14
Mar 06	34,055	352	221	34,628	23,456	242	95	23,793	58,421	162	8
Mar 13	34,123	354	193	34,670	23,424	255	96	23,775	58,445	20	1
Mar 20	34,087	355	261	34,703	23,353	236	97	23,686	58,389	102	12
Mar 27	34,142	360	220	34,722	23,325	233	98	23,656	58,378	37	6
Apr 03	33,577	329	259	34,165	23,186	224	99	23,509	57,674	159	11
Apr 10	33,915	337	201	34,453	23,139	234	100	23,473	57,926	51	14
Apr 17	33,699	339	289	34,327	23,075	238	101	23,414	57,741	67	4
Apr 24	33,964	341	258	34,563	23,559	242	102	23,903	58,466	4,505	4,993
May 01	33,046	313	244	33,603	23,441	250	103	23,794	57,397	127	17
May 08	33,229	322	231	33,782	23,311	256	104	23,671	57,453	124	
May 15	33,426	336	232	33,994	23,252	258	105	23,615	57,609	82	25
May 22	34,570	365	280	35,215	23,183	250	106	23,539	58,754	91	14
May 29	33,563	340	277	34,180	23,203	254	107	23,564	57,744		24
Jun 05	33,166	317	284	33,767	23,111	244	108	23,463	57,230	109	7
Jun 12	33,259	322	281	33,862	23,104	253	109	23,466	57,328	3	5
Jun 19	33,466	326	292	34,084	23,099	256	110	23,465	57,549	14	12
Jun 26	33,524	331	254	34,109	23,080	257	111	23,448	57,557	27	9

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
1.	President	1,435	2.5	1,116	9		1,125	306	4		310
2.	SVP	1,242	2.2	1,023	6		1,029	213			213
3.	VP	1,451	2.5	1,205	3		1,208	233	10		243
4.	CMO	21,124	36.7	12,832	100	248	13,180	7,618	216	110	7,944
5.	Public Relations	961	1.7	834	5		839	122			122
6.	Advertising	3,776	6.6	2,660	51		2,711	1,043	22		1,065
7.	Creative Services	4,429	7.7	3,802	52		3,854	571	4		575
8.	Account Management	1,119	1.9	1,044	12		1,056	63			63
9.	Business Development	544	0.9	485	5		490	54			54
10.	Sales	40	0.1	26	41		67	14			14
11.	Others Allied to the Field	18,366	31.9	5,463			5,463	12,862			12,862
	Other Paid Circulation										
	Subscriptions	2,639	4.6	2,639			2,639				
	Single Copy Sales	423	.7	423			423				
	Total Qualified Circulation	57,549	100.0	33,552	284	248	34,084	23,099	256	110	23,465

Charts are optional and supplied by the client

Distribution by Business Classification



AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	12,026	50	30	12,074	22	10	12,106	51.6
Written	11,980	25	10	11,995	15	5	12,015	51.2
Telecommunication	28	15	10	49	3	1	53	0.2
Internet and Email	18	10	10	30	4	4	38	0.2
Total Direct Request From Recipient's Company	145	28	15	167	12	9	188	0.8
Written	115	13	5	127	3	3	133	0.6
Telecommunication	15	8	5	20	4	4	28	0.1
Internet and Email	15	7	5	20	5	2	27	0.1
Total Communication Other Than Request	208	15	12	225	5	5	235	1.0
Written	115	5	5	121	2	2	125	0.5
Telecommunication	68	5	5	74	2	2	78	0.3
Internet and Email	25	5	2	30	1	1	32	0.1
Association	10,590	136	53	10,683	71	25	10,779	45.9
Business Directories	25	10		30	5		35	0.2
Lists	55	8		60	3		63	0.3
Acquired Circulation		9		9			9	0.0
Other Sources	50			50			50	0.2
Total Qualified Subscriptions	23,099	256	110	23,298	118	49	23,465	100.0
Percent	98.4	1.1	0.5	99.3	0.5	0.2	100.0	
Paid Subscription Circulation							33,661	
Paid Acquired Circulation								
Single Copy Sales							423	
Total Qualified Circulation							57,549	

MAILING ADDRESS ANALYSIS										
	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation	Percent
Individual by Name and Title and/or Occupation	4,598	50	74	4,722				4,722	4,722	8.3
Individual by Name Only	5,687	56	74	5,817	9,111	120	57	9,288	15,105	26.4
Title or Occupation Only	19,450	124	66	19,640	10,590	136	53	10,779	30,419	53.3
Company Name Only										
Multicopy Same Addressee	3,394	54	34	3,482	3,398			3,398	6,880	12.0
Total Qualified Subscriptions	33,129	284	248	33,661	23,099	256	110	23,465	57,126	100.0
Single Copy Sales									423	
Total Qualified Circulation									57,549	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	1,000			1,000	100			100	1,100
Arizona	1,000			1,000	529			529	1,529
Arkansas	1,000			1,000	697			697	1,697
California	5,635	50		5,685	1,385			1,385	7,070
Colorado	1,000			1,000					1,000
Connecticut	1,000			1,000					1,000
Delaware	1,000		50	1,050					1,050
District of Columbia	1,000			1,000	1,286	27		1,313	2,313
Florida	300			300					300
Georgia	300			300					300
Idaho	300			300	200			200	500
Illinois	3,698			3,698	3,582	45	25	3,652	7,350
Indiana	300	125		425					425
Iowa	300			300	1,258			1,258	1,558
Kansas	300			300					300
Kentucky	300		50	350					350
Louisiana	667			667					667
Maine	667			667	500			500	1,167
Maryland	667			667					667
Massachusetts	667			667					667
Michigan	667	50		717	459			459	1,176
Minnesota	15			15					15
Mississippi	25			25					25
Missouri	14			14					14
Montana	25	2		27	300			300	327
Nebraska	25		50	75					75
Nevada	200			200	258			258	458
New Hampshire	200			200					200
New Jersey	100	32		132					132
New Mexico	200			200	1,286	63		1,349	1,549
New York	4,667			4,667	5,687	45	25	5,757	10,424
North Carolina	300			300	100			100	400
North Dakota	100			100					100
Ohio	200	25		225					225
Oklahoma	200		50	250					250
Oregon	100			100	100			100	200
Pennsylvania	200			200					200
Rhode Island	200			200	200			200	400
South Carolina	300			300					300
South Dakota	200		48	248					248
Tennessee	200			200	400	53	25	478	678
Texas	2,675			2,675	4,691	23	35	4,749	7,424
Utah	145			145	60			60	205
Vermont	245			245					245
Virginia	145			145					145
Washington	145			145	18			18	163
West Virginia	145			145					145
Wisconsin	145			145					145
Wyoming	145			145					145
TOTAL 48 CONTERMINOUS STATES	33,029	284	248	33,561	23,096	256	110	23,462	57,023
Alaska									
Hawaii									
TOTAL ALASKA & HAWAII									
Single Copy Sales	337	42	44	423					423
U.S. Unclassified									
TOTAL UNITED STATES	33,366	326	292	33,984	23,096	256	110	23,462	57,446
Poss. & Other Areas									
U.S. & POSS., etc.	33,366	326	292	33,984	23,096	256	110	23,462	57,446
Canada	100			100	3			3	103
International									
Military or Civilian Personnel Overseas									
Total International	100			100	3			3	103
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	33,466	326	292	34,084	23,099	256	110	23,465	57,549

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	\$10.00
Single Copy	\$1.50

Definition of Recipient Qualification:

Qualified recipients are: creative professionals in the following fields: president, partner, CMO, SVP, VP, managing director, director/manager of marketing, public relations, communications, brand, product, advertising, sales, media buying/planning, account management, client services, business development, creative services, production, content development, editor, IT, technology, other directions and managers and other miscellaneous execs, schools and libraries and other allied to the field.

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