



# BUSINESS NEWS TODAY

## B2B Media

### Publisher's Statement

6 months ended June 30, 2024

Subject to Audit

### Field Served:

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



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TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		58,248	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	5,780	Qualified Nonpaid Individual - Print	9,486
Qualified Paid Individual - Digital	121	Qualified Nonpaid Individual - Digital	166
<b>Total Qualified Paid Individual</b>	<b>5,838</b>	<b>Total Qualified Nonpaid Individual</b>	<b>9,607</b>
Qualified Paid Membership Benefit - Print	20,135	Qualified Nonpaid Membership Benefit - Print	10,617
Qualified Paid Membership Benefit - Digital	188	Qualified Nonpaid Membership Benefit - Digital	182
<b>Total Qualified Paid Membership Benefit</b>	<b>20,267</b>	<b>Total Qualified Nonpaid Membership Benefit</b>	<b>10,746</b>
Qualified Paid Sponsored Individually Addressed - Print	4,441	Qualified Nonpaid Multicopy Same Addressee - Print	3,420
Qualified Paid Sponsored Individually Addressed - Digital	117	<b>Total Average Qualified Nonpaid Circulation</b>	<b>23,773</b>
<b>Total Qualified Paid Sponsored Individually Addressed</b>	<b>4,496</b>		
Qualified Paid Multicopy Same Addressee - Print	3,378		
Qualified Paid Multicopy Same Addressee - Digital	80		
<b>Total Qualified Paid Multicopy Same Addressee</b>	<b>3,435</b>		
Single Copy Sales - Print	393		
Single Copy Sales - Digital	79		
<b>Total Single Copy Sales</b>	<b>439</b>		
<b>Total Average Qualified Paid Circulation</b>	<b>34,475</b>		

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	314
Nonqualified Market Coverage Copies - Digital	118
<b>Total Nonqualified Market Coverage Copies</b>	<b>340</b>
Nonqualified Allocated for Shows & Conventions - Print	185
Nonqualified Allocated for Shows & Conventions - Digital	177
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>352</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	80
Nonqualified Miscellaneous, Including Staff Copies - Digital	60
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>130</b>
<b>Total Average Nonqualified Circulation</b>	<b>822</b>

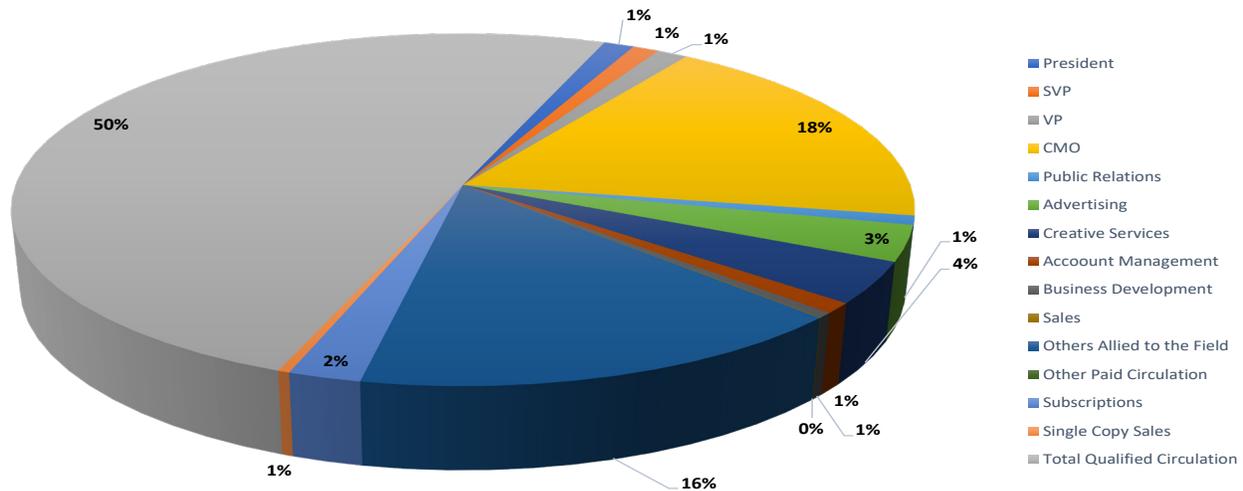
All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

CIRCULATION BY ISSUES									
Issue	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan 02	29,755	510	30,075	23,903	334	24,151	54,226	35	
Jan 09	34,780	533	35,156	23,915	343	24,171	59,327	12	31
Jan 16	35,000	550	35,381	24,239	351	24,502	59,883	107	437
Jan 23	35,226	620	35,612	23,805	359	24,075	59,687	10,374	9,946
Jan 30	34,840	599	35,196	23,747	346	24,003	59,199	77	4
Feb 06	35,002	593	35,369	23,731	347	23,987	59,356	25	8
Feb 13	35,212	603	35,582	23,767	350	24,025	59,607	28	65
Feb 20	35,194	597	35,565	23,746	347	24,000	59,565	28	2
Feb 27	35,202	555	35,575	23,701	339	23,946	59,521	69	14
Mar 06	34,276	573	34,628	23,551	337	23,793	58,421	162	8
Mar 13	34,316	547	34,670	23,520	351	23,775	58,445	20	1
Mar 20	34,348	616	34,703	23,450	333	23,686	58,389	102	12
Mar 27	34,362	580	34,722	23,423	331	23,656	58,378	37	6
Apr 03	33,836	588	34,165	23,285	323	23,509	57,674	159	11
Apr 10	34,116	538	34,453	23,239	334	23,473	57,926	51	14
Apr 17	33,988	628	34,327	23,176	339	23,414	57,741	67	4
Apr 24	34,222	599	34,563	23,661	344	23,903	58,466	4,505	4,993
May 01	33,290	557	33,603	23,544	353	23,794	57,397	127	17
May 08	33,460	553	33,782	23,415	360	23,671	57,453	124	
May 15	33,658	568	33,994	23,357	363	23,615	57,609	82	25
May 22	34,850	645	35,215	23,289	356	23,539	58,754	91	14
May 29	33,840	617	34,180	23,310	361	23,564	57,744		24
Jun 05	33,450	601	33,767	23,219	352	23,463	57,230	109	7
Jun 12	33,540	603	33,862	23,213	362	23,466	57,328	3	5
Jun 19	33,758	618	34,084	23,209	366	23,465	57,549	14	12
Jun 26	33,778	585	34,109	23,191	368	23,448	57,557	27	9

BUSINESS/OCCUPATIONAL ANALYSIS									
Classification by Business & Industry		Total	%	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	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	13,080	348	13,180	7,728	326	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	0.7	381	86	423			
	<b>Total Qualified Circulation</b>	<b>57,549</b>	<b>100.0</b>	<b>33,758</b>	<b>618</b>	<b>34,084</b>	<b>23,209</b>	<b>366</b>	<b>23,465</b>

Charts are optional and supplied by the client.

Distribution by Business Classification



SOURCE ANALYSIS								
Source	Print	Digital	Qualified Within				Total	%
			1 Year	2 Years	3 Years			
<b>Total Direct request from recipient</b>	<b>12,056</b>	<b>80</b>	<b>12,074</b>	<b>22</b>	<b>10</b>	<b>12,106</b>	<b>51.6</b>	
Written	11,990	35	11,995	15	5	12,015	51.2	
Telecommunication	38	25	49	3	1	53	0.2	
Internet and Email	28	20	30	4	4	38	0.2	
<b>Total Direct request from recipient's company</b>	<b>160</b>	<b>43</b>	<b>167</b>	<b>12</b>	<b>9</b>	<b>188</b>	<b>0.8</b>	
Written	120	18	127	3	3	133	0.6	
Telecommunication	20	13	20	4	4	28	0.1	
Internet and Email	20	12	20	5	2	27	0.1	
<b>Total Communication other than request</b>	<b>220</b>	<b>27</b>	<b>225</b>	<b>5</b>	<b>5</b>	<b>235</b>	<b>1.0</b>	
Written	120	10	121	2	2	125	0.5	
Telecommunication	73	10	74	2	2	78	0.3	
Internet and Email	27	7	30	1	1	32	0.1	
Membership Benefit	10,643	189	10,683	71	25	10,779	45.9	
Business Directories	25	10	30	5		35	0.2	
Lists	55	8	60	3		63	0.	
Acquired Circulation		9	9			9	0.0	
Other Sources	50		50			50	0.2	
<b>Total Qualified Subscriptions</b>	<b>23,209</b>	<b>366</b>	<b>23,298</b>	<b>118</b>	<b>49</b>	<b>23,465</b>	<b>100.0</b>	
<b>Percent</b>	<b>99.0</b>	<b>1.6</b>	<b>99.3</b>	<b>0.5</b>	<b>0.2</b>	<b>100.0</b>		
Paid Subscription Circulation						33,661		
Paid Acquired Circulation								
Single Copy Sales						423		
<b>Total Qualified Circulation</b>						<b>57,549</b>		

MAILING ADDRESS ANALYSIS								
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total	%
Individual by name and title and/ or occupation	4,672	124	4,722				4,722	8.3
Individual by name only	5,761	130	5,817	9,168	177	9,288	15,105	26.4
Title or occupation only	19,516	190	19,640	10,643	189	10,779	30,419	53.3
Company/Store name only								
Multi-Copy Same Addressee	3,428	88	3,482	3,398		3,398	6,888	12.0
<b>Total Qualified Subscriptions</b>	<b>33,377</b>	<b>532</b>	<b>33,661</b>	<b>23,209</b>	<b>366</b>	<b>23,465</b>	<b>57,126</b>	<b>100.0</b>
Single Copy Sales							423	
<b>Total Qualified Circulation</b>							<b>57,549</b>	

**GEOGRAPHIC ANALYSIS**

State/Province	Qualified Paid-Print	Qualified Paid-Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Total Circulation
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	1,050	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	3,607	70	3,652	7,350
Indiana	300	125	425				425
Iowa	300		300	1,258		1,258	1,558
Kansas	300		300				300
Kentucky	350	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	75	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	5,712	70	5,757	10,424
North Carolina	300		300	100		100	400
North Dakota	100		100				100
Ohio	200	25	225				225
Oklahoma	250	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	248	48	248				248
Tennessee	200		200	425	78	478	678
Texas	2,675		2,675	4,726	58	4,749	7,424
Utah	145		145	60	0	60	205
Vermont	245		245				245
Virginia	145		145				145
Washington	145		145			18	163
West Virginia	145		145				145
Wisconsin	145		145				145
Wyoming	145		145				145
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>33,277</b>	<b>532</b>	<b>33,561</b>	<b>23,206</b>	<b>366</b>	<b>23,462</b>	<b>57,023</b>
Alaska							
Hawaii							
<b>TOTAL ALASKA &amp; HAWAII</b>							
Single Copy Sales	381	86	423				423
U.S. Unclassified							
<b>TOTAL UNITED STATES</b>	<b>33,658</b>	<b>618</b>	<b>33,984</b>	<b>23,206</b>	<b>366</b>	<b>23,462</b>	<b>57,446</b>
Poss. & Other Areas							
<b>U.S. &amp; POSS., etc.</b>	<b>33,658</b>	<b>618</b>	<b>33,984</b>	<b>23,206</b>	<b>366</b>	<b>23,462</b>	<b>57,446</b>
Canada	100		100	3		3	103
International							
Military or Civilian Personnel Overseas							
<b>Total International</b>	<b>100</b>	<b>618</b>	<b>100</b>	<b>3</b>		<b>3</b>	<b>103</b>
E-Mail Address Only							
Other Unclassified							
<b>GRAND TOTAL</b>	<b>33,758</b>	<b>618</b>	<b>34,084</b>	<b>23,209</b>	<b>366</b>	<b>23,465</b>	<b>57,549</b>

TERM DATA			
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Three years or more			
Two years or more but less than three	49	39	52
One year or more but less than two	48	40	52
Less than one year	3,293	2,887	3,630
<b>Total</b>	<b>3,390</b>	<b>2,966</b>	<b>3,735</b>

SALES CHANNELS			
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Ordered by mail and /or directly requested by subscribers Catalog agencies and individual agents Publisher's own and other publishers' salespeople Independent agencies' salespeople	20		20
Membership Benefit	3,370	2,966	3,715
All other channels			
<b>Total</b>	<b>3,390</b>	<b>2,966</b>	<b>3,735</b>

PREMIUM USAGE			
	Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid
Ordered without premium	3,390	2,966	3,735
Ordered with reprinted material from this publication			
Ordered with other premiums			
<b>Total</b>	<b>3,390</b>	<b>2,966</b>	<b>3,735</b>

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$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.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Totals:** All totals in this report represent aggregated unique recipients, not the sum of print and digital circulation.

**Paid Membership Benefit:** Represent copies served to members of \_\_\_\_\_. \$\_\_\_\_\_ is allocated for a \_\_\_\_\_ year subscription to this publication and is non deductible (-or- deductible) from dues. This publication is the official journal of \_\_\_\_\_.

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**Business Directories:** Represent copies served to subscribers obtained from Flight Global Data.

**Lists:** Represent copies served to subscribers obtained from \_\_\_\_\_.

**Analyzed Issue:** The information in Business/Occupational Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Jun 19 issue.

**Source Projection:** The figures used are based on percentages established for the \_\_\_\_\_ issue and projected against the totals for the \_\_\_\_\_ issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: Weekly

Format: Standard

Established: 1993

AAM Member Since: 1993

Member #: 06-9990-0

SRDS: 1

Parent Company: Publishing USA

NAME

Published by:  
Business News Publisher

Circulation Director

4513 Lincoln Ave  
Suite 105B  
Lisle, IL 60532  
T: (224) 366-6939  
www.businessnewstoday.com