

2016 SMALL BUSINESS NETWORK®
LESS THAN 100 EMPLOYEES - THE BIG PICTURE

Ranked by composition <100 Employees

PUBLICATION	Issues Per Year	6/30/2015 Circulation	% Less 100 Employees	# Less 100 Employees	% C-Level Management	# C-Level Management
Giftware News	10	20,466	96.7%	19,791	96.1%	19,668
<i><u>Veterinary Group (3)</u></i>						
DVM	12	59,939				
Veterinary Economics	12	57,014				
Veterinary Medicine	12	54,944				
<i><u>Dental Group (2)</u></i>						
Dental Economics	12	101,790				
Dental Products Report	12	140,000				
JCK (Jeweler's Circular Keystone)	10	25,096	93.0%	23,339	88.0%	22,084
<i><u>Physicians Group (11)</u></i>						
Family Practice News	20	95,588				
Internal Medicine News	20	108,466				
Physicians Practice	10	25,000				
Clinical Psychiatry News	12	39,234				
Oncology	12	28,681				
Orthopedics	6	28,671				
Ocular Surgery News	24	18,471				
Ob/Gyn News	12	42,524				
Pediatric News	12	56,665				
Dermatology News	12	14,532				
Cardiology News	12	29,078				
Candy Industry	12	14,101	92.5%	13,043	91.0%	12,832
<i><u>Automotive Aftermarket Group (7)</u></i>						
Motor Age	12	115,032	91.0%	308,887	87.4%	296,617
Modern Tire Dealer	12	35,003	96.1%	110,546	88.5%	101,803
Tire Review	12	32,218	93.8%	32,833	90.9%	31,818
Automotive Body Repair Network	12	45,441	93.8%	30,220	90.9%	29,286
BodyShop Business	12	46,273	92.0%	41,806	90.7%	41,215
Import Car	12	27,279	92.0%	42,571	90.7%	41,970
Counterman	12	38,030	85.0%	23,187	90.0%	24,551
			72.9%	27,724	68.3%	25,974

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Landscape Management	12	65,100	91.0%	59,241	92.0%	59,892
<u>Medical Support Group (4)</u>		150,785	91.0%	137,214	90.0%	135,707
Acupuncture Today	12	21,491				
Dynamic Chiropractic	24	58,909				
Massage Today	12	57,414				
Podiatry Today	12	12,971				
Coffee Talk Magazine	12	34,543	90.1%	31,123	92.0%	31,780
Bake Magazine	10	36,907	90.0%	33,216	89.0%	32,847
<u>Accounting Group (2)</u>		133,778	89.5%	119,689	82.7%	110,570
Accounting Today	12	60,100	90.9%	54,631	84.8%	50,965
CPA Practice Advisor	12	73,678	88.3%	65,058	80.9%	59,606
PMQ Pizza Magazine	10	40,050	89.0%	35,645	90.0%	36,045
Cleaning & Maintenance Management	10	33,300	88.2%	29,371	85.0%	28,305
<u>Eyecare Group (2)</u>		151,374	88.1%	133,360	88.0%	133,209
Eyecare Business	12	40,039				
Review of Optometry	12	41,275				
20/20	14	50,037				
Vision Monday	14	20,023				
<u>Salon Group (4)</u>		285,807	87.0%	248,652	72.4%	206,924
American Salon	12	104,168				
Modern Salon	12	101,115				
Nails	12	58,524				
Salon Today	9	22,000				
Woodworking Network	12	66,063	86.8%	57,343	80.8%	53,379
Sporting Goods Business	12	22,757	85.7%	19,503	82.8%	18,843
Gourmet News	12	25,000	85.0%	21,250	84.0%	21,000
Twice	26	20,092	84.0%	16,877	78.0%	15,672
<u>Footwear Group (2)</u>		31,099	84.0%	26,123	77.0%	23,946
Footwear News	52	17,023				
Footwear Plus	10	14,076				

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<u>Insurance Group (2)</u>		116,718	83.0%	96,876	71.5%	83,453
Independent Agent	12	38,321				
Advisor Today	6	78,397				
Hardware Retailing	12	35,000	83.0%	29,050	73.0%	25,550
Florists' Review	12	16,640	82.0%	13,645	67.0%	11,149
<u>Builder Group (3)</u>		483,560	81.8%	395,785	80.0%	386,919
Builder	12	117,856	81.0%	95,463	79.6%	93,813
ProSales	9	38,416	90.0%	34,574	87.0%	33,422
Remodeling	10	103,336	94.0%	97,136	86.0%	88,869
Journal of Light Construction	12	61,801	80.0%	49,441	79.5%	49,132
Contractor	12	48,288	80.0%	38,630	82.0%	39,596
Contracting Business	12	40,810	81.0%	33,056	83.0%	33,872
Building Operating Management	12	73,053	65.0%	47,484	66.0%	48,215
QSR	12	31,400	81.0%	25,434	79.0%	24,806
<u>Fashion Group (3)</u>		43,661	80.2%	35,032	75.5%	32,953
Accessories	5	19,583	80.0%	15,666	76.0%	14,883
Earnshaw's	10	11,466	82.0%	9,402	74.0%	8,485
MR - (Menswear Retailing)	6	12,612	79.0%	9,963	76.0%	9,585
Floor Covering Weekly	24	14,607	80.0%	11,686	85.0%	12,416
<u>A/C, Heating & Refrigeration Group (6)</u>		208,873	79.5%	166,123	67.9%	141,876
A/C, Heating & Refrigeration News	52	30,858	84.6%	26,106	78.8%	24,316
PHC News	12	47,000	90.0%	42,300	74.0%	34,780
pme (formerly PM Engineer)	12	25,000	64.8%	16,200	58.6%	14,650
Plumbing & Mechanical	12	49,005	92.0%	45,085	75.0%	36,754
Supply House Times	12	27,010	64.8%	17,502	52.3%	14,126
The Wholesaler	12	30,000	63.1%	18,930	57.5%	17,250
Printing Impressions	12	65,047	77.5%	50,411	71.4%	46,444
<u>Financial Group (3)</u>		295,100	77.0%	227,227	76.5%	225,752
Financial Planning	12	115,100				
Investment Advisor	12	100,000				
Research Magazine	12	80,000				
Furniture Today	52	19,019	76.5%	14,550	87.0%	16,547
Home Media Magazine	52	12,487	76.1%	9,503	73.9%	9,228
MMR	12	11,672	75.5%	8,812	72.0%	8,404

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Travel Weekly	52	37,000	75.0%	27,750	75.0%	27,750
Overdrive	12	100,075	75.0%	75,056	75.0%	75,056
Security Distributing & Marketing	12	34,866	75.0%	26,150	68.4%	23,848
Publishers Weekly	52	30,000	75.0%	22,500	70.0%	21,000
<u>Restaurant Group (2)</u>		140,744	73.5%	103,499	74.4%	104,770
Nation's Restaurant News	18	60,644	65.0%	39,419	73.7%	44,695
Restaurant Business	12	80,100	80.0%	64,080	75.0%	60,075
Bicycle Retailing & Industry News	18	9,000	72.5%	6,525	78.2%	7,038
<u>Architecture/Design Group (3)</u>		183,035	72.3%	132,256	74.9%	137,131
Architectural Record	12	92,966	69.6%	64,704	70.0%	65,076
Contract Magazine	10	30,000	75.0%	22,500	80.0%	24,000
Interior Design	12	60,069	75.0%	45,052	80.0%	48,055
POB - (Point of Beginning)	12	35,005	70.0%	24,504	49.0%	17,152
<u>Photographic Group (3)</u>		128,182	70.0%	89,727	80.0%	102,546
PDN (Photo District News)	12	20,000				
RangeFinder	11	52,682				
Professional Photographer	12	55,500				
<u>Publisher Group (2)</u>		64,000	65.7%	42,048	50.0%	32,000
Folio:	6	50,000				
Publishing Executive	4	14,000				
The Toy Book	6	15,000	65.0%	9,750	75.0%	11,250
Automatic Merchandiser	8	14,652	65.0%	9,524	69.0%	10,110
CSP - Convenience Store Petroleum	12	94,500	64.0%	60,480	61.0%	57,645
<u>Private Practice Group (9)</u>		358,788	62.8%	225,165	60.5%	217,009
California Lawyer	12	142,963	60.8%	86,922	52.9%	75,627
Chicago Lawyer	11	10,500	66.0%	6,930	81.0%	8,505
Law Technology News	6	40,254	60.0%	24,152	64.1%	25,803
Los Angeles Lawyer	12	19,702	68.0%	13,397	65.0%	12,806
National Law Journal, The	52	8,442	49.1%	4,145	61.1%	5,158
Texas Lawyer	52	4,102	67.0%	2,748	69.0%	2,830
Trial	12	22,007	94.1%	20,709	86.0%	18,926
Trusts and Estates	12	8,618	55.0%	4,740	70.0%	6,033
Washington Lawyer	11	102,200	60.1%	61,422	60.0%	61,320

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<u>Real Estate Group (2)</u>						
National Real Estate Investor	4	72,303	61.0%	44,105	62.1%	44,900
Real Estate Forum	10	36,754				
		35,549				
<u>Engineering/Electrical Group (5)</u>						
EC&M (Contractors Only)	12	266,315	52.0%	138,588	64.4%	171,427
Electrical Distributor, The	12	80,012	66.3%	53,048	60.0%	48,007
Electrical Wholesaling	12	25,393	46.0%	11,681	55.0%	13,966
Engineering News Record	12	21,004	46.0%	9,662	55.0%	11,552
Equipment World	36	62,231	42.0%	26,137	68.7%	42,753
	12	77,675	49.0%	38,061	71.0%	55,149
<u>Petroleum Group (2)</u>						
Oil & Gas Journal	12	166,000	50.1%	83,232	48.9%	81,113
Offshore	12	117,986	57.4%	67,724	55.4%	65,364
	12	48,014	32.3%	15,509	32.8%	15,749
<u>Direct Marketing Group (2)</u>						
Total Retail	4	59,534	51.0%	30,362	56.8%	33,815
Target Marketing	8	23,438				
		36,096				
Computer Graphics World	6	40,100	50.0%	20,050	60.0%	24,060
National Underwriter (2)	12	140,300	50.0%	70,150	65.0%	91,195
Medical Device & Diagnostic Industry	12	48,050	50.0%	24,025	65.0%	31,233
<u>Hospitality Group (3)</u>						
Hotel Management	15	146,442	49.2%	72,049	72.9%	106,756
Hotels	10	45,678				
Hotel Business	10	60,264				
	24	40,500				
<u>Pharmacy Group (2)</u>						
U.S. Pharmacist	12	334,417	48.5%	162,273	34.7%	116,088
Pharmacy Times	12	159,108	48.0%	76,372	35.5%	56,483
	12	175,309	49.0%	85,901	34.0%	59,605
Home Channel News	9	31,556	48.0%	15,147	65.6%	20,701
PT in Motion	11	87,630	46.2%	40,485	35.0%	30,671
Chain Store Age	7	26,635	41.6%	11,080	61.3%	16,327
AdWeek	45	42,357	40.0%	16,943	42.2%	17,875
TOTALS		6,456,461	75.1%	4,848,773	73.2%	4,728,825