

**ABC Company
2021 MID-SIZE BUSINESS NETWORK®
100-999 EMPLOYEES - THE BIG PICTURE**

<i>Ranked by composition 100-999 Employees</i>		6/30/2020	% 100-999	# 100-999	% C-Level	# C-Level	2021 PUBLISHER	SBN 2021 1-12x P4CB RATES	
<i>PUBLICATION</i>		CIRCULATION	Employees	Employees	Management	Management	1-12x P4CB RATES	COST	CPM
		6/30/2015							
Assembly	12	60,207	48.5%	29,200	50.0%	30,104	\$9,555	\$5,145	\$85.46
Beverage World	12	34,000	40.0%	13,600	34.0%	11,560	9,987	5,184	152.47
<u>Commercial Banking Group (5)</u>		115,414	39.7%	45,819	48.3%	55,745			
U.S. Banker	12	40,094	35.0%		40.0%		15,410	5,840	145.66
Bank Systems + Technology	12	24,265	45.0%		49.8%		13,184	5,998	247.19
Bank Technology News	12	30,030	41.0%		50.0%		18,331	6,681	222.48
American Banker	365	12,975	35.0%		62.7%		18,291	9,648	743.58
Credit Union Journal	52	8,050	50.0%		56.0%		6,552	2,746	341.12
Security	12	35,006	37.9%	13,267	68.0%	23,804	5,800	3,085	88.13
Tooling & Production	12	60,000	37.0%	22,200	30.0%	18,000	6,353	4,788	79.80
<u>Chemical Processing Group (3)</u>		144,793	36.0%	52,125	44.5%	64,433			
Chemical Week	52	18,513					13,862	6,251	337.65
Chemical Engineering	12	65,090					12,450	7,281	111.86
Modern Plastics	12	61,190					10,505	6,468	105.70
<u>Publishing Group (3)</u>		39,901	34.6%	13,806	58.1%	23,182			
Folio:	12	9,605	38.0%		35.0%		5,593	4,191	436.34
Editor & Publisher	12	13,667	41.2%		42.9%		7,245	3,150	230.48
Publishing Executive	6	16,629					7,520	3,873	232.91
Consulting Magazine	12	21,067	34.5%	7,268	70.0%	14,747	9,006	4,414	209.52
<u>Broadcasting Group (4)</u>		90,783	33.6%	30,503	43.8%	39,763			
Broadcasting & Cable	52	23,006	39.0%		50.0%		16,960	10,264	446.14
MultiChannel News	52	17,210	35.0%		51.0%		16,705	8,927	518.71
CED	12	22,650	32.0%		40.0%		8,060	5,765	254.53
Communications Technology	12	27,917	29.1%		32.9%		8,070	4,244	152.02
<u>Mortgage Banking Group (4)</u>		64,314	33.5%	21,545	46.7%	30,035			
Mortgage Technology	6	13,700	38.5%		39.0%		5,450	2,898	211.53
National Mortgage News	52	8,500	41.0%		40.5%		7,450	3,793	446.24
Multi-Housing News	12	27,614	30.0%		45.0%		12,050	6,000	217.28
Origination News	12	14,500	30.0%		60.8%		6,950	3,883	267.79

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		6/30/2015							
Engineering Group (2)		150,248	33.0%	49,582	68.7%	103,220			
Engineering News-Record	52	70,048					17,850	8,827	126.01
Equipment World	12	80,200					14,760	8,080	100.75
Hospitality Group (2)		114,992	33.0%	37,947	72.9%	83,829			
Hotels	12	59,996					14,660	10,052	167.54
Hotel & Motel Management	21	54,996					18,009	11,141	202.58
Textile World	12	15,009	33.0%	4,953	41.0%	6,154	7,700	5,882	391.90
Electrical Contractors (3)		133,894	32.5%	43,516	40.0%	53,558			
EC&M	m	84,000					11,370	7,216	85.90
Electrical Distributor	m	27,840					8,815	4,385	157.51
Electrical Wholesaling	m	22,054					8,015	4,809	218.06
Food Group (2)		87,400	32.0%	27,968	36.0%	31,464			
Food Engineering	m	44,150					9,230	4,571	103.53
Prepared Foods	m	43,250					8,510	4,424	102.29
Insurance & Technology Group (2)		38,151	31.5%	12,018	45.5%	17,359			
Insurance & Technology	m	18,100					13,184	6,408	354.03
Technology Decisions	m	20,051					10,031	4,410	219.94
Computer Software Group (2)		160,600	30.3%	48,662	50.0%	80,300			
Computer Graphics World	m	40,600					10,043	6,933	170.76
Dr. Dobb's Journal	m	120,000					18,887	12,579	104.83
Pharmaceutical Group (3)		85,845	30.0%	25,754	60.0%	51,507			
BioPharm	m	29,245					8,430	4,508	154.15
Pharmaceutical Executive	m	18,000					7,780	3,751	208.39
Pharmaceutical Technology	m	38,600					11,490	5,881	152.36
American Metal Market	d	7,021	30.0%	2,106	55.0%	3,862	7,220	3,135	446.52
Real Estate Group (4)		144,316	29.0%	41,852	62.1%	89,620			
Commercial Property News	bm	34,999					18,249	11,034	315.27
National Real Estate Investor	m	39,791					10,720	5,681	142.77
Real Estate Forum	m	33,600					16,038	7,426	221.01
Retail Traffic	m	35,926					5,600	3,722	103.60
Supply House Times	m	30,010	29.0%	8,703	52.3%	15,695	6,720	3,669	122.26

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PUBLICATION		CIRCULATION	Employees	Employees	Management	Management	1-12x P4CB RATES	COST	CPM
		6/30/2015							
Gourmet Retailer	m	23,000	29.0%	6,670	43.0%	9,890	\$8,064	\$4,071	\$177.00
Advertising Group (2)		41,830	27.0%	11,294	45.0%	18,824			
AdWeek	w	21,271					24,552	10,624	499.46
MediaWeek	w	20,559					16,797	6,945	337.81
PT The Magazine of Physical Therapy	m	67,318	26.9%	18,109	35.0%	23,561	4,430	3,856	57.28
Electric Light & Power	6x	21,492	26.0%	5,588	14.1%	3,030	9,200	5,261	244.79
Physics Today	m	123,425	25.0%	30,856	20.0%	24,685	10,310	6,441	52.19
Medical Manufacturing Group (2)		65,595	25.0%	16,399	25.5%	16,727			
Medical Device and Diagnostic Ind.	m	50,548					9,945	6,764	133.81
MX:Business Strategies for Tech Exec	6x	15,047					6,495	4,622	307.17
Discount Store Retailing Group (2)		43,307	25.0%	10,827	55.0%	23,819			
Retailing Today	18x	18,307					13,630	10,121	552.85
Retail Merchandiser	m	25,000					11,130	6,281	251.24
American Journal of Managed Care	m	47,988	25.0%	11,997	48.5%	23,274	9,850	6,369	132.72
Progressive Grocer	18x	42,186	24.8%	10,462	61.0%	25,733	17,200	8,877	210.43
Pollution Control Group (2)		93,957	24.2%	22,738	41.8%	39,274			
Pollution Engineering	m	35,000					7,410	4,999	142.83
Water World	11x	58,957					9,105	5,123	86.89
POB (Point Of Beginning)	m	39,005	24.0%	9,361	49.0%	19,112	7,470	3,613	92.63
Chain Store Age	m	35,002	24.0%	8,400	63.3%	22,156	13,595	6,150	175.70
The Law Group (8)		239,619	22.5%	53,914	71.0%	170,129			
American Lawyer, The	10x	16,810	28.9%		51.2%		13,525	9,143	543.90
Law Firm, Inc.	10x	20,000	32.0%		59.0%		6,205	4,074	203.70
Chicago Lawyer	m	8,945	24.0%		81.0%		3,670	2,867	320.51
National Law Journal, The	w	17,000	21.8%		61.1%		12,345	7,716	453.88
Washington Lawyer	11x	84,300	25.0%		60.0%		6,975	4,413	52.35
Corporate Counsel	m	43,184	25.8%		28.3%		13,495	9,209	213.25
Law Technology News	m	40,000	21.8%		60.0%		10,600	6,863	171.58
Trusts & Estates	m	9,380	35.0%		65.0%		6,381	4,577	487.95
Telecommunications Group (2)		114,326	22.0%	25,152	60.0%	68,596			
Microwave Journal	m	50,044					\$8,505	\$4,714	\$94.20

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		6/30/2015							
Telecommunications	m	64,282					14,500	8,180	127.25
<u>Printing Group (2)</u>		154,857	22.0%	34,069	71.4%	110,568			
American Printer	m	75,012					14,705	7,790	103.85
Printing Impressions	m	79,845					16,710	8,256	103.40
Home Channel News	bw	40,447	21.9%	8,858	65.6%	26,533	11,595	5,638	139.39
Aviation Week & Space Technology	w	93,884	21.5%	20,185	31.0%	29,104	20,645	10,382	110.58
Automotive Engineering	m	86,435	21.0%	18,151	23.0%	19,880	11,820	6,802	78.69
<u>Direct Marketing Group (2)</u>		67,897	21.0%	14,258	56.7%	38,498			
Target Marketing	m	47,073					9,440	4,276	90.84
Catalog Success	m	20,824					7,860	3,810	182.96
BrandWeek	w	25,651	21.0%	5,387	36.0%	9,234	19,923	8,429	328.60
Toy Book, The	m	12,921	21.0%	2,713	61.0%	7,882	8,165	5,489	424.81
<u>Petroleum Group (3)</u>		185,754	20.0%	37,151	37.7%	70,029			
Oil & Gas Journal	w	99,723					12,803	7,783	78.05
Hart: E&P	m	44,065					11,100	4,659	105.73
Offshore Magazine	m	41,966					11,662	5,465	130.22
National Underwriter (combined editions)	w	115,182	20.0%	23,036	65.0%	74,868	19,032	9,104	79.04
TOTALS		3,414,049	28.1%	957,969	50.5%	1,723,348	\$965,494	\$528,797	\$154.89

PMN Discount: 45.2%

SOURCE: 6/20 Audits; '21 Publisher Rates; '21 PMN Rates. Compiled by MMA, Chappaqua, NY 10514

The Professional Managerial Network Subscriber Database 2007, Advantage Business Research, Commack, NY 11725