

**PROFESSIONAL
MANAGERIAL
NETWORK**

**ABC Company
2021 SMALL BUSINESS NETWORK®
< 100 EMPLOYEES - THE BIG PICTURE**

Ranked by composition <100 Employees PUBLICATION	Issues Per Year	6/30/2020 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>Veterinary Group (3)</i>		127,843	96.0%	122,729	91.7%	117,232
DVM	12	44,276				
Veterinary Economics	12	43,019				
Veterinary Medicine	12	40,548				
<i>Dental Group (2)</i>		227,608	95.0%	216,228	85.0%	193,467
Dental Economics	12	94,426				
Dental Products Report	12	133,182				
JCK (Jeweler's Circular Keystone)	10	25,118	93.0%	23,360	88.0%	22,104
<i>Physicians Group (11)</i>		507,499	93.0%	471,974	92.5%	469,437
Family Practice News	20	95,044				
Internal Medicine News	20	106,632				
Physicians Practice	10	49,983				
Clinical Psychiatry News	12	39,610				
Oncology	12	27,880				
Orthopedics	12	28,529				
Ocular Surgery News	24	18,416				
Orthopedics Today	12	30,046				
Ob/Gyn News	12	42,167				
Pediatric News	12	55,925				
Dermatology News (formerly Skin & Allergy News)	12	13,267				
Candy Industry	12	11,344	92.5%	10,493	91.0%	10,323
<i>Automotive Aftermarket Group (7)</i>		340,443	91.0%	309,868	87.4%	297,615
Motor Age	12	115,074	96.1%	110,586	88.5%	101,840
Modern Tire Dealer	12	35,000	93.8%	32,830	90.9%	31,815
Tire Review	12	32,573	93.8%	30,553	90.9%	29,609
Automotive Body Repair Network	12	45,271	92.0%	41,649	90.7%	41,061
BodyShop Business	12	46,211	92.0%	42,514	90.7%	41,913
Import Car	12	28,035	85.0%	23,830	90.0%	25,232
Counterman	12	38,279	72.9%	27,905	68.3%	26,145
Landscape Management	12	59,808	91.0%	54,425	92.0%	55,023
Coffee Talk Magazine	12	34,543	90.1%	31,123	92.0%	31,780
<i>Medical Support Group (5)</i>		150,774	91.0%	137,204	90.0%	135,697
Acupuncture Today	12	21,491				
Dynamic Chiropractic	26	58,909				
Massage Today	12	57,414				
Podiatry Today	12	12,960				
Physical Therapy & Rehab Medicine						

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Bake	10	20,715	90.0%	18,644	89.0%	18,436
<i>Pizza (2)</i>		79,749				
PMQ Pizza Magazine	10	39,739	89.0%	35,368	90.0%	35,765
Pizza Today	12	40,010	87.0%		88.0%	
<i>Accounting Group (2)</i>		93,909	89.8%	84,286	83.1%	78,019
Accounting Today	12	52,480	90.9%	47,704	84.8%	44,503
CPA Practice Advisor	12	41,429	88.3%	36,582	80.9%	33,516
Cleaning & Maintenance Management	12	33,300	88.2%		85.0%	
<i>Eyecare Group (2)</i>		80,945	88.1%	71,313	88.0%	71,232
Eyecare Business	12	40,043				
Review of Optometry	12	40,902				
Hardware Retailing	12	35,000	83.0%	29,050	73.0%	25,550
<i>Salon Group (4)</i>		280,655	87.0%	244,170	72.4%	203,194
American Salon	12	100,025				
Modern Salon	12	101,199				
Nails	12	57,431				
Salon Today	9	22,000				
<i>Builder Group (3)</i>		203,222	87.3%	177,449	83.2%	169,095
Builder	12	93,994	81.0%	76,135	79.6%	74,819
ProSales	9	34,000	90.0%	30,600	87.0%	29,580
Remodeling	12	75,228	94.0%	70,714	86.0%	64,696
Woodworking Network	12	31,002	86.8%	26,910	80.8%	25,050
Sporting Goods Business	12	15,000	85.7%	12,855	82.8%	12,420
Gourmet News	12	25,004	85.0%	21,253	84.0%	21,003
Twice	26	13,166	84.0%	11,059	78.0%	10,269
<i>Footwear Group (2)</i>		32,883	84.0%	27,622	77.0%	25,320
Footwear News	52	17,092				
Footwear Plus	10	15,791				
<i>Insurance Group (2)</i>		111,923	83.0%	92,896	71.5%	80,025
Independent Agent	12	37,016				
Advisor Today	6	74,907				
QSR	12	30,726	81.0%	24,888	79.0%	24,274
<i>Fashion Group (3)</i>		44,706	80.3%	35,889	75.4%	33,726
Accessories	6	19,583	80.0%	15,666	76.0%	14,883
Earnshaw's	10	12,511	82.0%	10,259	74.0%	9,258
MR - (Menswear Retailing)	6	12,612	79.0%	9,963	76.0%	9,585

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Floor Covering Weekly	26	17,288	80.0%	13,830	85.0%	14,695
<i>A/C, Heating & Refrigeration Group (6)</i>		193,748	79.9%	154,723	68.2%	132,070
A/C, Heating & Refrigeration News	52	29,250	84.6%	24,746	78.8%	23,049
PHC News	12	47,000	90.0%	42,300	74.0%	34,780
pme (formerly PM Engineer)	12	18,645	64.8%	12,082	58.6%	10,926
Plumbing & Mechanical	12	44,296	92.0%	40,752	75.0%	33,222
Supply House Times	12	24,557	64.8%	15,913	52.3%	12,843
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
<i>Financial Group (4)</i>		226,551	77.0%	174,444	76.5%	173,312
Financial Planning	12	91,651				
Investment Advisor	12	71,000				
Research Magazine	12	63,000				
Journal of Wealth Management	4	900				
Furniture Today	52	19,019	76.5%	14,550	87.0%	16,547
Home Media Magazine	52	7,950	76.1%	6,050	73.9%	5,875
MMR	12	9,503	75.5%	7,175	72.0%	6,842
Travel Weekly	52	24,087	75.0%	18,065	75.0%	18,065
Overdrive	12	100,075	75.0%	75,056	75.0%	75,056
Security Distributing & Marketing	12	29,009	75.0%	21,757	68.4%	19,842
Publishers Weekly	51	16,554	75.0%	12,416	70.0%	11,588
<i>Restaurant Group (2)</i>		140,851	73.5%	103,568	74.4%	104,848
Nation's Restaurant News	18	60,751	65.0%	39,488	73.7%	44,773
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
<i>Architecture/Design Group (3)</i>		184,164	72.3%	133,061	74.9%	137,958
Architectural Record	12	93,734	69.6%	65,239	70.0%	65,614
Contract Magazine	10	30,000	75.0%	22,500	80.0%	24,000
Interior Design	12	60,430	75.0%	45,323	80.0%	48,344
POB - (Point of Beginning)	12	27,848	70.0%	19,494	49.0%	13,646
<i>Photographic Group (3)</i>						
PDN (Photo District News)	12	20,000	70.0%	14,000	80.0%	16,000
RangeFinder	11	52,682				
Professional Photographer	12	55,500				
Origination News	12	20,100	66.7%	13,407	68.0%	13,668

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<i>Publisher Group (2)</i>		22,114	65.7%	14,529	50.0%	11,057
Folio:	6	8,114				
Publishing Executive	6	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	96,100	64.0%	61,504	61.0%	58,621
<i>Private Practice Group (9)</i>		303,495	63.1%	191,568	61.8%	187,694
California Lawyer	12	88,490	60.8%	53,802	52.9%	46,811
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	21,442	68.0%	14,581	65.0%	13,937
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	21,647	94.1%	20,370	86.0%	18,616
Trusts and Estates	12	8,618	55.0%	4,740	70.0%	6,033
Washington Lawyer	11	100,000	60.1%	60,100	60.0%	60,000
<i>Florists Group (2)</i>		29,540	61.5%	18,160	63.9%	18,889
Florists' Review	12	16,640	82.0%	13,645	67.0%	11,149
Super Floral Retailing	12	12,900	35.0%	4,515	60.0%	7,740
<i>Real Estate Group (2)</i>		72,303	61.0%	44,105	62.1%	44,900
National Real Estate Investor	4	36,754				
Real Estate Forum	10	35,549				
<i>Engineering/Electrical Group (5)</i>		264,144	52.1%	137,587	64.5%	170,244
EC&M (Contractors Only)	12	80,012	66.3%	53,048	60.0%	48,007
Electrical Distributor, The	12	23,132	46.0%	10,641	55.0%	12,723
Electrical Wholesaling	12	21,020	46.0%	9,669	55.0%	11,561
Engineering News Record	36	62,305	42.0%	26,168	68.7%	42,804
Equipment World	12	77,675	49.0%	38,061	71.0%	55,149
<i>Direct Marketing Group (2)</i>		59,534	51.0%	30,362	56.8%	33,815
Retail Online Integration	6	23,438				
Target Marketing	8	36,096				
Computer Graphics World	6	40,600	50.0%	20,300	60.0%	24,360
National Underwriter (2)	12	105,300	50.0%	52,650	65.0%	68,445
Medical Device & Diagnostic Industry	12	28,510	50.0%	14,255	65.0%	18,532
<i>Petroleum Group (2)</i>		123,164	51.3%	63,127	49.9%	61,417
Oil & Gas Journal	12	93,007	57.4%	53,386	55.4%	51,526
Offshore	12	30,157	32.3%	9,741	32.8%	9,891

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<i>Hospitality Group (3)</i>		82,258	49.2%	40,471	72.9%	59,966
Hotel Management	15	40,052				
Hotels	10	42,206				
Hotel Business	24	40,500				
Pharmacy Times	12	182,072	49.0%	89,215	34.0%	61,904
<i>Environmental Group (2)</i>		61,800	48.5%	29,973	41.8%	25,832
WaterWorld	12	61,800	48.5%	29,973	41.8%	25,832
Home Channel News	10	31,571	48.0%	15,154	65.6%	20,711
PT in Motion	11	79,968	46.2%	36,945	35.0%	27,989
Chain Store Age	7	25,575	41.6%	10,639	61.3%	15,677
AdWeek	42	42,274	40.0%	16,910	42.2%	17,840
TOTALS		5,656,550	72.3%	4,091,995	70.4%	3,982,195