

**2021 PROFESSIONAL MANAGERIAL NETWORK® PRICING
BY INDUSTRY & PROFESSION**

INDUSTRY	PROFESSION	PUBLICATION	FREQ	6/30/2021 CIRCULATION	PUBLISHER 2021 1XP4CB	PMN COST	
						2021 1XP4CB	CPM
Professional Services							
	<i>Accounting</i>	Accounting Today	12	60,100	\$13,000	\$6,849	\$113.96
		CPA Practice Advisor	12	41,429	12,681	6,850	165.34
		Journal of Accountancy	12	331,023	21,878	11,460	34.62
	<i>Advertising/Marketing</i>	Adweek	44	41,912	38,100	19,050	454.52
	<i>Architecture/Design</i>	Architectural Record	12	92,706	18,940	10,497	113.23
	<i>Design</i>	Contract Magazine	10	30,000	12,890	7,594	253.13
		Interior Design	12	57,838	18,700	12,000	207.48
	<i>Direct Marketing</i>	Retail Online Integration	6	23,438	6,680	4,000	170.66
		Target Marketing	12	38,240	9,440	4,720	123.43
	<i>Engineering/Science</i>	Physics Today	12	130,377	11,940	6,342	48.64
	<i>Entertainment</i>	Broadcasting & Cable	47	21,337	13,795	8,750	410.09
		CED	10	20,415	8,305	5,000	244.92
		Communications Technology	12	20,539	9,342	4,671	227.42
		Multichannel News	52	15,804	18,275	10,345	654.58
		Variety	52	34,145	34,673	17,366	508.60
	<i>Environment</i>	Pollution Engineering	12	30,875	8,430	5,000	161.94
	<i>Hospitality</i>	Hotel Management	15	45,482	12,825	7,695	169.19
		Hotels (American)	10	77,724	15,100	7,550	97.14
	<i>Medical Health Svcs.</i>	Family Practice News	20	94,029	17,935	11,422	121.47
	<i>Physicians</i>	Cardiology News	12	26,405	7,130	4,303	162.96
		Clinical Psychiatry News	12	38,540	10,310	6,598	171.20
		Internal Medicine News	20	103,654	16,500	10,509	101.39
		Ob. Gyn. News	13	40,235	12,130	7,022	174.52
		Pediatric News	12	47,416	9,045	4,523	95.39
		Skin & Allergy News	12	26,915	5,560	3,195	118.71
		Ocular Surgery News	24	18,006	7,825	4,436	246.36
		Oncology	12	28,206	6,330	4,192	148.62
		Orthopedics	12	27,596	5,115	2,658	96.32
		Physicians Practice	10	50,000	7,895	4,737	94.74
	<i>Dental</i>	Dental Economics	12	102,473	15,131	8,500	82.95
		Dental Products Report	12	140,128	17,480	9,600	68.51
	<i>Veterinarians</i>	Veterinary Economics	12	57,084	10,000	5,570	97.58
		DVM	12	59,449	13,000	6,855	115.31
		Veterinary Medicine	12	55,140	8,850	5,225	94.76
	<i>Pharmacy</i>	Pharmacy Times	12		see Retail/Wholesale		
	<i>Hospitals</i>	American Journal of Managed Care	12	39,930	11,828	6,200	155.27
		Health Data Management	12	52,100	10,754	5,377	103.21
	<i>Manufacturing & Technology</i>	Medical Device & Diagnostic Industry	12	48,048	10,590	6,764	140.78
		Pharmaceutical Executive	12	21,457	8,745	4,520	210.65
		Pharmaceutical Technology	12	38,100	11,945	6,175	162.07
		BioPharm	12	31,640	8,855	4,733	149.59
	<i>Medical Support Svcs.</i>	Acupuncture Today	12	21,491	2,588	1,800	83.76
		Dynamic Chiropractic	26	58,909	7,715	4,064	68.99
		Massage Today	12	57,414	5,747	4,518	78.69
		Podiatry Today	12	12,987	4,530	3,000	231.00
		PT in Motion	11	82,597	4,430	2,658	32.18
		Eyecare Business	12	41,938	9,440	5,834	139.11
		Review of Optometry	12	36,636	8,780	4,961	135.41
	<i>Photography</i>	PDN (Photo District News)	12	20,000	9,995	6,081	304.05
		Printing Impressions	12	65,047	16,360	9,280	142.67
	<i>Publishing</i>	Editor & Publisher	12	7,931	3,310	1,986	250.41
		Folio:	8	8,114	6,585	4,191	516.51
		Publishing Executive	6	14,000	6,000	3,873	276.64
	<i>Security</i>	Security	12	41,142	6,850	3,425	83.25
		SDM	12	34,130	7,810	3,905	114.42
	<i>Travel</i>	Travel Weekly	52	37,489	24,520	12,260	327.03
		Subtotal		2,799,760	\$642,607	\$360,689	\$128.83

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<u>Legal</u>							
		American Lawyer, The	11	10,467	\$15,755	\$9,143	\$873.51
		California Lawyer	12	137,297	12,128	7,000	50.98
		Chicago Lawyer	11	10,500	3,670	2,200	209.52
		Corporate Counsel	12	43,235	15,795	9,209	213.00
		Law Technology News	6	40,254	12,590	7,330	182.09
		Los Angeles Lawyer	12	21,141	3,415	2,220	105.01
		National Law Journal, The	52	8,442	14,300	8,580	1016.35
		Texas Lawyer	52	4,102	6,910	3,560	867.87
		Trial	12	23,331	5,080	3,050	130.73
		Trusts & Estates	12	8,960	7,019	4,150	463.17
		Washington Lawyer	11	100,000	11,310	5,655	56.55
		<i>Subtotal</i>		407,729	\$107,972	\$62,097	\$152.30
<u>Financial Services</u>							
	<i>Commercial Banking</i>	American Banker	12	37,100	\$14,967	\$8,735	\$235.44
		Credit Union Journal, The	52	8,100	6,985	3,493	431.23
	<i>Financial Planning</i>	Financial Planning	12	115,100	17,703	10,000	86.88
		Investment Advisor	12	100,000	14,825	7,415	74.15
		On Wall Street	12	90,043	19,102	9,551	106.07
		REP.(formerly Registered Rep.)	12	105,053	19,445	11,667	111.06
		Research Magazine	12	80,000	15,376	7,688	96.10
		Trusts & Estates	12		<i>see Legal</i>		
	<i>Insurance</i>	Advisor Today	6	74,907	5,979	3,120	41.65
		Independent Agent	12	38,574	7,597	3,799	98.49
		National Underwriter (both editions)	12	105,500	12,299	7,379	69.94
		Tech Decisions	6	20,100	11,358	5,679	282.54
	<i>Mortgage Banking</i>	Mortgage Technology	2	8,100	5,450	3,043	375.68
		National Mortgage News	52	8,100	7,450	3,983	491.73
		Mortgage Servicing News	12	10,100	5,950	3,135	310.40
		Origination News	12	20,100	5,780	3,231	160.75
	<i>Real Estate</i>	National Real Estate Investor	6	35,942	12,375	6,188	172.17
		Real Estate Forum	10	35,549	13,029	6,515	183.27
		<i>Subtotal</i>		892,368	\$195,670	\$104,621	\$117.24
<u>Retail/Wholesale</u>							
	<i>Automotive</i>	ABRN (Automotive Body Repair Network)	12	50,088	\$9,766	\$6,236	\$124.50
		Modern Tire Dealer	12	35,000	13,330	6,835	195.29
		Motor Age	12	119,029	14,427	8,827	74.16
		BodyShop Business	12	46,157	9,475	5,493	119.01
		Counterman	0	38,201	11,025	6,504	170.26
		Import Car	12	27,952	7,760	4,383	156.80
		Tire Review	12	32,614	10,120	5,566	170.66
	<i>Beauty</i>	American Salon	12	105,540	17,840	10,053	95.25
		Modern Salon	12	105,193	10,005	8,490	80.71
		Nails	12	58,874	5,706	4,705	79.92
		Salon Today	9	25,000	3,000	2,117	84.68
	<i>Bikes</i>	Bicycle Retailer	18	10,095	4,700	3,921	388.41
	<i>Books</i>	Publishers Weekly	52	25,212	9,000	6,300	249.88
	<i>Building</i>	Supply House Times	12		<i>see Construction</i>		
		ProSales	8				
	<i>Convenience</i>	CSP (Convenience Store Petroleum)	12	193,396	11,606	8,000	41.37
	<i>Discount</i>	Retail Merchandiser	6	115,000	8,995	5,100	44.35
	<i>Drug</i>	Drug Store News	12	36,236	11,480	6,888	190.09
		Pharmacy Times	12	182,649	18,096	9,048	49.54
	<i>Electronics</i>	Electrical Distributor, The	12		<i>see Construction</i>		
		EC&M (contractors only)	12				
		Electrical Wholesaling	12				
		Twice	26	20,205	12,690	8,321	411.83
	<i>Eyecare</i>	Eyecare Business	12		<i>see Medical Support Services</i>		
	<i>Floors & Furniture</i>	Floor Covering Weekly	26	14,607	12,000	8,000	547.68
		Furniture Today	52	18,873	14,674	7,498	397.29
	<i>Flowers</i>	Florists' Review	12	16,640	3,531	2,500	150.24
		Super Floral Retailing	12	130,350	3,660	2,747	21.07

						<u>PMN COST</u>	
<u>INDUSTRY</u>	<u>PROFESSION</u>	<u>PUBLICATION</u>	<u>FREQ</u>	<u>6/30/2021 CIRCULATION</u>	<u>PUBLISHER 2021 1XP4CB</u>	<u>2021 1XP4CB</u>	<u>CPM</u>
Retail/Wholesale (cont'd)							
	<i>Food</i>	Candy Industry	12	13,501	\$8,195	\$4,098	\$303.53
		Coffee Talk Magazine	12	34,543	3,824	3,200	92.64
		Gourmet News	12	24,993	7,550	4,300	172.05
		Modern Baking	12	21,999	7,824	4,500	204.55
		Progressive Grocer	12	37,542	10,690	5,994	159.66
		QSR	12	30,675	8,903	5,882	191.75
	<i>General</i>	Chain Store Age	8	33,139	11,750	6,458	194.88
	<i>Gift & Accessories</i>	Giftware News	10	20,466	7,750	5,183	253.25
	<i>Home Center</i>	Home Channel News	9	31,556	8,235	5,353	169.63
	<i>Hardware Retailing</i>	Hardware Retailing	12	35,000	9,600	5,760	164.57
	<i>Jewelry</i>	JCK	10	25,169	11,990	7,625	302.95
	<i>Music</i>	MMR	12	10,060	2,110	1,662	165.21
	<i>Restaurant</i>	Nation's Restaurant News	26	60,677	14,500	8,570	141.24
		PMQ Pizza Magazine	10	41,368	6,425	5,882	142.19
		Restaurant Business	12	76,100	14,990	8,565	112.55
	<i>Security</i>	Security	12				
		SDM	12				
					<i>see Professional Services</i>		
	<i>Specialty Retail</i>	Accessories	6	19,583	8,740	4,915	250.98
		Earnshaw's	10	12,714	9,920	4,459	350.72
		Footwear News	52	18,685	21,860	10,930	584.96
		Footwear Plus	10	14,254	13,640	6,820	478.46
		MR (Menswear Retailing)	7	12,612	10,973	5,868	465.27
	<i>Sports</i>	Sporting Goods Business	12	22,757	7,500	4,470	196.42
	<i>Toys</i>	Toy Book	6	15,000	7,240	4,902	326.80
	<i>Vending</i>	Automatic Merchandiser	9	14,652	5,455	2,865	195.54
	<i>Video</i>	Home Media Magazine	52	11,888	9,550	5,730	482.00
		<i>Subtotal</i>		2,045,844	\$452,100	\$271,523	\$132.72
Hi-Tech							
	<i>Computers</i>	Computer Graphics World	6	38,188	\$7,250	\$4,481	\$117.34
	<i>Telecommunications</i>	Microwave Journal	12	50,068	8,505	4,949	98.85
		<i>Subtotal</i>		88,256	\$15,755	\$9,430	\$106.85
Energy							
	<i>Petroleum</i>	Offshore	12	48,096	\$13,255	\$6,628	\$137.81
		Oil & Gas Journal	12	93,865	13,850	7,927	84.45
		<i>Subtotal</i>		141,961	\$27,105	\$14,555	\$102.53
Construction							
	<i>Commercial Construction Services</i>	Engineering News-Record	36	60,261	\$20,320	\$10,275	\$170.51
		A/C Heating & Refrigeration News	52	30,971	17,630	8,815	284.62
		EC&M (contractors only)	12	80,120	11,708	7,216	90.06
		Electrical Distributor, The	12	26,390	10,295	5,930	224.71
		Electrical Wholesaling	12	21,020	8,340	5,336	253.85
		Equipment World	12	100,065	15,568	8,080	80.75
		Journal of Light Construction	12	60,852	9,955	6,292	103.40
		PHC News	12	47,000	9,974	5,882	125.15
		Plumbing & Mechanical	12	49,005	11,039	5,520	112.64
		PM Engineer	12	25,000	6,507	3,254	130.16
		POB (Point of Beginning)	12	36,005	8,600	4,300	119.43
		ProSales	8	39,786	8,360	5,133	129.02
		Supply House Times	12	27,010	6,520	3,675	136.06
		The Wholesaler	12	30,000	9,500	5,235	174.50
		Total Landscape Care	12	91,371	8,693	4,651	50.90
	<i>Architecture/Design</i>	Architectural Record	12				
		Contract Magazine	10				
		Interior Design	12				
	<i>Residential</i>	Builder	12	110,494	17,900	11,176	101.15
		Remodeling	12	126,666	16,700	10,000	78.95
		<i>Subtotal</i>		962,016	\$197,609	\$110,770	\$115.14

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						2021 1XP4CB	CPM
<u>Manufacturing/Engineering</u>							
	<i>Aviation</i>	Aviation Week & Space Tech.	52	84,483	\$22,125	\$11,700	\$138.49
		Business & Commercial Aviation	12	47,943	\$20,350	\$10,605	221.20
	<i>Chemical</i>	Chemical Engineering	12	61,402	13,985	7,281	118.58
		Chemical Week	52	18,538	13,862	6,931	373.88
	<i>Food</i>	Candy Industry	12		<i>see Retail/Wholesale</i>		
		Food Engineering	12	41,900	10,120	5,060	120.76
		Prepared Foods	12	40,000	9,415	4,708	117.70
	<i>Lumber/Wood</i>	Custom Woodworking Business	9	47,005	3,880	2,328	49.53
		Wood Products	9	31,007	3,880	2,329	75.11
	<i>Medical/ Pharmaceutical</i>	Medical Device & Diagnostic Industry	12		<i>see Professional Services</i>		
Manufacturing/Engineering (cont'd)		Pharmaceutical Executive	12		<i>see Professional Services</i>		
		Pharmaceutical Technology	12		<i>see Professional Services</i>		
	<i>Metal Working</i>	AMM (American Metal Market)	10	49,012	\$6,017	\$3,292	\$67.17
		Assembly	12	55,338	9,170	5,120	92.52
		Quality	12	50,670	10,120	5,060	99.86
	<i>Paper</i>	Paper 360	6	40,554	4,630	2,700	66.58
	<i>Textile</i>	Textile World	6	13,477	7,875	5,882	436.45
		<i>subtotal</i>		581,329	\$135,429	\$72,996	\$125.57
<u>Transportation</u>							
	<i>Air</i>	Aviation Week & Space Tech.	52		<i>see Manufacturing</i>		
		Business & Commercial Aviation	12				
	<i>Automotive</i>	Automotive Engineering Intl.	8	69,316	\$10,000	\$5,758	\$83.07
		CCJ	12	137,834	15,140	8,100	58.77
		Overdrive	12	143,358	18,784	11,147	77.76
		<i>subtotal</i>		350,508	\$43,924	\$25,005	\$71.34
<u>Utilities</u>							
		Electric Light & Power	6	21,353	\$10,460	\$5,525	\$258.75
		PowerGrid International	12	44,000	10,896	5,754	130.77
		WaterWorld	12	60,002	8,465	5,079	84.65
		<i>subtotal</i>		125,355	\$29,821	\$16,358	\$130.49
		TOTAL		8,395,126	\$1,847,992	\$1,048,044	\$124.84
						PMN DISCOUNT:	43.3%

SOURCE: 6/20 Audits; 2021 Publisher Rates; 2021 PMN Rates. Compiled by MMA, Chappaqua, NY 10514
The Professional Managerial Network Subscriber Database 2010, Advantage Business Research, Commack, NY 11725