



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2008**

# AdvertisingAge

## Field Served:

Marketing and Media.

Marketing in all forms, including: Media sales, media planning and buying; advertising; interactive and digital marketing and media; direct marketing and CRM; word-of-mouth marketing; public relations; sports marketing; POS and retail marketing; brand integration and entertainment marketing.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 57,705**

**Top 100's ad-spend growth grinds to halt**

U.S. overall ad-spend growth slowed 1.7% in Q1 08, according to ABC Interactive's Q1 08 survey. The survey shows that overall ad-spend growth in the U.S. slowed to 1.7% in the first quarter of 2008, down from 2.1% in the fourth quarter of 2007. This marks the first time since the second quarter of 2007 that overall ad-spend growth has slowed.

**America has spoken: In Google we trust**

Google's share of search engine revenue has increased to 85% in the first quarter of 2008, according to ABC Interactive's Q1 08 survey. This is up from 83% in the fourth quarter of 2007.

**Obama camp eyes Olympics ad**

The Obama campaign is reportedly eyeing advertising spots during the 2008 Summer Olympics in Beijing, according to ABC Interactive's Q1 08 survey.

**Vive la révolution! Ad lines blur at Cannes**

Advertising agencies are blurring the lines between advertising and entertainment at the Cannes Lions International Festival of Creativity, according to ABC Interactive's Q1 08 survey.

**ROAR WITH THE LIONS**

Advertising agencies are blurring the lines between advertising and entertainment at the Cannes Lions International Festival of Creativity, according to ABC Interactive's Q1 08 survey.

**1A AVERAGE QUALIFIED PAID CIRCULATION**

Individual . . . . .	32,723	
Association . . . . .		
Sponsored Individually Addressed . . . . .		
Multi-Copy Same Addressee, See Par. 11(a) . . . . .	718	
Single Copy Sales, See Par. 11(b) . . . . .	475	
<b>Total Average Qualified Paid Circulation . . . . .</b>		<b>33,916</b>

**1B AVERAGE QUALIFIED NON-PAID CIRCULATION**

Individual . . . . .	23,789	
Association, . . . . .		
Multi-Copy Same Addressee . . . . .		
<b>Total Average Qualified Non-Paid Circulation . . . . .</b>		<b>23,789</b>

**1C AVERAGE NON-QUALIFIED CIRCULATION**

Non-Continuous Market Coverage Copies . . . . .		
Allocated For Shows & Conventions . . . . .	968	
Miscellaneous, Including Staff Copies, See Par. 11(c) . . . . .	3,068	
<b>Total Average Non-Qualified Circulation . . . . .</b>		<b>4,036</b>

**WEB SITE ACTIVITY**

This publication also has Web Site Activity audited by ABC Interactive. See Par. 11

Audit Period: February 1 - 29, 2008

	Page Impressions	Unique Users
<b>Total</b>	3,128,878	605,855
Daily	107,892	30,731
Mon. to Fri.	135,040	38,421
Sat. & Sun.	36,630	10,546

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

Edition & Number of Issues	Average Qualified Paid Circulation	Average Qualified Non-Paid Circulation	Total Qualified Paid and Non-Paid Circulation
Western (25)	5,947	4,817	10,764
Central (25)	8,924	7,714	16,638
Eastern (25)	18,644	11,165	29,809

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	
<b>Jan. 7</b>	56,819	33,454	23,365	23	30	<b>Apr. 7</b>	58,040	34,038	24,002		117	
<b>14</b>	56,994	33,660	23,334	32	1	<b>14</b>	58,508	34,549	23,959		43	
<b>21</b>	57,292	33,984	23,308	27	1	<b>21</b>	57,924	34,007	23,917		43	
<b>28</b>	57,103	33,816	23,287	21		<b>28</b>	58,122	34,240	23,882		35	
<b>Feb. 4</b>	56,714	33,449	23,265	22		<b>May 5</b>	57,683	33,829	23,854		31	
<b>11</b>	56,972	33,724	23,248	22	5	<b>12</b>	57,764	33,964	23,800		54	
<b>18</b>	57,136	33,906	23,230	18		<b>19</b>	57,769	34,034	23,735		65	
<b>25</b>	57,099	33,877	23,222	19	11	<b>26</b>	57,917	34,268	23,649		86	
<b>Mar. 3</b>	56,612	33,409	23,203	21	2	<b>June 2</b>	57,379	33,750	23,629		20	
<b>10</b>	57,924	33,621	24,303	29	1,129	<b>9</b>	57,538	33,938	23,600		32	
<b>17</b>	58,656	34,373	24,283	20		<b>16</b>	56,989	33,416	23,573		28	
<b>24</b>	58,508	34,319	24,189	94		<b>23</b>	60,508	33,724	26,784	18,147	21,358	
<b>31</b>	58,659	34,540	24,119	70						<b>Total</b>	<b>19,119</b>	<b>22,545</b>



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 23, 2008 ISSUE IN WHICH:  
 • QUALIFIED PAID CIRCULATION WAS 0.6% LESS THAN THE PERIOD AVERAGE  
 • QUALIFIED NON-PAID CIRCULATION WAS 12.6% GREATER THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry:	Total	%	Paid	Qualified Non-Paid	Classification by Title & Occupation						
					A	B	C	D	E	F	G
1. Manufacturers/Product Marketers, Service Companies, Telecommunication and Entertainment Companies.....	12,708	21.0	6,899	5,809	2,405	2,907	876		4,731	122	1,667
2. Retail/Food Services Establishments/ Travel/Transportation Services.....	5,001	8.3	2,415	2,586	1,001	1,049	213		1,622	68	1,048
3. Media, including online, interactive and gaming.....	9,096	15.0	3,820	5,276	1,125	1,548	936		2,965	180	2,342
4. Financial/Insurance/Real Estate/Legal...	3,231	5.4	1,722	1,509	654	1,027	110		839	11	590
5. Government/Trade Associations and Religious Organizations.....	615	1.0	604	11	95	143	10		167	2	198
Sub-Total Advertisers and Marketers (Classifications 1 through 5).....	30,651	50.7	15,460	15,191	5,280	6,674	2,145		10,324	383	5,845
6. Advertising Agencies/Advertising and Marketing Support.....	23,880	39.5	12,287	11,593	7,109	1,798	285	9,020	1,361	920	3,387
Sub-Total Agencies and Support Services (6).....	23,880	39.5	12,287	11,593	7,109	1,798	285	9,020	1,361	920	3,387
7. Universities/Colleges/Schools.....	3,230	5.3	3,230								
8. Others Allied to the Field, including Libraries.....	2,129	3.5	2,129								
Other Paid Circulation											
Subscriptions.....	206	0.3	206								
Single Copy Sales.....	412	0.7	412								
<b>Total Qualified Circulation.....</b>	<b>60,508</b>	<b>100.0</b>	<b>33,724</b>	<b>26,784</b>							

Key to Title and Occupation:

- A. Heads of Business - Chairmen, Presidents, Partners and Owners, CMO
- B. Vice Presidents/General Managers
- C. Sales Managers
- D. Media Department Personnel-Media Director/Manager, Media Buyer, Media Planner, Media Supervisor, Media Analyst, Media Research Director/Manager/Supervisor/Planner, Account Executive or other Media titles
- E. Directors and Managers of Marketing/Advertising, including Brand Manager, Product Manager, Promotions Manager, and Directors and Managers of Public Relations, New Media and Publicity
- F. Creative/Production
- G. Miscellaneous Executives, Other Home Office Employees, Untitled, and Subscriptions in Company name

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	<b>856</b>	<b>2,493</b>		<b>3,349</b>	<b>12.5</b>
Written .....	27	636		663	2.5
Telecommunication .....	254	1,787		2,041	7.6
Internet and E-mail .....	575	70		645	2.4
Total Direct request from recipient's company:	<b>65</b>	<b>193</b>		<b>258</b>	<b>1.0</b>
Written .....	21	191		212	0.8
Telecommunication .....	9	2		11	0.1
Internet and E-mail .....	35			35	0.1
Total Communication other than request:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Association .....					
Business Directories .....					
Lists .....					
Acquired Circulation .....					
Other Sources, See Par. 11(d) .....	23,177			23,177	86.5
<b>Total Qualified Non-Paid Circulation .....</b>	<b>24,098</b>	<b>2,686</b>		<b>26,784</b>	<b>100.0</b>
<b>Percent .....</b>	<b>90.0</b>	<b>10.0</b>		<b>100.0</b>	
Paid Subscription Circulation .....				33,312	
Paid Acquired Circulation .....					
Single Copy Sales .....				412	
<b>Total Qualified Circulation .....</b>				<b>60,508</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	45,270	75.3	21,075	24,195
Individual by name only .....	11,616	19.3	9,028	2,588
Title or occupation only .....	428	0.7	428	
Company name only .....	2,126	3.6	2,125	1
Multi-Copy Same Addressee .....	656	1.1	656	
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>60,096</b>	<b>100.0</b>	<b>33,312</b>	<b>26,784</b>
Single Copy Sales .....	412			
<b>Total Qualified Circulation .....</b>	<b>60,508</b>			

**4**

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049.....	107		46	61
NH 030-038.....	142		72	70
VT 050-059.....	79		42	37
MA 010-027.....	1,752		843	909
RI 028-029.....	125		71	54
CT 060-069.....	1,116		709	407
<b>New England</b>	<b>3,321</b>	<b>5.5</b>	<b>1,783</b>	<b>1,538</b>
<b>Middle Atlantic</b>				
NY 100-149.....	13,426		8,200	5,226
NJ 070-089.....	1,991		1,201	790
PA 150-196.....	1,591		881	710
<b>Middle Atlantic</b>	<b>17,008</b>	<b>28.1</b>	<b>10,282</b>	<b>6,726</b>
<b>East N. Central</b>				
OH 430-459.....	1,785		950	835
IN 460-479.....	487		255	232
IL 600-629.....	4,588		2,537	2,051
MI 480-499.....	1,845		982	863
WI 530-549.....	908		469	439
<b>East N. Central</b>	<b>9,613</b>	<b>15.9</b>	<b>5,193</b>	<b>4,420</b>
<b>West N. Central</b>				
MN 550-567.....	1,311		618	693
IA 500-528.....	272		151	121
MO 630-658.....	1,007		537	470
ND 580-588.....	31		22	9
SD 570-577.....	44		23	21
NE 680-693.....	210		112	98
KS 660-679.....	310		151	159
<b>West N. Central</b>	<b>3,185</b>	<b>5.2</b>	<b>1,614</b>	<b>1,571</b>
<b>South Atlantic</b>				
DE 197-199.....	98		57	41
MD 206-219.....	766		368	398
DC 200, 202-205.....	524		316	208
VA 201, 220-246.....	1,093		583	510
WV 247-268.....	49		33	16
NC 270-289.....	959		471	488
SC 290-299.....	273		123	150
GA 300-319.....	1,644		824	820
FL 320-349.....	2,473		1,157	1,316
<b>South Atlantic</b>	<b>7,879</b>	<b>13.0</b>	<b>3,932</b>	<b>3,947</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427.....	308		168	140
TN 370-385.....	561		293	268
AL 350-369.....	268		164	104
MS 386-397.....	70		42	28
<b>East S. Central</b>	<b>1,207</b>	<b>2.0</b>	<b>667</b>	<b>540</b>
<b>West S. Central</b>				
AR 716-729.....	247		96	151
LA 700-714.....	183		83	100
OK 730-749.....	174		92	82
TX 750-799.....	2,734		1,213	1,521
<b>West S. Central</b>	<b>3,338</b>	<b>5.5</b>	<b>1,484</b>	<b>1,854</b>
<b>Mountain</b>				
MT 590-599.....	51		27	24
ID 832-838.....	117		63	54
WY 820-831.....	25		15	10
CO 800-816.....	873		439	434
NM 870-884.....	92		46	46
AZ 850-865.....	558		277	281
UT 840-847.....	202		104	98
NV 889-898.....	259		116	143
<b>Mountain</b>	<b>2,177</b>	<b>3.6</b>	<b>1,087</b>	<b>1,090</b>
<b>Pacific</b>				
AK 995-999.....	35		16	19
WA 980-994.....	969		438	531
OR 970-979.....	518		259	259
CA 900-961.....	8,497		4,280	4,217
HI 967-968.....	85		43	42
<b>Pacific</b>	<b>10,104</b>	<b>16.7</b>	<b>5,036</b>	<b>5,068</b>
Single Copy Sales.....	412	0.7	412	
U.S. Unclassified.....				
<b>United States</b>	<b>58,244</b>	<b>96.2</b>	<b>31,490</b>	<b>26,754</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969.....	92	0.2	67	25
<b>U.S. &amp; Poss., etc.</b>	<b>58,336</b>	<b>96.4</b>	<b>31,557</b>	<b>26,779</b>
Canada.....	685	1.1	683	2
Mexico.....	31	0.1	31	
Military or Civilian Personnel Overseas.....	5	0.0	5	
Other International.....	1,451	2.4	1,448	3
<b>Total International</b>	<b>2,172</b>	<b>3.6</b>	<b>2,167</b>	<b>5</b>
E-Mail Address Only.....				
Other Unclassified.....				
<b>Grand Total</b>	<b>60,508</b>	<b>100.0</b>	<b>33,724</b>	<b>26,784</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended June 30, 2008**

**5 PRICE DATA** See Par. 11(e)

Basic Prices: Subscriptions: U.S., 1 yr. \$149.00; 2 yrs. \$209.00. Canada, 1yr. \$198.00; 2 yrs. \$356.00. Europe and Mexico, 1 yr. \$349.00; 2 yrs. \$628.00. International, 1 yr. \$419.00; 2 yrs. \$750.00

Single Copy: \$4.99

Sales include Premium Values

Basic & higher than basic: .....	6,224
75% - 99% of basic: .....	1,196
50% - 74% of basic: .....	2,576
25% - 49% of basic: .....	6,113
Less than 25% of basic: .....	158
<b>Total</b> .....	<b>16,267</b>

**7 SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber .....	13,448
Ordered through salespeople:	
Catalog agencies and individual agents .....	None
Publisher's own and other publishers' salespeople ..	None
Independent agencies' salespeople .....	2,819
Association memberships .....	None
All other channels .....	None
<b>Total</b> .....	<b>16,267</b>

**6 TERM DATA**

Three years or more .....	8
Two years or more but less than three .....	381
One year or more but less than two .....	15,367
Less than one year .....	511
<b>Total</b> .....	<b>16,267</b>

**8 PREMIUM USAGE**

Ordered without premium .....	16,267
Ordered with reprinted material from this publication .....	None
Ordered with other premiums .....	None
<b>Total</b> .....	<b>16,267</b>

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the June 23, 2008 issue .....	5.3%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement .....	5.3%

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**

Total expirations during 12 months November 1, 2006 to October 31, 2007 .....	28,362
Total renewals of those expirations .....	18,697
Renewal percentage .....	65.9%

**11 EXPLANATORY**

Audit Cycle: June Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 718 copies per issue, represent copies served in quantities of 2 to 69 to individuals and media departments at basic prices. Copies were mailed to the purchaser for redistribution.

(b) Single Copy Sales, averaging 475 copies per issue, represent an average of 402 copies per issue sold by distributors, 3 copies per issue sold in a quantity of 1 and 69 copies per issue sold in quantities of 2 to 250 to individuals and business concerns at \$3.99 and \$4.99 per copy, distribution being made by the purchaser.

(c) Miscellaneous includes checking and promotion copies, averaging 21 copies per issue, served to advertisers and agencies.

(d) Other Sources represent copies served to registrants of ADVERTISING AGE online.

(e) Authorized prices with 5% or more of total subscription sales:

1 yr. \$49.95	1 yr. \$69.00	1 yr. \$89.00	1 yr. \$99.00	1 yr. \$134.10
1 yr. \$149.00				

(f) It is the policy of the publisher to expire all subscriptions on a monthly basis, therefore, some subscribers may receive from one to four more issues than entitled to, but no offer of this kind is made to subscribers.

ABC Interactive Definitions:

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Unique Users:

This site uses the cookie-based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

This publisher also receives a quarterly web site activity audit. See separate report for details.



**11**

**EXPLANATORY (Continued)**

**Definition of Recipient Qualification:**

Qualified recipients are: 1.) Advertising agencies: chairmen, vice-chairmen, boards of directors, senior managers, executive managers, operations managers, managing directors, chief marketing officers, vice presidents, procurement officers, account managers, account supervisors and executives in client contact and their assistants, media directors, media supervisors and their assistants, media planners, media analysts, media buyers and their assistants, media research personnel, creative directors, art directors, creative supervisors, copy chiefs, artists, copywriters, production managers, production supervisors and their assistants, research directors, research managers and their assistants, and other titled and non-titled agency personnel.

2.) National and Regional Advertisers: chairmen and vice-chairmen, boards of directors, senior management, executive management, operations management, partners, owners, vice-presidents, secretaries, treasurers, advertising directors and managers, marketing directors and managers, product or brand managers and their assistants, directors of publicity and public relations, sales promotion managers, sales managers - national and regional, marketing research managers and their assistants and other titled and non-titled personnel for advertisers such as product manufacturers, service industries, wholesalers, distributors, jobbers, public utilities, transportation companies, banks and financial institutions, trade associations, non-profit organizations, importers, exporters, and retail establishments such as chain stores, mail order houses, real estate brokers, hospitals, hotels, restaurants and others.

3.) Advertising Services: Marketing consultants, management consultants, graphic artists, free-lance artists, public relations, media buying services, type directors, copywriters, photographers, direct mailers, film and video production managers, researchers and research consultants, business analysts, and all others allied to the field of advertising, marketing, sales and sales promotion.

4.) Media: personnel and representatives of newspapers, consumer and business magazines, radio, television, and outdoor advertising, publishers, circulation managers, advertising directors and managers, sales managers and staff, sales promotion directors and managers and their assistants, research directors and their assistants and all other titled and non-titled personnel of media companies.

5.) Public libraries, government agents and representatives of associations with an official interest in advertising and marketing news, and librarians, students, professors and others with an academic or professional interest in advertising and marketing, and all others allied to the field.

**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 Audit Bureau of Circulations' Bylaws and Rules**

Parent Company: Crain Communications, Inc.

**JOHN LaMARCA**

**ALLISON ARDEN**

Group Circulation Director

Publisher

Signed: August 21, 2008

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