



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2009**

# 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 57,662

## AdvertisingAge

### Marketers fear frugality may just be here to stay

PHIL H. HERRON reported that consumers' behavior about spending patterns has changed. The report says that consumers are becoming more frugal and are looking for ways to save money. This is a significant shift in consumer behavior that marketers need to be aware of.

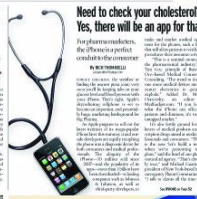
### WOMEN TO WATCH



McDonald's Franchisee and Entrepreneur, making money in the marketing world. For the month of Ad Age's Women to Watch. [View Article](#)

### New book paints Bernbach as much lemon as legend

Consumer group leaders and brand managers work together to create successful campaigns. The book 'Bernbach: A History of Advertising' provides a detailed look at the agency's history and its impact on the industry.



### Need to check your cholesterol? Yes, there will be an app for that

For patients and doctors, the iPhone is a perfect conduit to the consumer. A new app allows users to track their cholesterol levels and receive personalized advice from their doctor.



### 1A

#### AVERAGE QUALIFIED PAID CIRCULATION

Individual	29,781
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee, See Par. 11(a)	610
Single Copy Sales, See Par. 11(b)	434
<b>Total Average Qualified Paid Circulation</b>	<b>30,825</b>

### 1B

#### AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	26,837
Association	
Multi-Copy Same Addressee	
<b>Total Average Qualified Non-Paid Circulation</b>	<b>26,837</b>

### 1C

#### AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	502
Miscellaneous, Including Staff Copies, See Par. 11(c)	2,775
<b>Total Average Non-Qualified Circulation</b>	<b>3,277</b>

### 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)	5,553	6,268	11,821
Central (25)	8,135	8,308	16,443
Eastern (25)	16,809	12,259	29,068

### WEB SITE ACTIVITY

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

Audit Period: February 1 - 28, 2009

	Page Impressions	Unique Users
Total	4,395,778	725,784
Daily	156,992	38,855
Mon. to Fri.	198,821	49,276
Sat. & Sun.	52,421	12,804

### 2

#### QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2009 Issue	Total	Qualified Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2009 Issue	Total	Qualified Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added		
Jan. 12	58,497	31,922	26,575	48	42	Apr. 6	56,858	30,557	26,301		47		
19	58,935	32,371	26,564	12	1	13	56,961	30,727	26,234		67		
26	58,625	32,068	26,557	9	2	20	58,160	30,763	27,397	91	1,254		
Feb. 2	57,833	31,287	26,546	14	3	27	58,420	31,075	27,345		52		
9	57,869	31,345	26,524			May 4	57,401	30,159	27,242		103		
16	58,001	31,485	26,516		8	11	57,528	30,347	27,181		63	2	
23	57,970	31,470	26,500		16	18	57,400	30,292	27,108		73		
Mar. 2	57,225	30,740	26,485		16	25	57,302	30,247	27,055		54	1	
9	57,361	30,959	26,402		84	1	June 1	56,763	29,744	27,019		36	
23	57,700	31,342	26,358		49	5	8	56,766	29,799	26,967		52	
30	58,036	31,688	26,348		11	1	15	56,534	29,615	26,919		56	8
						22	56,788	29,904	26,884		36	1	
						29	58,937	29,879	29,058	20,939	23,113		
						<b>Total</b>			<b>21,958</b>		<b>24,435</b>		

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 29, 2009 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 3.1% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 8.3% 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.....	13,323	22.6	5,600	7,723	2,638	2,776	707		4,855	7	2,340
2. Retail/Food Services Establishments/ Travel/Transportation Services.....	4,238	7.2	2,169	2,069	932	906	197		1,486	2	715
3. Media, including online, interactive and gaming.....	8,552	14.5	3,382	5,170	1,085	1,309	721		2,888	5	2,544
4. Financial/Insurance/Real Estate/Legal...	3,251	5.5	1,526	1,725	601	1,102	16		1,023	3	506
5. Government/Trade Associations and Religious Organizations.....	611	1.1	579	32	117	138	10		150	2	194
Sub-Total Advertisers and Marketers (Classifications 1 through 5).....	29,975	50.9	13,256	16,719	5,373	6,231	1,651		10,402	19	6,299
6. Advertising Agencies/Advertising and Marketing Support.....	23,701	40.2	11,362	12,339	7,743	1,007	23	9,265	994	1,548	3,121
Sub-Total Agencies and Support Services (6).....	23,701	40.2	11,362	12,339	7,743	1,007	23	9,265	994	1,548	3,121
7. Universities/Colleges/Schools.....	3,284	5.6	3,284								
8. Others Allied to the Field, including Libraries.....	1,131	1.9	1,131								
Other Paid Circulation											
Subscriptions.....	464	0.8	464								
Single Copy Sales.....	382	0.6	382								
<b>Total Qualified Circulation.....</b>	<b>58,937</b>	<b>100.0</b>	<b>29,879</b>	<b>29,058</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>1,374</b>			<b>1,374</b>	<b>4.7</b>
Written .....	326			326	1.1
Telecommunication .....	194			194	0.7
Internet and E-mail .....	854			854	2.9
Total Direct request from recipient's company:	<b>80</b>			<b>80</b>	<b>0.3</b>
Written .....	55			55	0.2
Telecommunication .....	8			8	0.0
Internet and E-mail .....	17			17	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) .....	27,604			27,604	95.0
<b>Total Qualified Non-Paid Circulation</b> .....	<b>29,058</b>			<b>29,058</b>	<b>100.0</b>
<b>Percent</b> .....	<b>100.0</b>			<b>100.0</b>	
Paid Subscription Circulation .....				29,497	
Paid Acquired Circulation .....					
Single Copy Sales .....				382	
<b>Total Qualified Circulation</b> .....				<b>58,937</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	44,097	75.3	17,401	26,696
Individual by name only .....	11,675	19.9	9,316	2,359
Title or occupation only .....	352	0.6	349	3
Company name only .....	1,854	3.2	1,854	
Multi-Copy Same Addressee .....	577	1.0	577	
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation</b> .....	<b>58,555</b>	<b>100.0</b>	<b>29,497</b>	<b>29,058</b>
Single Copy Sales .....	382			
<b>Total Qualified Circulation</b> .....	<b>58,937</b>			

**4**

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049.....	114		44	70
NH 030-038.....	180		100	80
VT 050-059.....	79		31	48
MA 010-027.....	1,719		739	980
RI 028-029.....	133		56	77
CT 060-069.....	1,185		668	517
<b>New England</b>	<b>3,410</b>	<b>5.8</b>	<b>1,638</b>	<b>1,772</b>
<b>Middle Atlantic</b>				
NY 100-149.....	12,400		7,124	5,276
NJ 070-089.....	2,086		1,110	976
PA 150-196.....	1,695		832	863
<b>Middle Atlantic</b>	<b>16,181</b>	<b>27.5</b>	<b>9,066</b>	<b>7,115</b>
<b>East N. Central</b>				
OH 430-459.....	1,773		853	920
IN 460-479.....	528		230	298
IL 600-629.....	4,462		2,186	2,276
MI 480-499.....	1,706		834	872
WI 530-549.....	902		408	494
<b>East N. Central</b>	<b>9,371</b>	<b>15.9</b>	<b>4,511</b>	<b>4,860</b>
<b>West N. Central</b>				
MN 550-567.....	1,375		578	797
IA 500-528.....	294		132	162
MO 630-658.....	942		445	497
ND 580-588.....	43		24	19
SD 570-577.....	49		20	29
NE 680-693.....	218		107	111
KS 660-679.....	329		150	179
<b>West N. Central</b>	<b>3,250</b>	<b>5.5</b>	<b>1,456</b>	<b>1,794</b>
<b>South Atlantic</b>				
DE 197-199.....	104		42	62
MD 206-219.....	675		316	359
DC 200, 202-205.....	490		291	199
VA 201, 220-246.....	1,163		543	620
WV 247-268.....	67		37	30
NC 270-289.....	964		431	533
SC 290-299.....	312		119	193
GA 300-319.....	1,686		717	969
FL 320-349.....	2,526		1,002	1,524
<b>South Atlantic</b>	<b>7,987</b>	<b>13.6</b>	<b>3,498</b>	<b>4,489</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427.....	341		152	189
TN 370-385.....	584		256	328
AL 350-369.....	275		149	126
MS 386-397.....	69		33	36
<b>East S. Central</b>	<b>1,269</b>	<b>2.2</b>	<b>590</b>	<b>679</b>
<b>West S. Central</b>				
AR 716-729.....	245		106	139
LA 700-714.....	177		75	102
OK 730-749.....	200		96	104
TX 750-799.....	2,610		1,122	1,488
<b>West S. Central</b>	<b>3,232</b>	<b>5.5</b>	<b>1,399</b>	<b>1,833</b>
<b>Mountain</b>				
MT 590-599.....	64		26	38
ID 832-838.....	113		48	65
WY 820-831.....	23		11	12
CO 800-816.....	873		422	451
NM 870-884.....	89		45	44
AZ 850-865.....	544		225	319
UT 840-847.....	240		104	136
NV 889-898.....	251		98	153
<b>Mountain</b>	<b>2,197</b>	<b>3.7</b>	<b>979</b>	<b>1,218</b>
<b>Pacific</b>				
AK 995-999.....	29		14	15
WA 980-994.....	930		427	503
OR 970-979.....	497		237	260
CA 900-961.....	8,147		3,779	4,368
HI 967-968.....	76		34	42
<b>Pacific</b>	<b>9,679</b>	<b>16.4</b>	<b>4,491</b>	<b>5,188</b>
Single Copy Sales.....	382	0.6	382	
U.S. Unclassified.....				
<b>United States</b>	<b>56,958</b>	<b>96.7</b>	<b>28,010</b>	<b>28,948</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969.....	82	0.1	65	17
<b>U.S. &amp; Poss., etc.</b>	<b>57,040</b>	<b>96.8</b>	<b>28,075</b>	<b>28,965</b>
Canada.....	617	1.1	592	25
Mexico.....	26	0.0	24	2
Military or Civilian Personnel Overseas.....	8	0.0	6	2
Other International.....	1,246	2.1	1,182	64
<b>Total International</b>	<b>1,897</b>	<b>3.2</b>	<b>1,804</b>	<b>93</b>
E-Mail Address Only.....				
Other Unclassified.....				
<b>Grand Total</b>	<b>58,937</b>	<b>100.0</b>	<b>29,879</b>	<b>29,058</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2009**

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

Basic Prices: Subscriptions: U.S., 1 yr. \$149.00; 2 yrs. \$209.00. Canada, 1 yr. \$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: .....	4,583
75% - 99% of basic: .....	1,078
50% - 74% of basic: .....	1,887
25% - 49% of basic: .....	5,797
Less than 25% of basic: .....	135
<b>Total</b> .....	<b>13,480</b>

**7 SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber .....	11,464
Ordered through salespeople:	
Catalog agencies and individual agents .....	None
Publisher's own and other publishers' salespeople ..	None
Independent agencies' salespeople .....	2,016
Association memberships .....	None
All other channels .....	None
<b>Total</b> .....	<b>13,480</b>

**6 TERM DATA**

Three years or more .....	17
Two years or more but less than three .....	294
One year or more but less than two .....	12,559
Less than one year .....	610
<b>Total</b> .....	<b>13,480</b>

**8 PREMIUM USAGE**

Ordered without premium .....	13,480
Ordered with reprinted material from this publication .....	None
Ordered with other premiums .....	None
<b>Total</b> .....	<b>13,480</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 29, 2009 issue .....	10.2%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement .....	10.3%

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**

Total expirations during 12 months November 1, 2007 to October 31, 2008 .....	29,320
Total renewals of those expirations .....	18,622
Renewal percentage .....	63.5%

**11 EXPLANATORY**

Audit Cycle: June Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 610 copies per issue, represent copies served in quantities of 2 to 55 to individuals and media departments at basic prices. Copies were mailed to the purchaser for redistribution.

(b) Single Copy Sales, averaging 434 copies per issue, represent an average of 386 copies per issue sold by distributors, 2 copies per issue sold in a quantity of 1 and 46 copies per issue sold in quantities of 2 to 200 to individuals and business concerns at \$3.99 and \$4.50 per copy, distribution being made by the purchaser.

(c) Miscellaneous includes checking and promotion copies, averaging 647 copies per issue, served to advertisers and agencies.

(d) Other Sources represent copies served to registrants of adage.com.

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

1 yr. \$49.95	1 yr. \$69.00	1 yr. \$69.95	1 yr. \$134.10	1 yr. \$149.00
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(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**

Director, Audience Development

**ALLISON P. ARDEN**

VP/Publisher

Signed: August 14, 2009

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	U.S. Subscription Price	149.00
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