

Audit Period: January 1, 2020 – December 31, 2021

The Alliance of Area Business Publishers

287 Richards Ave, Ste 200
Norwalk, CT 06850
(203) 515-9294

EMAIL: cate@sandersonmgt.com
www.bizpubs.org

1. Audited Media Platforms

Print Publication:	Average Net Circulation: (44 Participating Publications)	602,995 (Print Edition)
Digital Edition:	Average Monthly Unique Users: (28 Participating Publications)	27,331 (Digital Edition)
Website:	Average Website Unique Users: (41 Participating Publications)	5,605,424
Social Media:	Average Facebook Likes: (42 Participating Publications)	377,380
	Average Twitter Followers: (42 Participating Publications)	827,169
	Average Instagram Followers: (30 Participating Publications)	119,153
	Average Pinterest Followers: (1 Participating Publications)	300
	Average LinkedIn Followers: (38 Participating Publications)	318,303
E-Newsletters:	Average E-Newsletter Subscribers: (31 Participating Publications)	2,640,902
	Average Open Rate:	26.4%

The Alliance of Area Business Publishers – Total Gross Contacts

CVC Estimated Edition Readership:	2,466,181
Total Digital Contacts:	7,972,258
Total Estimated Gross Contacts:	10,438,439*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.



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2. Publication Information

Number of Editions:	53 (Fifty-Three)	
Format:	Magazine -	20
	Tabloid Magazine -	3
	Tabloid -	30
Circulation Cycle:	Weekly -	16
	Bi-Weekly -	13
	Monthly -	19
	Bi-Monthly -	5
Circulation Day:	Monday -	17
	Tuesday -	2
	Thursday -	2
	Friday -	8
	Other -	24
Year Established:	1979	
Publication Type:	Business Publication	
	71% Controlled / 28% Paid / 1% Sponsor Paid	
Content:	45% Advertising / 55% Editorial	
Primary Delivery Methods:	90% Mail / 7% Controlled Bulk & Single Copy / 3% Waiting Room	
Insert Zoning Available:	Yes - ZIP Code / County / Route / Zone (Varies by publication)	
CVC Member Number:	26-0000	
DMA/MSA:	Varies by publication throughout the United States, Canada and Australia	
Audit Funded By:	The Alliance of Area Business Publishers	

3. Rate Card and Mechanical Data

Association national or regional buy information is available and supplied upon request through the Alliance of Area Business Publishers (AABP). (203) 515-9294

4. Contact Information

President:	John Lohman	
Vice-President:	Christine Perez	
Secretary/Treasurer:	Mitch Bettis	
Executive Director:	Cate Sanderson	(203) 515-9294



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 26-0000		The Alliance of Area Business Publishers Norwalk, CT
Audit Period Summary		
Average Net Circulation	(5-H)	602,995
Average Gross Distribution	(5-F)	607,085
Average Net Press Run	(5-A)	611,515
Audit Period Detail		
A. Average Net Press Run		611,515
B. Office / File		4,430
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		7,970
3. Mail		241,120
4. Requestor Mail		136,383
5. Waiting Rooms		17,272
6. Hotels		1,688
7. Events, Fairs, Festivals and Trade Shows		2,668
8. Education		0
9. Restock & Office Service		12,104
10. Other: Varies by publication – can include unduplicated digital		11,375
Total Average Controlled Distribution		430,580
Controlled Returns		(206)
TOTAL AVERAGE CONTROLLED CIRCULATION		430,374
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		6,263
3. Mail		165,861
4. Waiting Room		137
5. Hotels		70
6. Education		0
7. Restock & Office Service		150
8. Other: Varies by publication – can include unduplicated digital		444
Total Average Paid Distribution		172,925
Paid Returns		(3,884)
TOTAL AVERAGE PAID CIRCULATION		169,041
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		3,580
Total Average Sponsored Distribution		3,580
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		3,580
F. Average Gross Distribution		607,085
G. Total Unclaimed / Returns		(4,090)*
H. Average Net Circulation		602,995

5A. Audited Circulation by Publication - Print Edition

Organization	City	State	Circulation
Arkansas Business	Little Rock	AR	7,662
Northwest Arkansas Business Journal	Springdale	AR	2,282
The Business Journal	Fresno	CA	4,123
Los Angeles Business Journal	Los Angeles	CA	17,151
San Fernando Valley Business Journal	Woodland Hills	CA	3,084
BizWest	Fort Collins	CO	2,217
Hartford Business Journal	Hartford	CT	8,478
Delaware Business Times	Wilmington	DE	6,579
Gulfshore Business	Bonita Springs	FL	8,061
Florida Trend Magazine	St. Petersburg	FL	54,093
Georgia Trend	Norcross	GA	44,132
Hawaii Business Magazine	Honolulu	HI	7,627
Corridor Business Journal	North Liberty	IA	1,995
Daily Herald Business Ledger	Arlington Heights	IL	10,872
Crain's Chicago Business	Chicago	IL	40,217
Springfield Business Journal	Springfield	IL	2,795
Indianapolis Business Journal	Indianapolis	IN	10,682
Baton Rouge Business Report	Baton Rouge	LA	9,841
Biz New Orleans	Metairie	LA	8,652
New Orleans CityBusiness	Metairie	LA	4,669
Worcester Business Journal	Worcester	MA	7,485
Mainebiz	Portland	ME	9,331
Crain's Detroit Business	Detroit	MI	21,765
Grand Rapids Business Journal	Grand Rapids	MI	4,938
DBusiness	Troy	MI	25,522
Twin Cities Business	St. Paul	MN	32,490
Biz 417	Springfield	MO	8,105
Springfield Business Journal	Springfield	MO	3,089
Business North Carolina	Charlotte	NC	29,982
Greater Wilmington Business Journal	Wilmington	NC	8,059
New Hampshire Business Review	Manchester	NH	12,385
Crain's New York Business	New York	NY	36,091
914INC.	Rye	NY	17,761
Crain's Cleveland Business	Cleveland	OH	21,297
Columbus CEO	Columbus	OH	22,072
Providence Business News	Providence	RI	6,166
Columbia Regional Business Report	Columbia	SC	4,367
GSA Business Report	Greenville	SC	4,892
Charleston Regional Business Journal	North Charleston	SC	4,991
D - CEO	Dallas	TX	16,270
Virginia Business	Richmond	VA	27,330
VermontBiz (formerly Vermont Business Magazine)	South Burlington	VT	5,490
Journal of Business	Spokane	WA	7,015
Insight On Business	Appleton	WI	10,891
CVC Audited Print Circulation Total			602,995
BHM Biz	Birmingham	AL	Non-Participant
Business Record	Des Moines	IA	Non-Participant
Ingram's	Kansas City	MO	Non-Participant
Rochester Business Journal	Rochester	NY	Non-Participant
South Sound Business	Tacoma	WA	Non-Participant
BizTimes Milwaukee	Milwaukee	WI	Non-Participant

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

6. Average Print Circulation History

YEAR	CIRCULATION	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/21	602,995	CVC	See individual publication data			
01/01/18-12/31/19	618,578	CVC	See individual publication data			
01/01/16-12/31/17	567,845	CVC	See individual publication data			
01/01/14-12/31/15	606,930	CVC	See individual publication data			
07/01/13-12/31/13	384,380	CVC	See individual publication data			

7. Distribution by Zip Code – (See CD insert)

8. Distribution by County – (See CD insert)

9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Alliance of Area Business Publishers reported an average mail distribution of 546,944 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Alliance of Area Business Publishers did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Alliance of Area Business Publishers publication) on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 94.2% report they regularly read or look through the (appropriate Alliance of Area Business Publishers publication).

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates The Alliance of Area Business Publishers’s claim of 4,090 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Varies by Publication. See individual publication reports.



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12A. Audited Average Website Reporting - www.bizpubs.org

(41 Participating Publications)	Monthly Audit Period Average
Website Unique Users	5,605,424
Website Sessions	8,556,526
Website Page Views	14,607,626
Pages Per Visit	1.71
Average Time Spent on Website	00:01:26

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

12B. Audited Online/Digital Edition Reporting

(28 Participating Publications)	Monthly Audit Period Average
Digital Edition Single Copy	325
Digital Edition Subscribers	83,885
Unique Digital Edition Users (Web)	23,517
Digital Edition Page Views (Web)	251,943
Unique Digital Edition Users (Mobile)	3,814
Digital Edition Page Views (Mobile)	11,627

Explanatory – Digital Edition

PARAGRAPH TWELVE (B)

DIGITAL EDITION SINGLE COPY: Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

UNIQUE DIGITAL EDITION USERS (WEB): Unique users to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

UNIQUE DIGITAL EDITION USERS (MOBILE): Unique users to a digital edition publication, through a mobile device where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (MOBILE): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage
www.facebook.com/(42 Participating Publications)	377,380 Likes
Twitter - @/(42 Participating Publications)	827,169 Followers
Instagram.com/(30 Participating Publications)	119,153 Followers
Pinterest.com/(1 Participating Publications)	300 Followers
LinkedIn.com/(38 Participating Publications)	318,303 Followers



Explanatory – Social Media

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

INSTAGRAM FOLLOWERS: The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.

PINTEREST FOLLOWERS: The average number of followers as expressed by members of the Pinterest community. Information sourced at regular intervals from the publications page on Pinterest.com or third party measurement sources.

LINKEDIN FOLLOWERS: The average number of followers as expressed by members of the LinkedIn community. Information sourced at regular intervals from the publications page on LinkedIn.com or third party measurement sources.

12E. Email Media - (31 Participating Publications)

Media Type	Database Recipients
Subscriber Email Database	16,270
Non-Subscriber Email Opt-In Database	500
Advertiser Email Database	2,624,132
Average Open Rate	26.4%
Average Click Rate	11.9%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)

SUBSCRIBER EMAIL DATABASE: Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

ADVERTISER EMAIL DATABASE: Subscribers provided by advertisers, who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.

12F. Video & Podcast Media - Not Reported

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.

The current status of this report expires December 31, 2023.
 If this report is presented after December 31, 2023 please call the toll-free number listed below.

The Alliance of Area Business Publishers - Norwalk, CT - 26-0000 - Supplemental Readership Study

The Circulation Verification Council surveyed The Alliance of Area Business Publishers readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 10,096 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 993 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 4,584 Survey respondents responded to a geo-coded outbound email verification.

- **Average estimated readers per edition during the audit period: 4.317**
*Readership estimates compiled from 2021 CVC circulation & readership study data.

1. The Alliance of Area Business Publishers is distributed regularly in your area. Do you regularly read or look through the (appropriate Alliance of Area Business Publishers publication)?

YES 15,673 Survey Respondents

2. Considering all the times you pick it up, about how much time, in total, do you spend reading or looking into an average issue of the (appropriate Alliance of Area Business Publishers publication)?

00% Do not read/look into
11% Less than 15 minutes
19% 15 to 29 minutes
29% 30 to 44 minutes
25% 45 to 59 minutes
16% One hour or more
00% Still reading first issue

3. On average, how many people, other than yourself, read or look into your copy of the (appropriate Alliance of Area Business Publishers publication)?

08% 0
11% 1
14% 2
21% 3
22% 4
24% 5 or more



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4. In the past 12 months, what actions, if any, have you taken as a result of reading the (appropriate Alliance of Area Business Publishers publication)? (% of Total Respondents)

- 58% Contacted a company because of an advertisement in the publication.
- 76% Discussed an item you saw in the publication with others.
- 65% Passed an item along or refer information to a business associate/client.
- 34% Visited the publication website to send a link of an item in an issue to someone.
- 46% Saved the entire issue.
- 58% Saved items of interest.
- 01% None of these.

5. Which one of the following best describes your job title or function?

- 25% Owner/Partner
- 13% CEO
- 12% President
- 10% CFO
- 02% CIO
- 03% COO
- 02% Other corporate officer
- 10% Vice president
- 10% Director/Manager
- 07% Sales/Marketing
- 03% Consultant
- 03% Other

6. In your present position, do you influence the purchasing decisions of your company?

- 85% Yes
- 15% No

7. What is your gender?

- 65% Male
- 35% Female

8. What is your age?

- 01% Under 25
- 01% 25–29
- 04% 30–34
- 09% 35–39
- 11% 40–44
- 15% 45–49
- 19% 50–54
- 19% 55–59
- 14% 60–64
- 07% 65 or over

9. What is the highest level of education you have completed?

- 02% High school or less
- 02% Vocational/technical training
- 12% Attended college (less than 4 years)
- 36% Graduated from 4-year college
- 20% Post-graduate study without degree
- 26% Master's degree
- 02% Doctoral degree

10. What was your total household income before taxes in 2020? *(Please include all income for yourself and all other persons living in your household from all sources. For example: wages, bonuses, profits, dividends, rental income, interest, pensions, etc.)*

02%	Under \$50,000
05%	\$50,000 - \$74,999
08%	\$75,000 - \$99,999
09%	\$100,000 - \$124,999
10%	\$125,000 - \$149,999
10%	\$150,000 - \$174,999
08%	\$175,000 - \$199,999
12%	\$200,000 - \$249,999
14%	\$250,000 - \$299,999
08%	\$300,000 - \$399,999
07%	\$400,000 - \$499,999
05%	\$500,000 - \$749,999
01%	\$750,000 - \$999,999
01%	\$1 million or more



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