



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2010**

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 56,006

AdvertisingAge

Health-care reform stokes spending by top hospitals, clinics

More Clin. John Heckins, senior marketing and social media...



CANNES GROWS UP AS CLIENTS, CREATIVES COLLABORATE IN TRUE FRENCH CONNECTION

What about those clients who pack the beach and...

Cadillac, Chrysler, Mazda accounts spin out at once

In unprecedented week for auto ad business,...

National cable gets fueled by fast food

As networks battle for subscribers,...

TV ADVERTISERS ARE PAYING MORE FOR LESS

WEB SITE ACTIVITY



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

Audit Period: June 2010

	Page Impressions	Unique Users
Total	3,155,782	629,980
Daily	105,192	31,792
Mon. to Fri.	131,182	39,742
Sat. & Sun.	33,724	9,932

1A

AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Par. 11(a)	19,764
Digital Only, See Par. 11(b)	375
Print & Digital (Unduplicated), See Par. 11(c)	4,637
Total Individual	24,776
Association	
Sponsored Individually Addressed, See Par. 11(d)	831
Multi-Copy Same Addressee, See Par. 11(e)	514
Single Copy Sales, See Par. 11(f)	400
Total Average Qualified Paid Circulation	26,521

1B

AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	24,663
Digital Only, See Par. 11(b)	4,811
Print & Digital (Unduplicated), See Par. 11(c)	11
Total Individual	29,485
Association	
Multi-Copy Same Addressee	
Total Average Qualified Non-Paid Circulation	29,485

1C

AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	496
Miscellaneous, Including Staff Copies, See Par. 11(g)	2,709
Total Average Non-Qualified Circulation	3,205

1D

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

None

AdvertisingAge

Diageo Media Goes to Carat

Pharma Online Spending to Hit \$1 Billion This Year

What's Next for the Tiger Woods Brand?

Chevrolet to Pitch Volt in MLB World Series

Content, Community, Creativity, In Context.

100 Leading Media Companies



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

Table with columns: 2010 Issue, Total, Paid Print Only, Paid Digital Only, Paid Print & Digital (Unduplicated), Total Paid, Qualified Non-Paid Print Only, Qualified Non-Paid Digital Only, Qualified Non-Paid Print & Digital (Unduplicated), Total Qualified Non-Paid, Qualified Non-Paid Removed, Qualified Non-Paid Added. Rows include months from Jan to June with multiple issue numbers.

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 28, 2010 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 3.3% LESS THAN THE PERIOD AVERAGE
• QUALIFIED NON-PAID CIRCULATION WAS 4.9% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Title & Occupation

Table with columns: Classification by Business & Industry, Total, %, Paid Print Only, Paid Digital Only, Paid Print & Digital (Unduplicated), Total Paid, Qualified Non-Paid Print Only, Qualified Non-Paid Digital Only, Qualified Non-Paid Print & Digital (Unduplicated), Total Qualified Non-Paid, and columns A through G for classification by title and occupation.

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

3A₁

SUPPLEMENTAL 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.....	14,592	25.8	4,528	10,064	2,392	3,154	1,022		4,604		3,420
2. Retail/Food Services Establishments/Travel/Transportation Services	3,546	6.3	1,665	1,881	626	631	169		1,095		1,025
3. Media, including online, interactive and gaming	3,511	6.2	2,632	879	541	810	266		721		1,173
4. Financial/Insurance/Real Estate/Legal...	2,752	4.9	1,188	1,564	417	746	54		620		915
5. Government/Trade Associations and Religious Organizations	1,085	1.9	465	620	98	192	23		287		485
Sub-Total Advertisers and Marketers (Classifications 1 through 5).....	25,486	45.1	10,478	15,008	4,074	5,533	1,534		7,327		7,018
6. Advertising Agencies/Advertising and Marketing Support.....	25,365	44.8	9,611	15,754	7,078	1,468	427	8,811		1,508	6,073
Sub-Total Agencies and Support Services (6)	25,365	44.8	9,611	15,754	7,078	1,468	427	8,811		1,508	6,073
7. Universities/Colleges/Schools.....	3,159	5.6	3,016	143							
8. Others Allied to the Field, including Libraries	1,084	1.9	1,082	2							
Other Paid Circulation											
Subscriptions	1,103	1.9	1,091	12							
Single Copy Sales.....	369	0.7	369								
Total Qualified Circulation	56,566	100.0	25,647	30,919							

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	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:								
Total Direct request from recipient:	763			753		10	763	2.5
Written.....	763			753		10	763	2.5
Telecommunication								
Internet and E-mail.....								
Total Direct request from recipient's company:	25				25		25	0.1
Written.....	25				25		25	0.1
Telecommunication								
Internet and E-mail.....								
Total Communication other than request:								
Written.....								
Telecommunication								
Internet and E-mail.....								
Association								
Business Directories.....								
Lists								
Acquired Circulation								
Other Sources (See Par. 11(h))	25,044	5,062	25	29,756	159	216	30,131	97.4
Total Qualified Non-Paid Circulation	25,832	5,062	25	30,509	184	226	30,919	100.0
Percent	83.5	16.4	0.1	98.7	0.6	0.7	100.0	
Paid Subscription Circulation.....							25,278	
Paid Acquired Circulation								
Single Copy Sales							369	
Total Qualified Circulation							56,566	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
Individual by name only	8,685	15.5	7,303	186	936	8,425	246	12	2	260
Title or occupation only	275	0.5	270		1	271	3	1		4
Company name only.....	1,593	2.8	1,591		2	1,593				
Multi-Copy Same Addressee	489	0.9	489			489				
Total Qualified Paid Subscription & Non-Paid Circulation	56,197	100.0	20,179	482	4,617	25,278	25,832	5,062	25	30,919
Single Copy Sales	369									
Total Qualified Circulation	56,566									

GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
New England										
ME 039-049	115		34	1	7	42	64	9		73
NH 030-038	164		48	1	13	62	92	10		102
VT 050-059	92		26		7	33	47	12		59
MA 010-027	1,792		524	12	148	684	969	139		1,108
RI 028-029	127		45	2	15	62	58	7		65
CT 060-069	1,113		432	4	121	557	489	66	1	556
New England	3,403	6.0	1,109	20	311	1,440	1,719	243	1	1,963
Middle Atlantic										
NY 100-149	11,634		5,029	64	972	6,065	4,354	1,213	2	5,569
NJ 070-089	2,012		791	15	166	972	911	127	2	1,040
PA 150-196	1,595		569	4	114	687	818	90		908
Middle Atlantic	15,241	26.9	6,389	83	1,252	7,724	6,083	1,430	4	7,517
East N. Central										
OH 430-459	1,637		602	5	141	748	828	61		889
IN 460-479	498		174	1	33	208	246	44		290
IL 600-629	4,262		1,554	19	320	1,893	2,060	306	3	2,369
MI 480-499	1,710		610	5	108	723	877	110		987
WI 530-549	821		310	3	46	359	421	41		462
East N. Central	8,928	15.8	3,250	33	648	3,931	4,432	562	3	4,997
West N. Central										
MN 550-567	1,211		394	5	64	463	683	64	1	748
IA 500-528	298		116	2	11	129	145	24		169
MO 630-658	868		303	3	65	371	452	44	1	497
ND 580-588	63		18	1	2	21	36	6		42
SD 570-577	48		16	1	1	18	28	2		30
NE 680-693	216		84	1	11	96	106	14		120
KS 660-679	315		105	3	23	131	160	24		184
West N. Central	3,019	5.3	1,036	16	177	1,229	1,610	178	2	1,790
South Atlantic										
DE 197-199	110		35		3	38	64	8		72
MD 206-219	669		199	2	57	258	336	75		411
DC 200, 202-205	547		210	3	41	254	227	66		293
VA 201, 220-246	1,048		375	3	81	459	498	91		589
WV 247-268	64		25		4	29	29	6		35
NC 270-289	837		287	3	55	345	418	74		492
SC 290-299	278		81		15	96	155	27		182
GA 300-319	1,554		461		108	569	834	151		985
FL 320-349	2,371		646	10	163	819	1,245	302	5	1,552
South Atlantic	7,478	13.2	2,319	21	527	2,867	3,806	800	5	4,611
East S. Central										
KY 400-427	287		97	1	15	113	150	24		174
TN 370-385	543		190	3	41	234	261	48		309
AL 350-369	243		117	1	6	124	98	21		119
MS 386-397	82		34		1	35	38	9		47
East S. Central	1,155	2.0	438	5	63	506	547	102		649
West S. Central										
AR 716-729	299		60	2	20	82	203	14		217
LA 700-714	195		55		13	68	113	14		127
OK 730-749	191		77	1	16	94	82	15		97
TX 750-799	2,513		720	10	185	915	1,426	172		1,598
West S. Central	3,198	5.7	912	13	234	1,159	1,824	215		2,039
Mountain										
MT 590-599	57		19	1	7	27	25	5		30
ID 832-838	99		33		5	38	50	11		61
WY 820-831	20		10		1	11	7	2		9
CO 800-816	955		301	3	60	364	513	78		591
NM 870-884	83		25		5	30	42	11		53
AZ 850-865	557		153	3	35	191	310	56		366
UT 840-847	246		75	2	23	100	135	11		146
NV 889-898	230		61		14	75	114	41		155
Mountain	2,247	4.0	677	9	150	836	1,196	215		1,411
Pacific										
AK 995-999	34		10		3	13	17	4		21
WA 980-994	979		244	7	105	356	522	101		623
OR 970-979	510		154	3	44	201	271	38		309
CA 900-961	8,125		2,395	51	754	3,200	3,753	1,163	9	4,925
HI 967-968	70		18		1	19	41	10		51
Pacific	9,718	17.2	2,821	61	907	3,789	4,604	1,316	9	5,929
Single Copy Sales	369	0.7	369			369				
U.S. Unclassified										
United States	54,756	96.8	19,320	261	4,269	23,850	25,821	5,061	24	30,906
Poss. & Other Areas										
004-009, 969	79	0.1	50	1	15	66	11	1	1	13
U.S. & Poss., etc.	54,835	96.9	19,370	262	4,284	23,916	25,832	5,062	25	30,919
Canada	558	1.0	449	9	100	558				
Mexico	28	0.1	15	1	12	28				
Military or Civilian Personnel Overseas										
Other International	1,145	2.0	714	210	221	1,145				
Total International	1,731	3.1	1,178	220	333	1,731				
E-Mail Address Only										
Other Unclassified										
Grand Total	56,566	100.0	20,548	482	4,617	25,647	25,832	5,062	25	30,919

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2010**

5 PRICE DATA See Par. 11(i)

	Total	Print Only	Digital Only	Print & Digital (Unduplicated)
Basic Prices: Subscriptions: U.S., 1 yr. \$149.00; 2 yrs. \$209.00. Can- ada, 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:	3,294	3,231	63	
75% - 99% of basic:	1,882	1,832	50	
50% - 74% of basic:	1,606	1,389	217	
25% - 49% of basic:	5,067	4,938	129	
Less than 25% of basic:	2,484	271	2,213	
Total	14,333	11,661	2,672	

6 TERM DATA
Reporting not required

7 SALES CHANNELS
Reporting not required

8 PREMIUM USAGE
Reporting not required

ADDITIONAL CIRCULATION INFORMATION

**9 POST EXPIRATION COPIES INCLUDED
IN PAID CIRCULATION**
Reporting not required

**10 RENEWAL ANALYSIS OF
PAID CIRCULATION**
Reporting not required

11

EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only individual subscriptions, averaging 19,764 paid copies, 24,663 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of ADVERTISING AGE.

(b) Digital Only individual subscriptions, averaging 375 paid copies, 4,811 qualified non-paid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ADVERTISING AGE is made available to subscribers through a password secure web site wherein e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) individual subscriptions, averaging 4,637 paid copies, 11 qualified non-paid copies per issue, represent copies served to individuals receiving both a print and digital version of ADVERTISING AGE. The digital version of ADVERTISING AGE is made available to subscribers through a password secure web site wherein e-mail notice is sent to recipients notifying them of the availability of each issue.

(d) Sponsored Individually Addressed subscriptions, averaging 831 copies per issue, represent copies sold in quantities of 5 to 19 to business concerns at 1 yr. \$89.00. Copies were mailed to the purchaser for redistribution.

(e) Multi-Copy Same Addressee subscriptions, averaging 514 copies per issue, represent copies served in quantities of 2 to 18 to individuals and media departments at basic prices. Copies were mailed to the purchaser for redistribution.

(f) Single Copy Sales, averaging 400 copies per issue, represent copies sold through retail outlets at \$4.99 per copy.

(g) Miscellaneous includes checking and promotion copies, averaging 686 copies per issue, served to advertisers and agencies.

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

(i) 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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(j) 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: February 16, 2010

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