

B2B Media

Publisher's Statement

6 months ended December 31, 2018

Subject to Audit

Field Served:

Field Served: Advertising, Marketing, Communications and Media. Ad Age is a global source of news, intelligence and conversation for the marketing and media community. Ad Age connects today's marketers and brands online, in print and in person with analyses, insights, and events including Ad Age digital:next and Ad Age A-List & Creativity Awards, and industry data including the Agency Report and Leading National Advertisers.

AdAge



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		59,236
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AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	14,622	Qualified Nonpaid Individual - Print	34,519
Qualified Paid Individual - Digital	1,891	Qualified Nonpaid Individual - Digital	15
Qualified Paid Individual - Print & Digital (Unduplicated)	188	Qualified Nonpaid Individual - Print & Digital (Unduplicated)	155
Total Qualified Paid Individual	16,701	Total Qualified Nonpaid Individual	34,689
Qualified Paid Sponsored Individually Addressed - Print	549	Total Average Qualified Nonpaid Circulation	34,689
Qualified Paid Sponsored Individually Addressed - Digital	295		
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	7		
Total Qualified Paid Sponsored Individually Addressed	851		
Qualified Paid Multicopy Same Addressee - Print	341		
Qualified Paid Multicopy Same Addressee - Digital	6,627		
Qualified Paid Multicopy Same Addressee - Print & Digital (Unduplicated)	1		
Total Qualified Paid Multicopy Same Addressee	6,969		
Single Copy Sales - Print	26		
Total Single Copy Sales	26		
Total Average Qualified Paid Circulation	24,547		

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	364
Total Nonqualified Allocated for Shows & Conventions	364
Nonqualified Miscellaneous, Including Staff Copies - Print	3,040
Total Nonqualified Miscellaneous, Including Staff Copies	3,040
Total Average Nonqualified Circulation	3,404

CIRCULATION BY ISSUES

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jul 09	15,566	8,712	211	24,489	34,748	15	155	34,918	59,407
Jul 23	15,672	8,728	216	24,616	34,566	15	155	34,736	59,352
Aug 13	15,636	8,699	196	24,531	34,512	15	155	34,682	59,213
Sep 10	15,557	8,805	205	24,567	34,434	15	155	34,604	59,171
Sep 24	15,556	8,817	202	24,575	34,407	15	155	34,577	59,152
Oct 01	15,415	8,816	200	24,431	34,396	15	155	34,566	58,997
Oct 22	15,476	8,830	195	24,501	34,233	15	155	34,403	58,904
Nov 05	15,451	8,824	185	24,460	34,068	15	155	34,238	58,698
Nov 19	15,542	8,832	191	24,565	33,934	15	155	34,104	58,669
Dec 03	15,479	8,941	178	24,598	33,917	15	155	34,087	58,685
Dec 17	15,569	8,940	176	24,685	36,491	15	155	36,661	61,346

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qual-ified Paid - Print	Qual-ified Paid - Digital	Qual-ified Paid - Print & Digital (Undu-plicat-ed)	Total Qual-ified Paid	Qual-ified Non-paid - Print	Qual-ified Non-paid - Digital	Qual-ified Non-paid - Print & Digital (Undu-plicat-ed)	Total Qual-ified Non-paid	Classification by Title & Occupation						
											A	B	C	D	E	F	G
1. Brand Marketers	26,536	43.3	3,741	571	29	4,341	22,173	1	21	22,195	3,660	4,720	627	479	15,471	464	1,115
2. Media	4,465	7.3	1,693	265	17	1,975	2,386	14	90	2,490	1,023	964	646	244	927	324	337
3. Advertising Agencies & Other Agencies/Consultancies	15,540	25.3	5,647	980	53	6,680	8,826		34	8,860	5,681	2,993	697	606	2,904	1,495	1,164
4. Ad Tech/Marketing Tech	879	1.4	334	62	4	400	470		9	479	274	177	82	15	199	46	86
Sub-Total Brand Marketers, Media, Agencies & Support Services (1-4)	47,420	77.3	11,415	1,878	103	13,396	33,855	15	154	34,024	10,638	8,854	2,052	1,344	19,501	2,329	2,702
5. Universities/Colleges/Schools	7,409	12.1	714	6,293	48	7,055	354			354							
6. Others Allied to the Field, including Libraries	2,657	4.3	341	30	3	374	2,282		1	2,283							
Other Paid Circulation																	
Subscriptions	3,860	6.3	3,099	739	22	3,860											
Single Copy Sales																	
Total Qualified Circulation	61,346	100.0	15,569	8,940	176	24,685	36,491	15	155	36,661							

Key to Title and Occupation:

- A. C-Suite
- B. Executive/VP/GM
- C. Sales
- D. Media Director/Supervisor, Media Buyer/Planner
- E. Director/Manager of Marketing/Advertising (including Brand/Product Marketing Dir/Mgr, PR, Communications Dir/Mgr)
- F. Creative/Production
- G. Other

SUPPLEMENTAL BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Classification by Title & Occupation						
		A	B	C	D	E	F	G
1.	Brand Marketers	3,660	4,720	627	479	15,471	464	1,115
2.	Media	1,023	964	646	244	927	324	337
3.	Advertising Agencies & Other Agencies/Consultancies	5,681	2,993	697	606	2,904	1,495	1,164
4.	Ad Tech/Marketing Tech	274	177	82	15	199	46	86
	Total Brand Marketers, Media, Agencies & Support Services (1-4)	10,638	8,854	2,052	1,344	19,501	2,329	2,702

Key to Title and Occupation:

- A. C-Suite
- B. Executive/VP/GM
- C. Sales
- D. Media Director/Supervisor, Media Buyer/Planner
- E. Director/Manager of Marketing/Advertising (including Brand/Product Marketing Dir/Mgr, PR, Communications Dir/Mgr)
- F. Creative/Production
- G. Other

AGE OF SOURCE ANALYSIS				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	40,066	6,892	255	36,306	8,383	2,524	47,213	77.0
Written	11,898	2,046	76	11,737	1,822	461	14,020	22.9
Telecommunication	9,010	1,550	57	8,186	1,745	686	10,617	17.3
Internet and Email	19,158	3,296	122	16,383	4,816	1,377	22,576	36.8
Total Direct Request From Recipient's Company	1,169	201	7	1,326	24	27	1,377	2.2
Written	15	2		17			17	0.0
Telecommunication	1,095	188	7	1,242	21	27	1,290	2.1
Internet and Email	59	11		67	3		70	0.1
Total Communication Other Than Request	2			1	1		2	0.0
Written	1			1			1	0.0
Telecommunication	1				1		1	0.0
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	10,823	1,862	69	12,754			12,754	20.8
Total Qualified Subscriptions	52,060	8,955	331	50,387	8,408	2,551	61,346	100.0
Percent	84.9	14.6	0.5	82.1	13.7	4.2	100.0	
Single Copy Sales								
Total Qualified Circulation							61,346	

MAILING ADDRESS ANALYSIS										
	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation	Percent
Individual by Name and Title and/or Occupation	10,092	1,260	132	11,484	35,181	11	125	35,317	46,801	76.3
Individual by Name Only	4,638	933	44	5,615	1,305	4	30	1,339	6,954	11.3
Title or Occupation Only	61	2		63	3			3	66	0.1
Company Name Only	452	3		455	2			2	457	0.7
Multicopy Same Addressee	326	6,742		7,068					7,068	11.5
Total Qualified Subscriptions	15,569	8,940	176	24,685	36,491	15	155	36,661	61,346	100.0
Single Copy Sales										
Total Qualified Circulation									61,346	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	77	3		80	193			193	273
Arizona	126	6	3	135	437			437	572
Arkansas	41	2	1	44	212			212	256
California	2,502	691	24	3,217	5,091	2	17	5,110	8,327
Colorado	236	20	3	259	650			650	909
Connecticut	300	38	4	342	805			805	1,147
Delaware	25			25	56			56	81
District of Columbia	140	302	2	444	235			235	679
Florida	533	45	8	586	1,743		5	1,748	2,334
Georgia	391	326	3	720	904	1	20	925	1,645
Idaho	24	1		25	101			101	126
Illinois	1,109	482	13	1,604	2,384	4	11	2,399	4,003
Indiana	103	296	1	400	573			573	973
Iowa	71	5	1	77	291			291	368
Kansas	64	3		67	248			248	315
Kentucky	75	7		82	278			278	360
Louisiana	40	2	1	43	190			190	233
Maine	25		1	26	117			117	143
Maryland	197	597	1	795	496		1	497	1,292
Massachusetts	450	49	2	501	1,040		2	1,042	1,543
Michigan	389	321	1	711	1,090	2		1,092	1,803
Minnesota	252	183	3	438	898			898	1,336
Mississippi	21	2		23	92			92	115
Missouri	177	161	2	340	733			733	1,073
Montana	12	1		13	56			56	69
Nebraska	35	7	4	46	241			241	287
Nevada	45	4		49	194			194	243
New Hampshire	29	2	1	32	147			147	179
New Jersey	548	50	5	603	1,756		5	1,761	2,364
New Mexico	18	1		19	87			87	106
New York	3,787	1,624	45	5,456	5,340	6	94	5,440	10,896
North Carolina	216	603	2	821	769			769	1,590
North Dakota	7			7	53			53	60
Ohio	367	313	8	688	1,252			1,252	1,940
Oklahoma	51	1		52	205			205	257
Oregon	156	14	5	175	420			420	595
Pennsylvania	419	764	4	1,187	1,347			1,347	2,534
Rhode Island	37	2	1	40	119			119	159
South Carolina	82	3	2	87	239			239	326
South Dakota	7			7	68			68	75
Tennessee	183	157	2	342	519			519	861
Texas	620	633	7	1,260	1,814			1,814	3,074
Utah	78	3	1	82	216			216	298
Vermont	16	3	1	20	76			76	96
Virginia	287	171		458	784			784	1,242
Washington	227	25	2	254	666			666	920
West Virginia	12			12	53			53	65
Wisconsin	183	307	3	493	681			681	1,174
Wyoming	4	1	1	6	18			18	24
TOTAL 48 CONTERMINOUS STATES	14,791	8,231	168	23,190	35,971	15	155	36,141	59,331
Alaska	6	1		7	35			35	42
Hawaii	16	1	1	18	70			70	88
TOTAL ALASKA & HAWAII	22	2	1	25	105			105	130
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	14,812	8,233	169	23,214	36,076	15	155	36,246	59,460
Poss. & Other Areas	32	1	1	34	8			8	42
U.S. & POSS., etc.	14,845	8,234	170	23,249	36,084	15	155	36,254	59,503
Canada	279	224	3	506	136			136	642
International	446	482	3	931	270			270	1,201
Military or Civilian Personnel Overseas					2			2	2
Total International	724	706	6	1,436	407			407	1,843
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	15,569	8,940	176	24,685	36,491	15	155	36,661	61,346

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	U.S., 1 yr. \$109.00; 2 yrs. \$179.00. Canada and Mexico, 1 yr. \$239.00; 2 yrs. \$389.00. Other International, 1 yr. \$429.00; 2 yrs. \$689.00.
Single Copy	\$4.99
Sponsored Individually Addressed - Print	\$55.00 to \$429.00
Sponsored Individually Addressed - Digital	\$79.00 to \$247.00
Sponsored Individually Addressed - Print & Digital (Unduplicated)	\$55.00 to \$429.00

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 nontitled agency personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

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Age of Source Reporting : Includes both paid and nonpaid circulation.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Dec 17, 2018 issue.

Age of Source Projection: The figures used are based on percentages established for the June 25, 2018 issue and projected against the totals for the December 17, 2018 issue.

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 Alliance for Audited Media's Bylaws and Rules.

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