

B2B Media

Publisher's Statement

6 months ended December 31, 2019

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.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		61,243
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AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	15,269	Qualified Nonpaid Individual - Print	36,014
Qualified Paid Individual - Digital	2,072	Qualified Nonpaid Individual - Digital	101
Qualified Paid Individual - Print & Digital (Unduplicated)	104	Qualified Nonpaid Individual - Print & Digital (Unduplicated)	71
Total Qualified Paid Individual	17,445	Total Qualified Nonpaid Individual	36,186
Qualified Paid Sponsored Individually Addressed - Print	702	Total Average Qualified Nonpaid Circulation	36,186
Qualified Paid Sponsored Individually Addressed - Digital	474		
Qualified Paid Sponsored Individually Addressed - Print & Digital (Unduplicated)	2		
Total Qualified Paid Sponsored Individually Addressed	1,178		
Qualified Paid Multicopy Same Addressee - Print	230		
Qualified Paid Multicopy Same Addressee - Digital	6,189		
Total Qualified Paid Multicopy Same Addressee	6,419		
Single Copy Sales - Print	15		
Total Single Copy Sales	15		
Total Average Qualified Paid Circulation	25,057		

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	355
Total Nonqualified Allocated for Shows & Conventions	355
Nonqualified Miscellaneous, Including Staff Copies - Print	2,169
Total Nonqualified Miscellaneous, Including Staff Copies	2,169
Total Average Nonqualified Circulation	2,524

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 15	15,435	8,756	116	24,307	36,239	99	71	36,409	60,716
Jul 29	15,542	8,760	121	24,423	36,209	99	71	36,379	60,802
Aug 12	15,359	8,448	112	23,919	36,131	102	71	36,304	60,223
Sep 09	15,658	8,479	113	24,250	36,454	102	71	36,627	60,877
Sep 23	15,814	8,641	110	24,565	36,433	102	71	36,606	61,171
Sep 30	15,923	8,617	108	24,648	36,412	102	71	36,585	61,233
Oct 14	16,729	8,478	102	25,309	36,183	102	71	36,356	61,665
Oct 28	17,048	8,769	98	25,915	35,959	102	71	36,132	62,047
Nov 18	16,987	8,886	94	25,967	35,953	102	72	36,127	62,094
Dec 09	17,067	9,180	97	26,344	35,938	101	73	36,112	62,456
Dec 23	16,812	9,072	92	25,976	34,245	103	71	34,419	60,395

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qual-ified Paid - Print	Qual-ified Paid - Digital	Qual-ified Paid - Print & Digital (Unduplicated)	Total Qual-ified Paid	Qual-ified Non-paid - Print	Qual-ified Non-paid - Digital	Qual-ified Non-paid - Print & Digital (Unduplicated)	Total Qual-ified Non-paid	Classification by Title & Occupation						
											A	B	C	D	E	F	G
1. Brand Marketers	26,171	43.3	3,398	612	11	4,021	22,126	10	14	22,150	9,039	4,601	553	474	10,128	539	838
2. Media	3,599	6.0	1,611	285	10	1,906	1,591	59	43	1,693	683	745	537	177	822	262	372
3. Advertising Agencies & Other Agencies/Consultancies	15,123	25.0	5,331	995	27	6,352	8,736	22	13	8,771	4,737	2,466	506	2,159	2,856	1,441	959
4. Ad Tech/Marketing Tech	1,909	3.2	320	61	1	382	1,518	8	1	1,527	1,288	163	92	22	215	66	64
Sub-Total Brand Marketers, Media, Agencies & Support Services (1-4)	46,802	77.5	10,660	1,953	49	12,662	33,970	99	71	34,140	15,747	7,975	1,688	2,832	14,020	2,308	2,232
5. Universities/Colleges/Schools	7,180	11.9	729	6,188	28	6,945	235			235							
6. Others Allied to the Field, including Libraries	374	0.6	317	18	1	335	35	4		39							
Other Paid Circulation																	
Subscriptions	6,038	10.0	5,106	913	14	6,033	5			5							
Single Copy Sales																	
Total Qualified Circulation	60,395	100.0	16,812	9,072	92	25,976	34,245	103	71	34,419							

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	9,039	4,601	553	474	10,128	539	838
2. Media	683	745	537	177	822	262	372
3. Advertising Agencies & Other Agencies/Consultancies	4,737	2,466	506	2,159	2,856	1,441	959
4. Ad Tech/Marketing Tech	1,288	163	92	22	215	66	64
Total Brand Marketers, Media, Agencies & Support Services (1-4)	15,747	7,975	1,688	2,832	14,020	2,308	2,232

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	35,968	6,463	115	35,912	6,403	230	42,545	70.4
Written	11,758	2,113	38	12,000	1,775	132	13,907	23.0
Telecommunication	8,543	1,535	27	7,908	2,183	14	10,105	16.7
Internet and Email	15,667	2,815	50	16,004	2,445	84	18,533	30.7
Total Direct Request From Recipient's Company	193	35		167	61	1	229	0.4
Written	44	8		51	1		52	0.1
Telecommunication	109	20		74	54	1	129	0.2
Internet and Email	40	7		42	6		48	0.1
Total Communication Other Than Request	3			2		1	3	0.0
Written	1			1			1	0.0
Telecommunication	1					1	1	0.0
Internet and Email	1			1			1	0.0
Association								
Business Directories	3	1		4			4	0.0
Lists								
Acquired Circulation								
Other Sources	14,890	2,676	48	17,614			17,614	29.2
Total Qualified Subscriptions	51,057	9,175	163	53,699	6,464	232	60,395	100.0
Percent	84.5	15.2	0.3	88.9	10.7	0.4	100.0	
Single Copy Sales								
Total Qualified Circulation							60,395	

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	9,326	1,406	70	10,802	33,000	70	66	33,136	43,938	72.8
Individual by Name Only	6,835	1,136	22	7,993	1,238	34	5	1,277	9,270	15.4
Title or Occupation Only	47	1		48	3			3	51	0.1
Company Name Only	386	1		387	3			3	390	0.7
Multicopy Same Addressee	218	6,528		6,746					6,746	11.2
Total Qualified Subscriptions	16,812	9,072	92	25,976	34,244	104	71	34,419	60,395	100.0
Single Copy Sales										
Total Qualified Circulation									60,395	

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	102	1		103	260			260	363
Arizona	154	7	1	162	440			440	602
Arkansas	53			53	174			174	227
California	2,726	1,264	20	4,010	5,244	14	7	5,265	9,275
Colorado	263	22		285	513			513	798
Connecticut	309	42	2	353	716	1		717	1,070
Delaware	27	1		28	67			67	95
District of Columbia	137	170	2	309	118		1	119	428
Florida	656	80	2	738	1,721	1	3	1,725	2,463
Georgia	417	336	2	755	897	10	13	920	1,675
Idaho	34	1		35	115			115	150
Illinois	1,128	492	3	1,623	2,057	11	5	2,073	3,696
Indiana	132	305	2	439	544			544	983
Iowa	80	4	2	86	290			290	376
Kansas	68	8		76	235			235	311
Kentucky	83	8	1	92	267			267	359
Louisiana	62			62	247			247	309
Maine	36	1	1	38	84			84	122
Maryland	174	464		638	483	1		484	1,122
Massachusetts	434	53	4	491	1,007	1	1	1,009	1,500
Michigan	435	174	1	610	1,015	2		1,017	1,627
Minnesota	257	182	2	441	731			731	1,172
Mississippi	32	1		33	129			129	162
Missouri	222	162	1	385	645			645	1,030
Montana	13			13	49			49	62
Nebraska	52	3	2	57	161			161	218
Nevada	78	2	1	81	274			274	355
New Hampshire	36	3		39	103			103	142
New Jersey	595	45	4	644	1,565	2	5	1,572	2,216
New Mexico	30	1		31	71			71	102
New York	3,747	1,461	22	5,230	4,255	60	35	4,350	9,580
North Carolina	263	616	1	880	781			781	1,661
North Dakota	14	1		15	55			55	70
Ohio	424	318	2	744	1,266			1,266	2,010
Oklahoma	48	3	1	52	204			204	256
Oregon	177	18	1	196	358			358	554
Pennsylvania	515	334	1	850	1,369			1,369	2,219
Rhode Island	48			48	131			131	179
South Carolina	93	5		98	203			203	301
South Dakota	13			13	51			51	64
Tennessee	210	12	1	223	563			563	786
Texas	761	568	3	1,332	2,030			2,030	3,362
Utah	91	154		245	302			302	547
Vermont	19	4		23	63			63	86
Virginia	307	168	3	478	649			649	1,127
Washington	282	21	1	304	644			644	948
West Virginia	20	1		21	49			49	70
Wisconsin	225	307	1	533	682			682	1,215
Wyoming	5	1		6	20			20	26
TOTAL 48 CONTERMINOUS STATES	16,087	7,822	90	23,999	33,897	103	70	34,070	58,069
Alaska	8	1		9	34			34	43
Hawaii	20	1		21	108			108	129
TOTAL ALASKA & HAWAII	28	2		30	142			142	172
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	16,115	7,824	90	24,029	34,039	103	70	34,212	58,241
Poss. & Other Areas	32			32	4			4	36
U.S. & POSS., etc.	16,147	7,824	90	24,061	34,043	103	70	34,216	58,277
Canada	248	90	1	339	92		1	93	432
International	414	1,158	1	1,573	110			110	1,683
Military or Civilian Personnel Overseas	3			3					3
Total International	665	1,248	2	1,915	202		1	203	2,118
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	16,812	9,072	92	25,976	34,245	103	71	34,419	60,395

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 December 23, 2019 issue.

Age of Source Projection: The figures used are based on percentages established for the June 24, 2019 issue and projected against the totals for the December 23, 2019 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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