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2009 SMALLBIZ CALENDAR

ISSUE	IN-HOME	AD CLOSE
Feb/Mar	2/20	1/23
Apr/May	4/10	3/13
June/July	6/12	5/15
Aug/Sept	8/14	7/17
Oct/Nov	10/16	9/18
Dec/Jan	12/4	11/6

In-home delivery within one week of above date.



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PURCHASE INFLUENCE IN AMERICAN BUSINESS, ERDOS & MORGAN

TOTAL SMALLBIZ SENIOR EXECUTIVE READERS: 199,000

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Financial/Corporate Services	60%
Human Resources/Staffing	49%
Office Operations	46%
Sales & Marketing	52%
Computer Technology	49%
Insurance	45%
Communications Equipment & Services	43%

READER PROFILE:

Job Title, C-Level	37%
Job Title, VP or Above	88%
Currently Serve on Your/Other Company Board of Directors	45%
Company Size < 100 Employees	88%
Median Number of Employees	23
Median Sales Volume	\$3.3M