



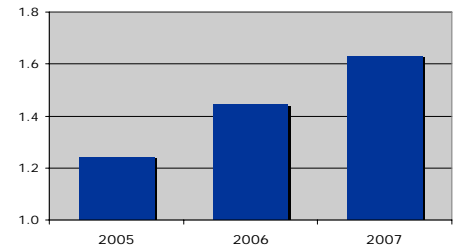
BusinessWeek's affluent audience is growing.

The 2007 Mendelsohn Affluent Survey demonstrates that more and more affluent adults rely solely on BusinessWeek for business insight. With a growing audience of higher-income, loyal readers who don't want to miss an issue, BusinessWeek is ideal for luxury advertisers looking to reach success-driven professionals.

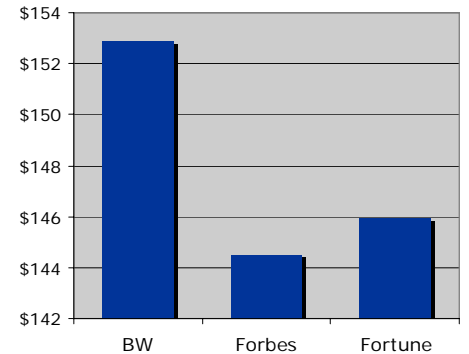
Highlights from the 2007 Mendelsohn Affluent Study:

- **Greater audience growth:** For the second year running, BusinessWeek enjoys the largest growth in percent and number of affluent readers among the three-book set (BusinessWeek, Forbes, and Fortune).
- **Higher income:** BusinessWeek's average and median household income (HHI) are higher than those of Forbes and Fortune.
- **More assets:** BusinessWeek readers have a higher investment portfolio and total assets than Forbes' and Fortune's readers.
- **Loyal readers:** 54% of BusinessWeek readers read 3 or 4 out of 4 issues — a higher concentration of loyal readers than Forbes or Fortune.
- **One million exclusive affluent readers:** BusinessWeek has a higher number and higher concentration of exclusive readers than Forbes or Fortune — 2/3 of BusinessWeek readers don't read either Forbes or Fortune.

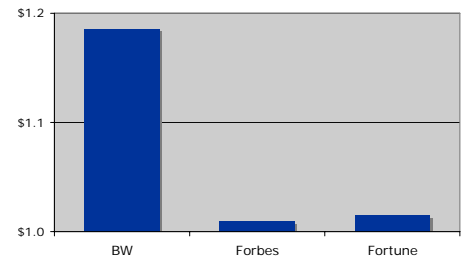
BusinessWeek Audience
(millions)



Median HHI
(thousands)



Total Assets
(millions)



BUSINESSWEEK READER PROFILE

Total BusinessWeek Affluent Readers

1,631,000

Men	67%
Women	33%
College graduate+	73%
Median age	51 years
Top management	27%
Professional/Managerial	60%
Median personal income	\$93,864
Median household income (HHI)	\$152,869
Investment portfolio >\$200,000	58%

For more information contact

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