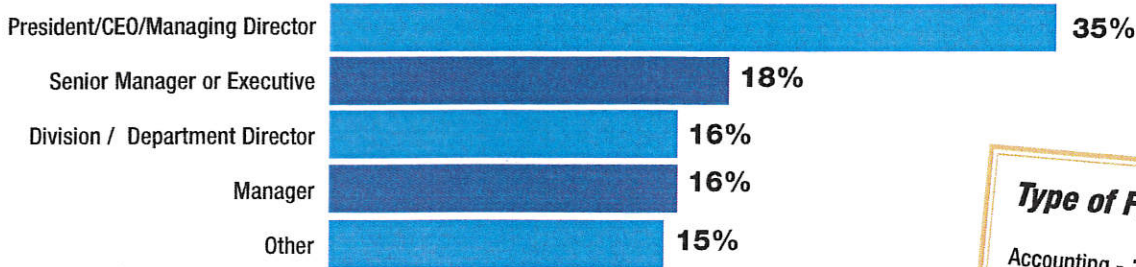


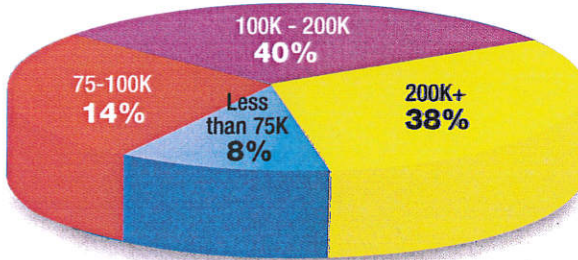
Demographics of **COMMERCE** Readers

magazine

53% of our Readers are Senior-Level Executives



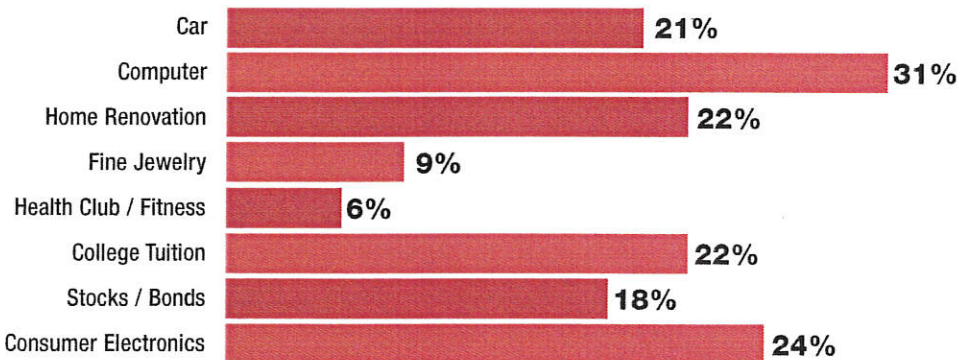
78% of our Readers have Annual Household Income of Over \$100,000



Type of Firm Worked At:

- Accounting - 19%
- Bank / Financial Services - 17%
- Real Estate / Construction - 14%
- Healthcare / Pharmaceuticals - 11%
- Law Firm - 14%
- Communications - 8%
- Education - 7%
- Hospitality - 7%
- Other - 3%

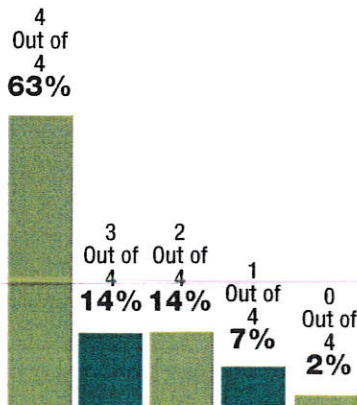
Plan to Purchase in Next 12 Months



Age Breakdown

- Under 35 - 13%
- 36-44 - 19%
- 45-54 - 35%
- 55-64 - 23%
- 65+ - 10%

Readership Of the past four issues - our readers have read:



What Readers do with Copies of Commerce

