

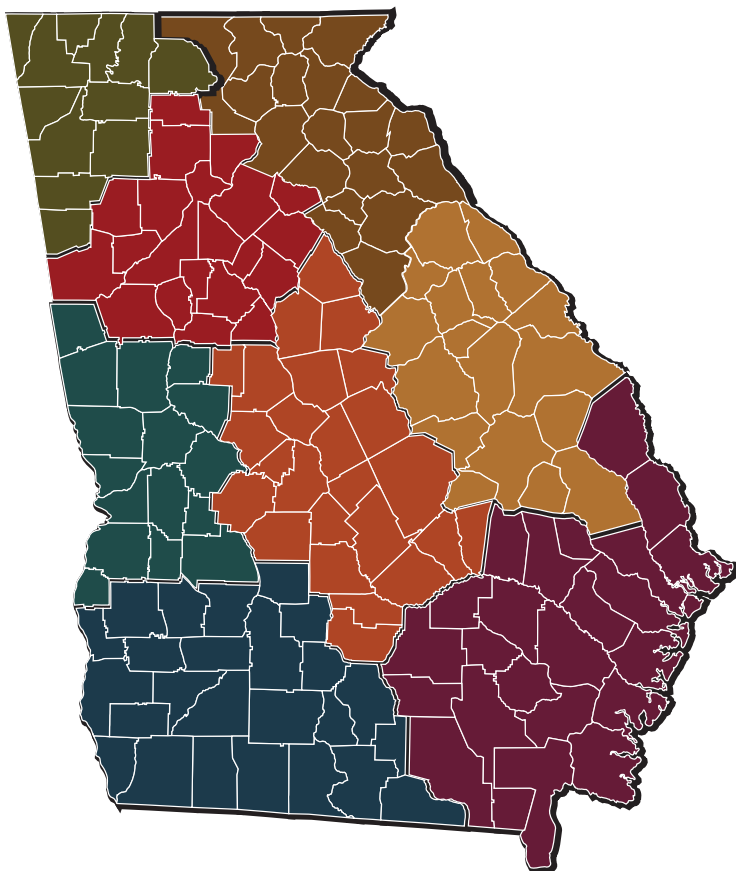
Circulation and Readership

Reach Leaders Across The State With One Media Buy!

Georgia Trend is the only statewide business publication in the market. Its subscribers are the leaders who shape our state – leaders in industry, politics and economic development.

When you advertise with *Georgia Trend*, your message reaches an audience with the power and resources to contribute to your bottom line.

Statewide circulation means that you can reach your total market in Georgia. Now you can saturate the Metro Atlanta audience and reach all the major markets across the state.



Total Qualified Audited Circulation: 49,329

Total Circulation and Distribution: 55,000

Audited Circulation Ensures You Reach The Right Readers

To help you evaluate our subscribers, *Georgia Trend* is audited by ABC, an independent organization that verifies the circulation data of publications. Qualified circulation includes paid subscribers, newsstand copies and selected individuals who have requested complimentary subscriptions based on their job title within their company.

An ABC Audit is a valuable validation of a publication's circulation. You can depend on the accuracy of the information.

Readership

- Average read time each month: 75 minutes
- 84% of subscribers have read all of the last four issues
- On average, each issue is kept for over 5 months – as a valuable resource it is referred back to time and time again
- Average 6+ years as a subscriber
- 72% of subscribers regularly read the advertising in *Georgia Trend*
- 67% visited an advertiser's Web site



Sources: June 2011 ABC Audit & Lewis and Clark Subscriber Survey