



Ipsos Mendelsohn

BE:USA 2008/09

The Media Survey of the United States' Business Elite

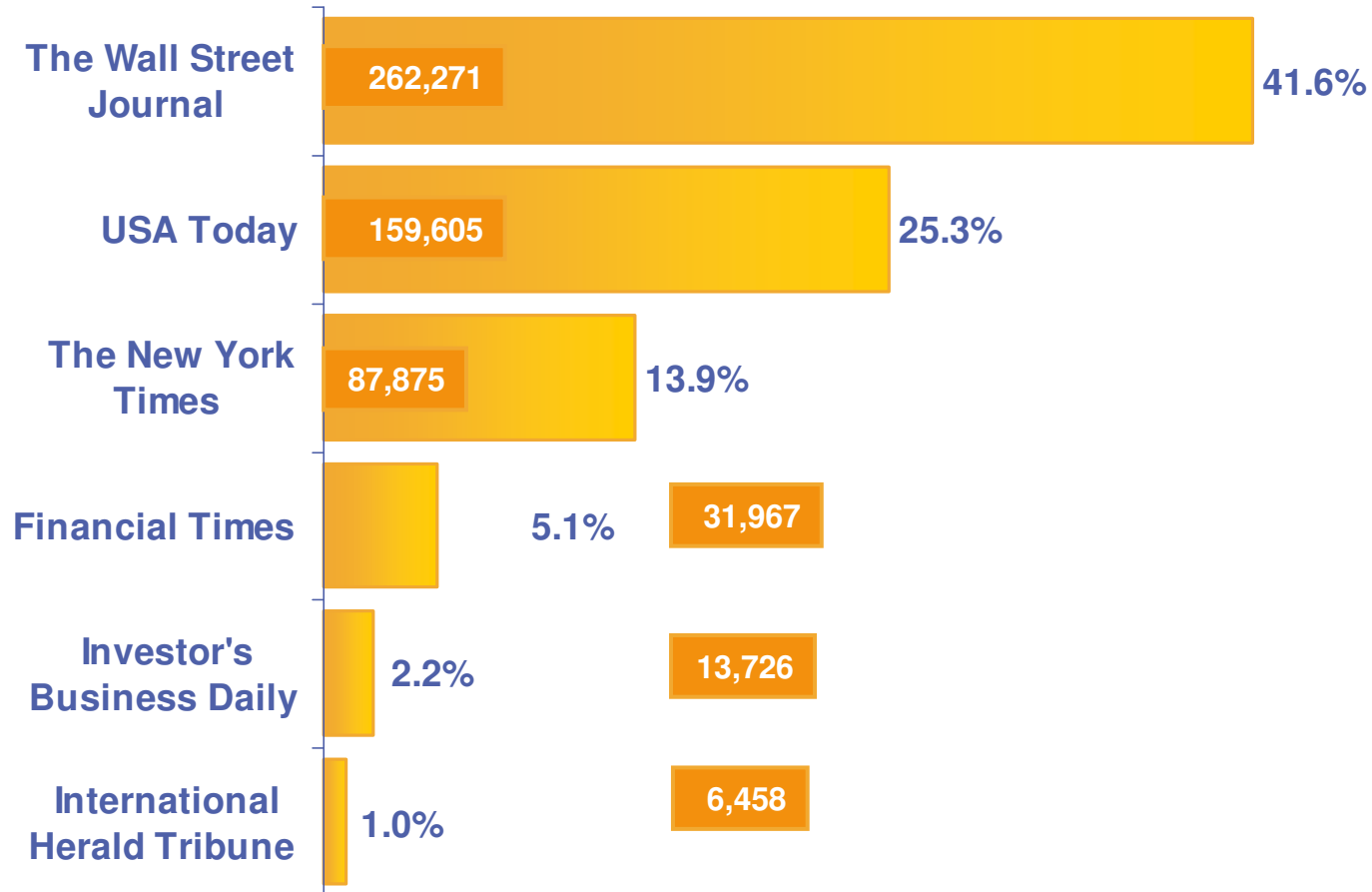
Top-Line Results



Print Readership

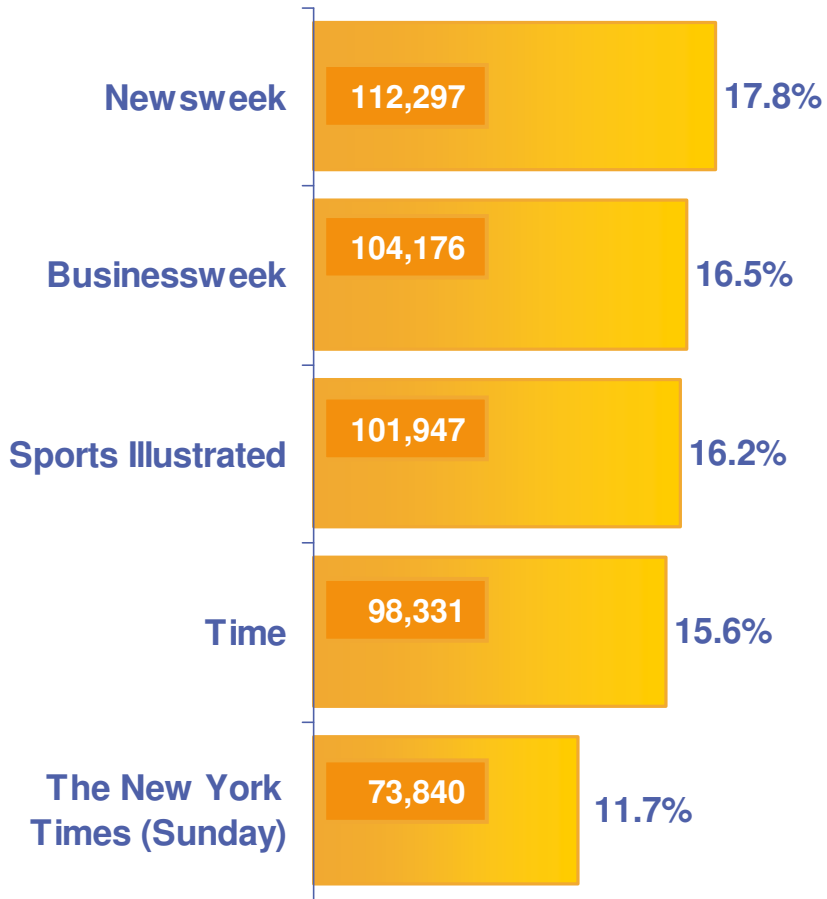


Daily Publications



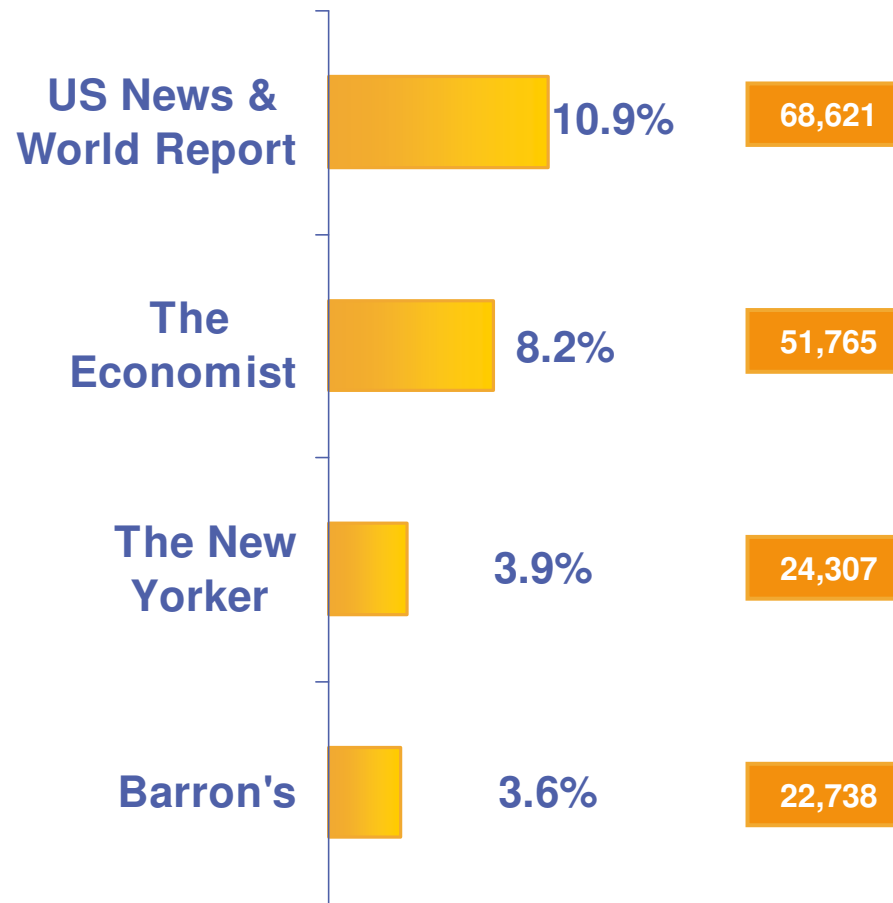


Weekly Publications



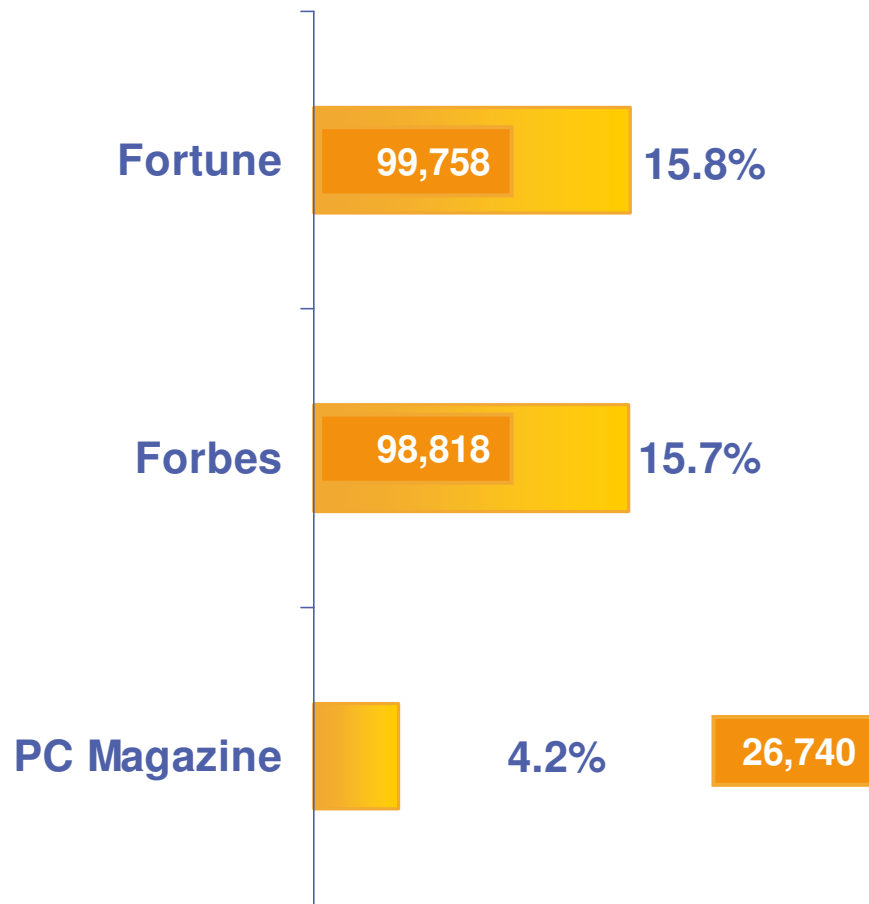


Weekly Publications





Bi-monthly Publications



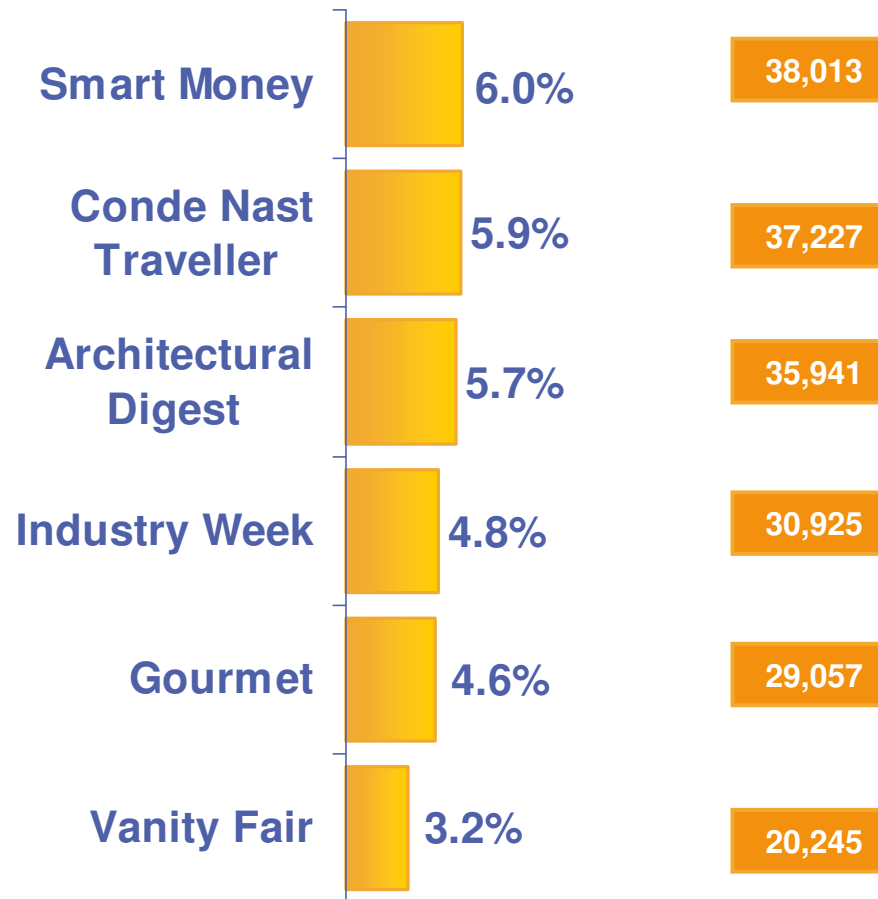


Monthly Publications



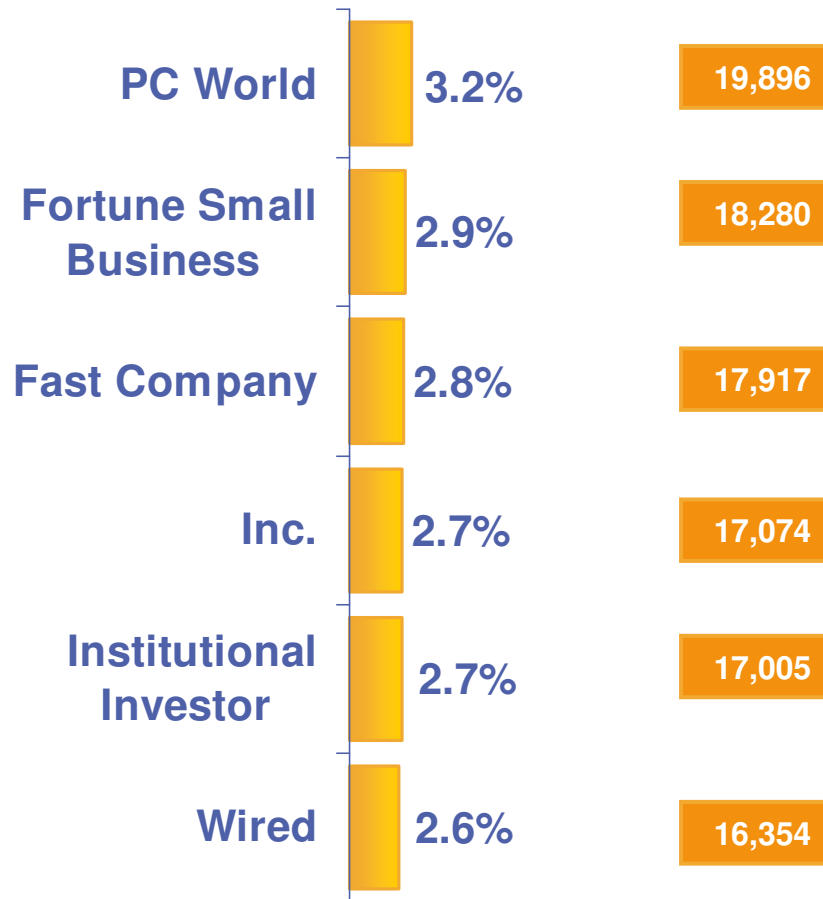


Monthly Publications





Monthly Publications



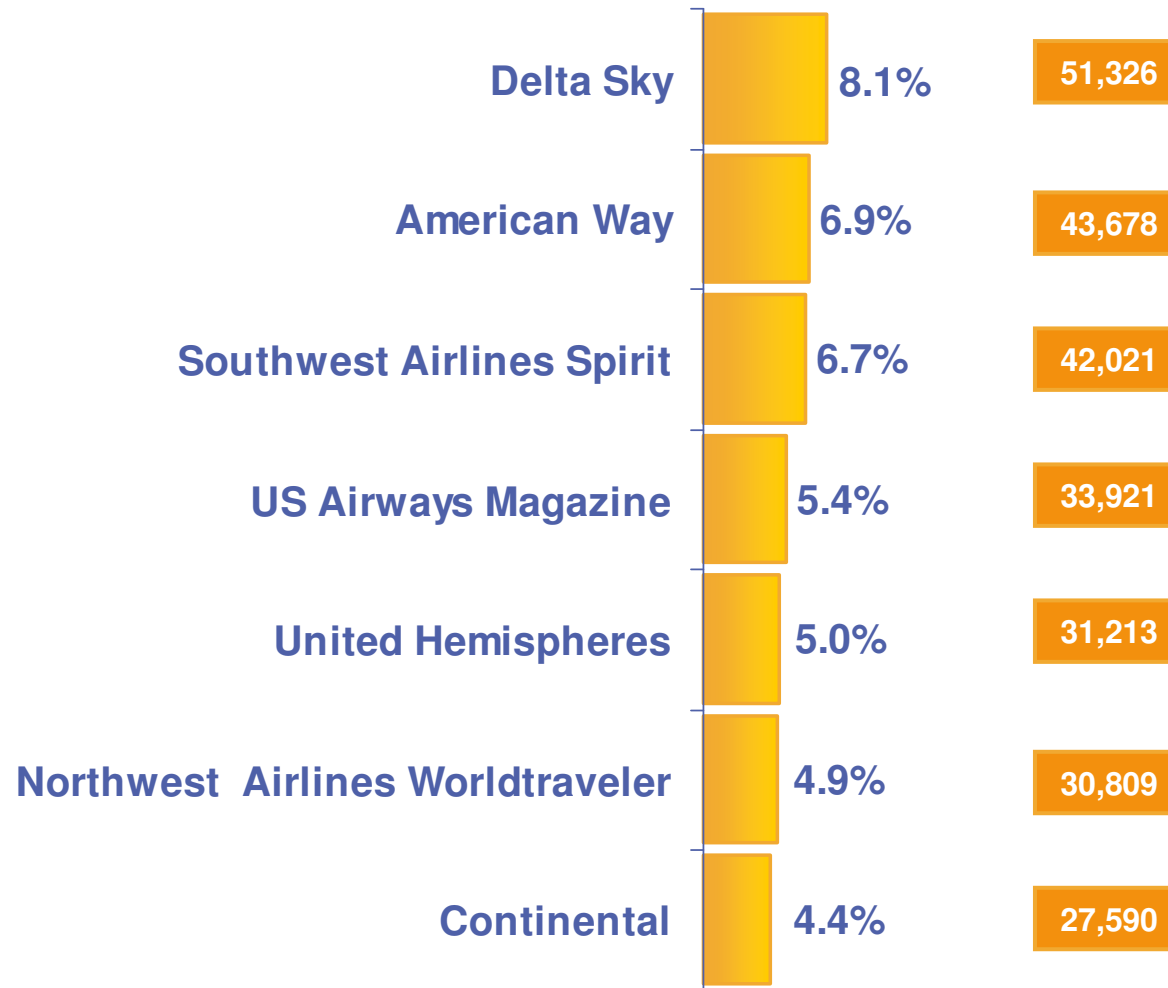


Monthly Publications





Airline Magazines

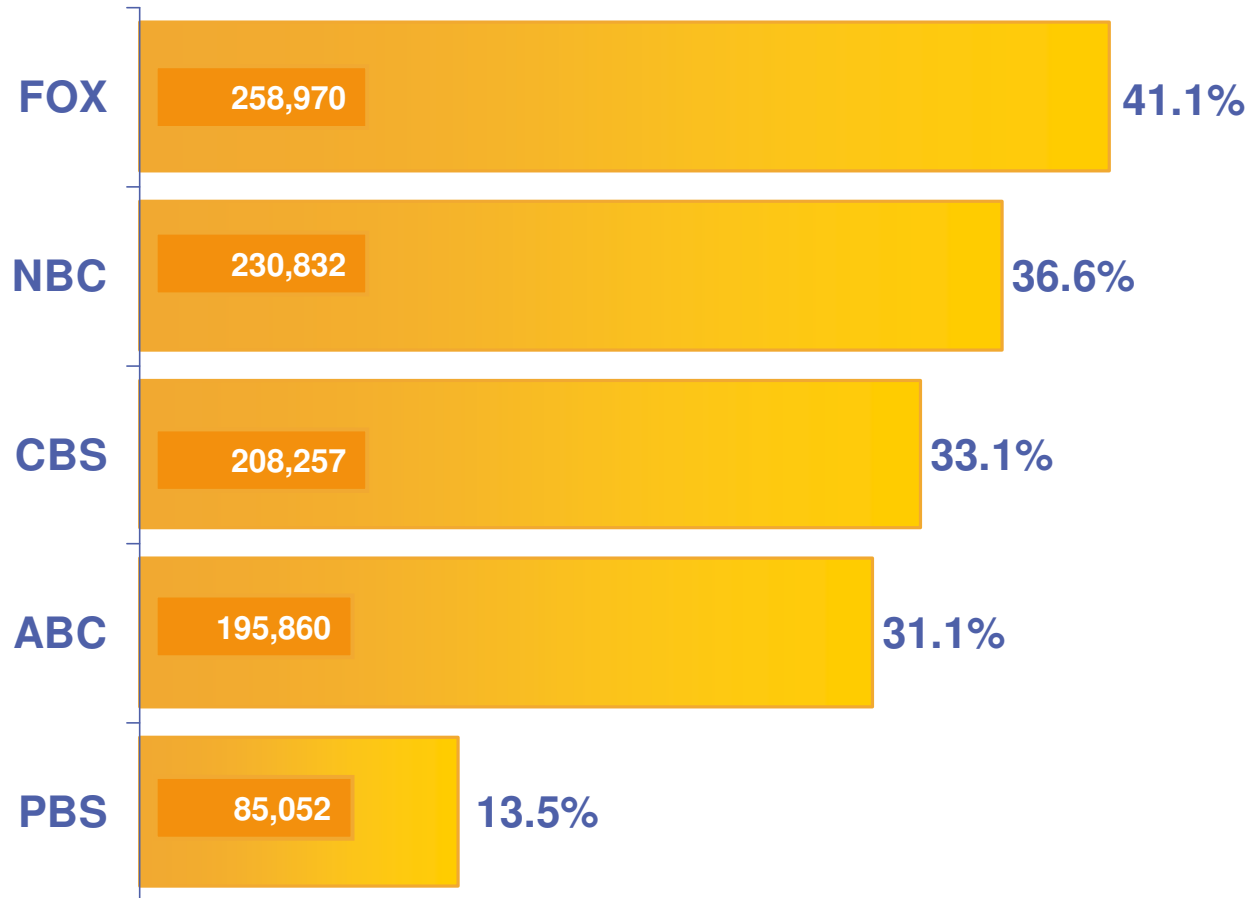




TV – Daily viewing



Network Channel – Daily Reach





Cable Channel – Daily Reach

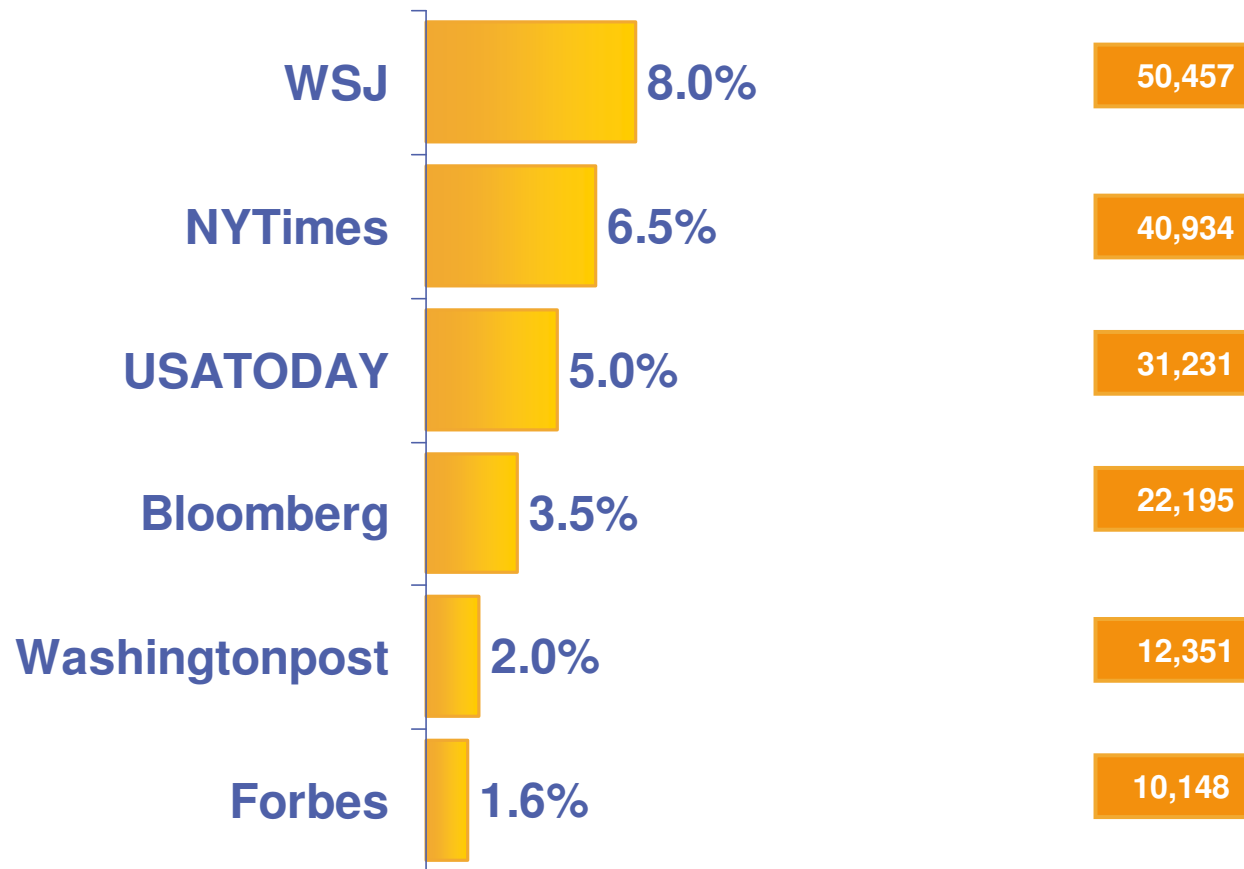




Websites – Daily visits

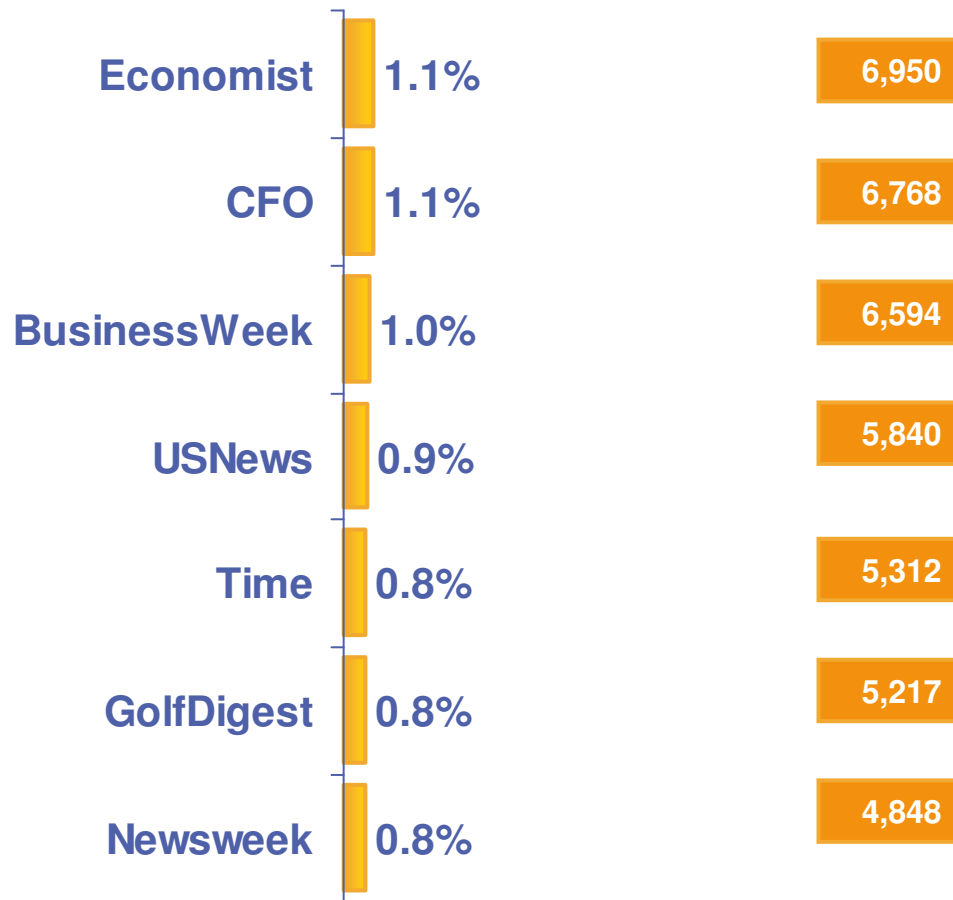


Websites Publications – Daily Reach



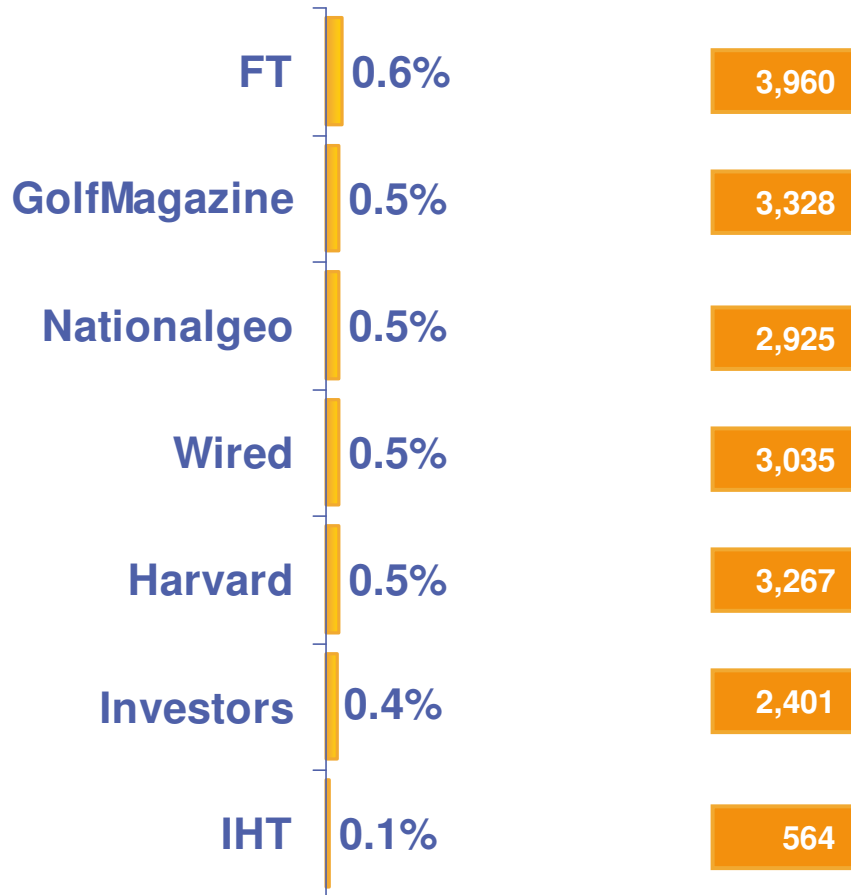


Websites Publications – Daily Reach



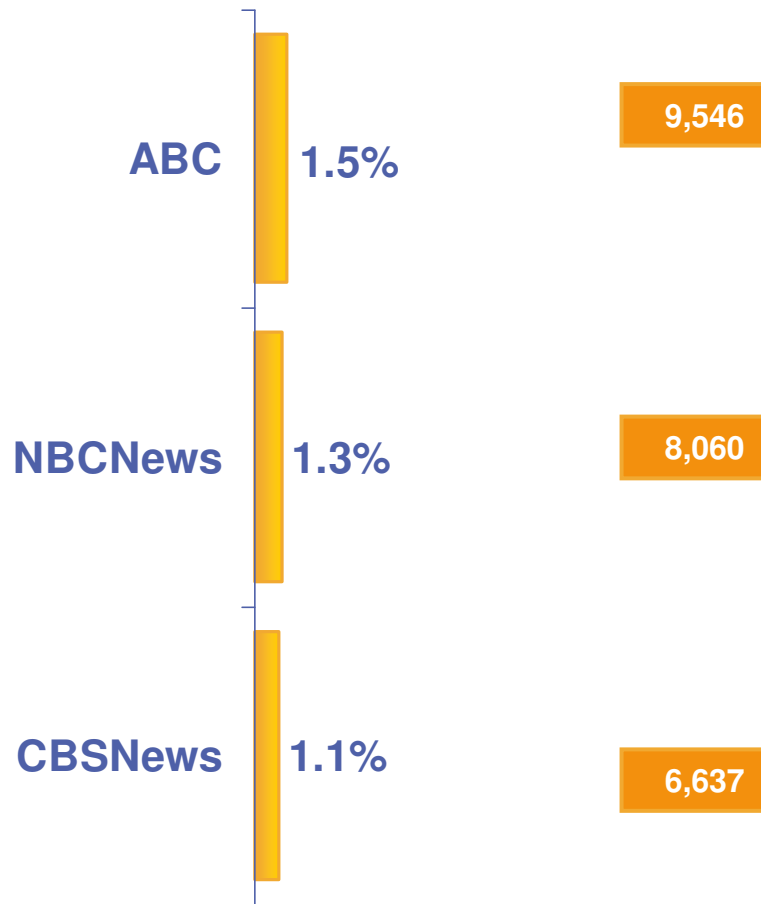


Websites Publications – Daily Reach



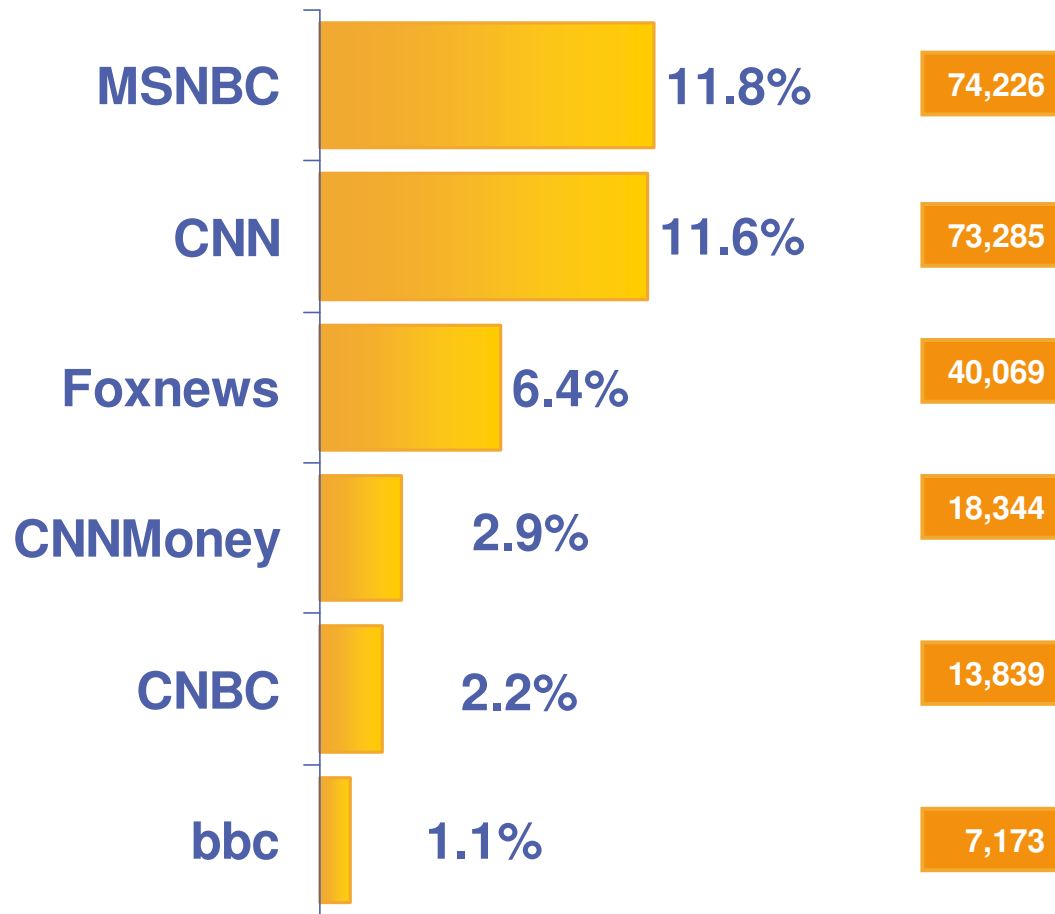


Websites Network TV – Daily Reach





Websites Cable TV – Daily Reach





Average Daily Website Audience

