

Energy

**MEETING THE GROWING GLOBAL DEMAND OF THE PHYSICAL AND FINANCIAL ENERGY MARKETS**

Platts is the world's leading energy information provider. For nearly a century, Platts has enabled global energy markets to operate with greater transparency and efficiency. From 14 offices around the world, Platts serves the oil, natural gas, electricity, nuclear power, coal, emissions, petrochemicals, steel, and metals markets. Traders, risk managers, analysts, and industry leaders depend upon its real-time news, prices, market commentary, and analytics to help them make better trading and investment decisions. Government agencies, regulators, and other market observers involved in shaping energy policy and market design regularly seek Platts' expertise in the physical markets.

Energy markets have entered a sustained period of volatility driven by concerns over supply disruptions, the growth of electronic global markets, and the impact of financial players. Commodities have grown as an investment asset class, with funds invested in the S&P

GSCI Commodity Index reaching \$50 billion in 2006, up from \$12 billion in 2003. Energy M&A continues to proliferate. To capitalize on the growth potential, Platts is partnering with exchanges, extending its risk management products, and working with Standard & Poor's to create new energy indices.

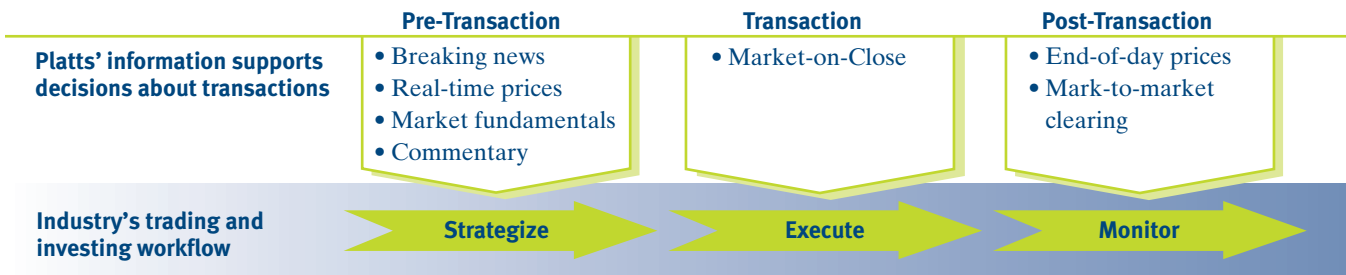
Platts has a strong global presence and its growth is driven by the European and Asian markets. Platts is extending its editorial expertise in emerging energy markets and is developing new market coverage in Russia and China. With the launch of *Steel Markets Daily*, Platts is expanding into steel, the world's third largest commodity market. Platts has increased news and pricing coverage in the emerging emissions, biofuels, and liquefied natural gas markets, and has produced innovative new conferences on ethanol finance, wind power, and carbon capture.

**DEEPLY EMBEDDED IN THE INDUSTRY'S WORKFLOW**

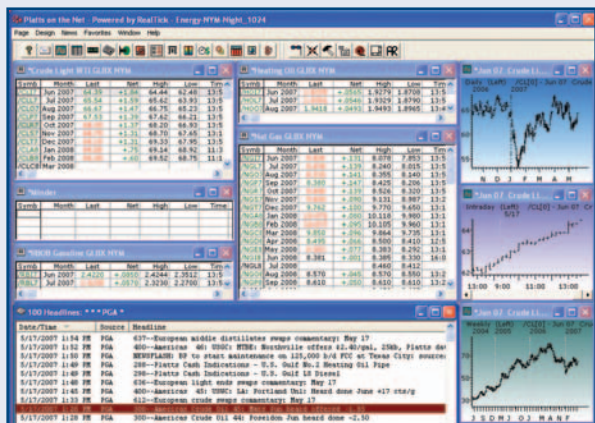
Platts produces nearly 8,500 unique price assessments daily across a host of commodities which are used as the settlement basis for billions of dollars of physical and financial contracts. Everyday, billions of dollars in global petroleum contracts are traded and settled on Platts' benchmarks. Major energy exchanges including the New York Mercantile Exchange (NYMEX), the Intercontinental Exchange (ICE), the Singapore Exchange, and the Russia Stock Exchange use Platts' prices to clear OTC trades. Platts extended its benchmark status by rolling out the innovative Market-on-Close price assessment process in crude and refined products in the U.S., and by strengthening Middle East price assessments.

Platts' information is embedded in end-to-end customer trading and investment workflows. The flagship Platts Global Alert provides traders with real-time information to help them develop trading strategies, trade and view activity in the Platts Market-on-Close assessment window, and receive end-of-day prices to value their positions. Responding to growing customer requirements for objective benchmarks for forward transactions, Platts now has a full suite of forward curves covering oil, natural gas, electricity, freight, and coal. Platts Energy Advantage platform supports the growing need of financial professionals evaluating major strategic decisions including M&A and capacity expansion projects.

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**PLATTS ON THE NET**



**Platts on the Net** is a real-time delivery platform which provides access to a vast array of energy market data including real-time news, market prices and market commentary, combined with sophisticated analytical tools. With Platts on the Net, customers have a single point of access to the breadth of global energy and commodity markets covered by Platts.

**Key Features:**

- Access to Platts Global Alert, real-time delivery of Platts' proprietary breaking news, prices, and commentary
- Access to all Platts' market sectors including oil, natural gas, power, metals and petrochemicals
- Search and filter up to 90 days of data archives
- Analyze and chart real-time and historical information
- View incisive analysis from Platts industry experts who are in constant touch with the marketplace

Platts on the Net combines real-time news, pricing and market commentary with analytical tools, across all the energy markets covered by Platts

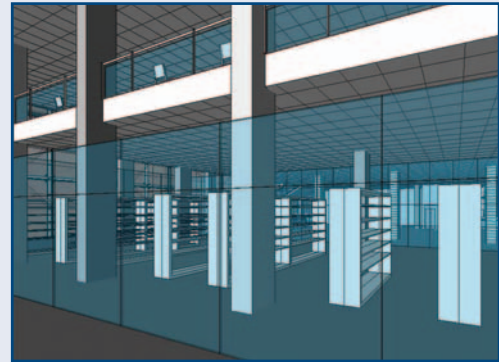
**CONNECTING PRODUCTS, PROJECTS, AND PEOPLE WORLDWIDE**

McGraw-Hill Construction is a leading provider of project and product information, news, market trends, analysis, and forecasts to an industry that accounts for 8% of the U.S. GDP. A trusted source for more than a century, McGraw-Hill Construction's brands – Dodge, Sweets, *Architectural Record*, *Engineering News-Record*, *GreenSource*, and 11 regional publications – currently serve more than one million professionals within the \$4.6 trillion global construction community.

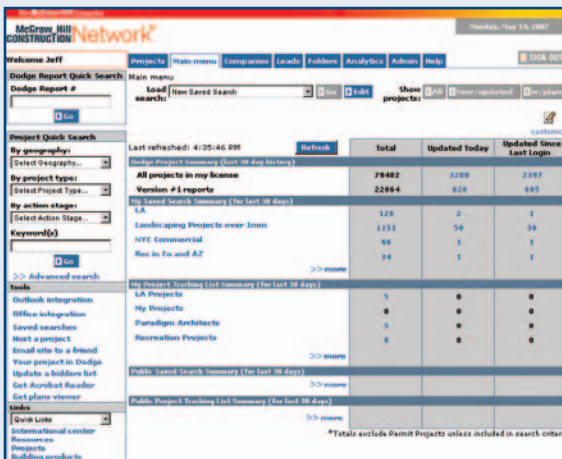
**PROVIDING DIGITAL SOLUTIONS TO MEET THE INDUSTRY'S NEED FOR INTEROPERABILITY**

The need to efficiently manage and communicate electronic product and project data among collaborating firms, allowing for the seamless exchange and management of electronic information, is becoming a requirement in the design and construction industry.

**PRODUCTS | SWEETS NETWORK**, [www.sweets.com](http://www.sweets.com), an online platform offering architects and engineers easy and comprehensive access to building products, recently underwent a major redesign to meet the new needs of the industry. Sweets, the industry's preferred source of building product information, includes PDFs of product catalogs, computer-aided design (CAD) details, three-part specifications, and more. Sweets.com also offers 3-D models of CAD drawings through a partnership with Google SketchUp™. This service saves time by allowing projects to be designed and virtually constructed during the design phase with building information modeling.



**Sweets 3D™** – Through a partnership with Google SketchUp™ users can download building products and visualize concepts in dynamic 3D



**PROJECTS | THE MCGRAW-HILL CONSTRUCTION NETWORK®**, [www.construction.com/Network/](http://www.construction.com/Network/), a comprehensive online platform of more than 600,000 active construction projects annually, provides the industry with critical project information, plans, and specifications that industry participants need to be successful. Project Document Manager (PDM), a collaborative effort between McGraw-Hill Construction and ReproMAX, enables general contractors to manage the project bidding process online. By providing tools, applications, and resources, PDM helps these businesses increase their efficiency and productivity while saving time and money.

**GREEN CONSTRUCTION – AN EMERGING INDUSTRY TREND**

Green construction is the careful design, construction, operation, and reuse or removal of the built environment in an environmentally, energy-efficient, and sustainable manner. Research conducted by McGraw-Hill Construction Research and Analytics, and published in its "*Green SmartMarket Report*," projects that by the year 2010, 5 to 10% of new non-residential construction will be designed using principles of green building. This translates to a green building market valued between \$10.2 billion and \$20.5 billion.

McGraw-Hill Construction's leadership in green construction is evident in its project, product, media, and research and analytics offering, including the award-winning *GreenSource* magazine and website. Forums for discussion, including blogs and podcasts, are delivered through *GreenSource* ([www.greensourcemag.com](http://www.greensourcemag.com)), *Architectural Record* ([www.ArchitecturalRecord.com](http://www.ArchitecturalRecord.com)), and *Engineering News-Record* ([www.ENR.com](http://www.ENR.com)). The McGraw-Hill Construction Research and Analytics team, along with key partners such as the United States Green Building Council, is fast becoming an authoritative voice in green construction. The team publishes *Market Sector* and *SmartMarket Reports* several times each year.



Aerospace & Defense

PROVIDING INFORMATION SOLUTIONS TO THE GLOBAL AEROSPACE AND DEFENSE INDUSTRY

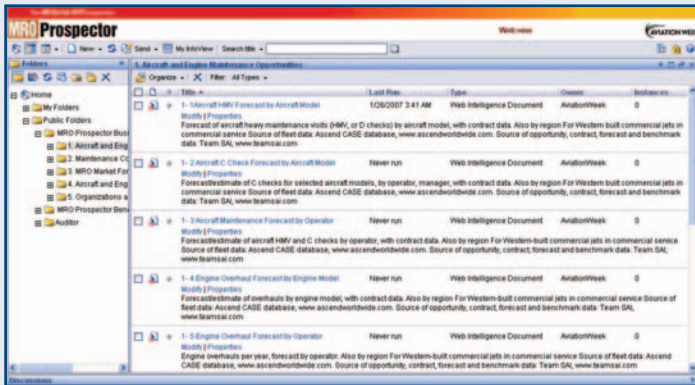
With nearly 100 years of industry experience and knowledge, AVIATION WEEK is the largest multimedia information and services provider to the global aviation, aerospace and defense industries. Over 1.2 million professionals turn to AVIATION WEEK's unparalleled portfolio of publications, online services, events, and custom media solutions for all of their information and marketing needs.

With record civilian aircraft spending – and a large order backlog – driving growth in the aerospace and defense industry, AVIATION WEEK is the leading information provider to the global aerospace and defense industry. AVIATION WEEK's publications include *Aviation Week & Space Technology*, *Overhaul & Maintenance*, *Business & Commercial Aviation*, *Defense Technology International*, *ShowNews*, *Air Transport Observer*, *International Aviation*, the *World Aerospace Database*, and AVIATION WEEK's Business Intelligence Services, including *Aviation Daily*.

AVIATION WEEK INFORMATION SOLUTIONS

AVIATION WEEK's website at AviationWeek.com is the world's #1 hub for aviation and aerospace professionals. AviationWeek.com provides an online snapshot of the latest developments in aviation, aerospace and defense with a sampling of articles selected from AVIATION WEEK's entire portfolio of products.

Aviation Week.com offers customized solutions and tailored communications packages including "Ezine" sponsorships, white papers, supplements, webcasts, targeted e-mail blasts, podcasts, rich content, and much more.



MRO Prospector enables maintenance, repair, and overhaul companies to identify business opportunities, while airlines depend on it for its benchmark performance data



www.aviationweek.com/awin

NEWS & ANALYSIS

News, insight and analysis covering commercial and business aviation, defense, space, and maintenance, repair and overhaul (MRO).

Information is delivered in print and online platforms including *Aviation Week & Space Technology* magazine, AviationWeek.com and the Aviation Week Intelligence Network.

WORKFLOW TOOLS

MRO Prospector is a unique online solution that answers the need for deeper commercial fleet data, the latest contract details, and comprehensive development and benchmarking tools. Its power and flexibility helps users locate the data they need to build business, increase productivity, and boost revenue.

- Comprised of two distinct modules – MRO Business Development and MRO Benchmarks – MRO Prospector enables companies involved in the maintenance, repair and overhaul of commercial aircraft to identify business opportunities and benchmark performance data. MRO Prospector is also used by airline professionals to optimize their planning and forecasting.
- Additional tools enable users to locate and assess supplier capabilities, evaluate specifications of aircraft fleets, and connect with industry personnel.

Aviation Week Intelligence Network (AWIN) is an integrated online platform that provides a comprehensive array of news, data, analytics, and business information across the key sectors of commercial aviation, military/defense, space, business aviation and MRO. AWIN can be custom-tailored to provide each user with a unique information solution.

**LISTENING TO THE VOICE OF THE CUSTOMER**

As an independent source of marketing information, J.D. Power and Associates' quality and customer satisfaction rankings have achieved worldwide recognition. Its proprietary research captures the opinions, perceptions, and expectations of millions of consumers and business customers. J.D. Power and Associates' industry performance benchmarks and must-have findings have become part of the operational fabric of companies around the world. These companies turn to J.D. Power and Associates to help them measure and enhance customer satisfaction and gauge effectiveness of their performance improvement initiatives.

Originally known for services to the global automotive industry, J.D. Power and Associates serves a number of other industries including travel and hotels, insurance, telecommunications, utilities, healthcare, homebuilder, consumer electronics, and financial services.

J.D. Power and Associates has expanded its reach to virtually every continent. To further enhance a growing presence in China, Automotive Resources Asia (ARA) was acquired in 2006. Automotive Resources Asia is a leading source of market information for China's rapidly expanding auto industry.

**TURNING INFORMATION INTO ACTION**

J.D. Power's services are used by companies to measure, assess, and track quality and customer satisfaction over time. Services include:

**Syndicated Studies**

Syndicated research self-funded by J.D. Power establishes industry-wide performance benchmarks. The results of these studies are sold to companies, and highlights are published for consumers at [www.jdpower.com](http://www.jdpower.com). The highest-ranking companies can enter into a licensing agreement to advertise their performance.

**Brand Licensing**

Extensive media coverage has helped build the J.D. Power and Associates brand without requiring advertising or marketing expenditures.

**Delivering J.D. Power and Associates' syndicated and proprietary research studies via the Web**

**J.D. Power Compass™**

This dynamic Web-based tool provides clients easy accessibility, enterprise-wide. In addition to key content such as an executive summary, background, and a robust downloadable dataset, Compass includes a scorecard that provides a summary of each company's

performance through customizable charts.



**Proprietary Studies**

Customized company-specific research includes continuous performance monitoring on a weekly, monthly, or quarterly basis, as well as customer satisfaction, quality, sales/service, and retailer tracking.

**Consulting and Training**

Brand-specific tracking studies monitor quality and customer satisfaction on a continuous basis. Exposure to best practices from across industries helps companies bridge the gap between customer expectations and satisfaction.

**Providing the automotive industry with real-time vehicle-specific transaction data from auto dealerships**

**Power Information Network (PIN)**

PIN collects real-time information for the automotive industry to help transform vehicle-specific transaction data into business analysis tools, helping manufacturers and retailers improve their effectiveness. Retailers can evaluate gross profit margins, monitor

used car sales, and assess the effectiveness of the dealership's advertising.



**2006 AWARDS OF EXCELLENCE**

Here is a sampling of awards J.D. Power and Associates presented to the highest-ranked companies for quality and customer satisfaction:



**U.S. Awards**

**Lexus:** #1 Nameplate in Customer Satisfaction with Dealer Service

**Eastman Kodak Company:** Highest in Customer Satisfaction with Digital Cameras – \$200-\$399

**LensCrafters:** Highest in Customer Satisfaction Among Specialty Optical Chains

**Vanguard:** Highest in Investor Satisfaction with Online Investing Services

**Commerce Bank:** Highest in Customer Satisfaction with Retail Banking in New York

**International Awards**

**Canada**

**Virgin Mobile:** Highest in Customer Satisfaction with Prepaid Wireless Service

**India**

**Maruti Suzuki:** #1 Nameplate in Customer and Sales Satisfaction

**Japan**

**Fuji Xerox:** #1 Color Multi-Function Product in Customer Satisfaction Among Business Users

**South Africa**

**BMW:** #1 Nameplate in Sales Satisfaction

**BUSINESSWEEK: PROVIDING INSIGHT AND ENGAGING ITS AUDIENCE THROUGH TARGETED CONTENT**

BusinessWeek creates and distributes actionable insight to the global business community through its integrated product offerings including its flagship magazine, timely digital offerings, and TV and video channels. BusinessWeek continues to meet the needs of its global consumers by expanding its offerings and adding new editorial franchises through on-staff efforts and partnerships. It has expanded coverage through successful collaborations with Standard & Poor's and J.D. Power and Associates and has created a professional book series with McGraw-Hill Education.

**Expanded Offerings for the Global Business Consumer**

- Added local-language editions in Israel and Thailand.
- Launched *BusinessWeek Mobile*: Offers content direct to mobile phones in digestible bites.
- Increased *SmallBiz* circulation to 675,000 and frequency to six issues and launched an online resource center offering free and premium business services provided by partners. Services span the spectrum from HR to marketing to office operations.

**Providing Content and Community to Expand the Franchise**

- Expanded the careers editorial franchise with the addition of “Best Places to Launch a Career” and “Best Undergraduate Business Schools.”
- Launched *IN: Inside Innovation*, a quarterly print component to the online *Innovation* editorial franchise.
- Launched *BusinessWeek Power Play* book series for professionals in conjunction with McGraw-Hill Education. First three books cover Leadership, Strategy, and Marketing.

**Top Print Advertising Categories, 2006**

Category	Global Edition	
	Ad Pages	% of 2006 Total
High Tech	887.21	32.4%
Finance/Insurance	489.31	17.8%
Industrial Materials	200.16	7.3%
Automotive	197.34	7.2%
Corporate*	163.88	6.0%
Travel	103.80	3.8%
Professional Services	100.83	3.7%
Consumer	81.06	3.0%
<b>Major Ad Categories</b>	<b>2,223.59</b>	<b>81.1%</b>
<b>All Others</b>	<b>518.18</b>	<b>18.9%</b>
<b>Total</b>	<b>2,741.77</b>	<b>100.0%</b>

Source: Publishers Information Bureau (PIB)

\* Corporate not elsewhere classified

**Top Online Advertising Categories, 2006**

BusinessWeek.com	Impressions	% of 2006 Total
Financial Services	221,984,000	19.0%
Business to Business	182,801,000	15.6%
Software	181,807,000	15.5%
Consumer Goods	173,147,000	14.8%
Automotive	87,421,000	7.5%
Hardware & Electronics	86,819,000	7.4%
Travel	66,323,000	5.7%
Web Media	55,823,000	4.8%
Public Services	45,125,000	3.9%
All Other Categories	69,515,000	5.9%
<b>Total</b>	<b>1,170,765,000</b>	<b>100.0%</b>

Source: Nielsen//NetRatings AdRelevance

Note: Impressions is the number of times an ad is displayed

**Global Advertising Pages**

2002-2006	Pages	2006	Pages	% of Year
2006	2,741.77	1Q	549.49	20%
2005	2,759.45	2Q	705.45	26%
2004	3,163.54	3Q	587.89	21%
2003	3,034.66	4Q	898.94	33%
2002	3,333.13	<b>Total</b>	<b>2,741.77</b>	<b>100%</b>

Note: 2002-2005 North America only

Source: Publishers Information Bureau (PIB)

**Advertising Rates, 2007**

	Global Edition <sup>1</sup>	% change vs. 2006	SmallBiz <sup>2</sup>	% change vs. 2006
Rate Base	900,000	0.0%	675,000	3.8%
4-Color Page Rate	\$104,300	4.8%	\$71,500	3.9%
B/W Page Rate	\$70,700	4.7%	\$48,300	3.8%

**Print Circulation and Subscription Rates**

Global Edition <sup>1</sup>	Average Paid Circulation (12/31/2006)	% of total	Print Subscription Rates, 2007	% change vs. 2006
Single Copy	34,211	3.7%	\$ 4.99	0.8%
Annual Subscription	887,123	96.3%	\$ 59.97	–
3-Year Subscription	–	–	\$ 129.97	8.3%
<b>Total</b>	<b>921,334</b>	<b>100.0%</b>	<b>–</b>	<b>–</b>

<sup>1</sup> Published 50x a year

<sup>2</sup> Published 6x a year

**BusinessWeek.com – Monthly Page Views and Unique Visitors**

(2006 average, in thousands)	Page Views	Unique Users
United States	38,498	4,927
Europe, Middle East, Africa	3,412	630
Asia Pacific	3,031	448
Others*	2,306	355
<b>Total</b>	<b>47,247</b>	<b>6,361</b>

\*Includes North America (non U.S.), South America, Central America, and the Caribbean

Source: Omniture

**Rate Base for Local-Language Editions**

	2006	2007
Al-Arabiya (Arabic)	25,000	30,000
Bulgaria	10,000	16,500
China	120,000	140,000
Indonesia	25,000	27,000
Romania	10,000	15,000
Russia	40,000	75,000
Turkiye (Turkey)	10,000	20,000
Israel	–	20,000
Thailand	–	15,000

Source: BusinessWeek's internal data

**BUSINESSWEEK: REACHING AND INFLUENCING THE GLOBAL BUSINESS LEADER THROUGH MULTIPLE FORMATS**

Focusing on the customer need for business content available in a multitude of formats is key to growth.



Print	Online/Digital	Television/Video/Radio
<p><i>BusinessWeek</i></p> <ul style="list-style-type: none"> <li>• Global edition</li> <li>• <i>IN: Inside Innovation</i></li> <li>• 9 local-language editions</li> <li>• 20 editorial licensing agreements</li> </ul> <p><i>BusinessWeek SmallBiz</i></p> <p><i>BusinessWeek Power Play</i> book series</p>	<p>BusinessWeek.com</p> <ul style="list-style-type: none"> <li>• 12 channels</li> <li>• <i>MBA Insider</i> (subscription-only premium content)</li> <li>• Podcasts, blogs, live chats, RSS (Really Simple Syndication) feeds</li> <li>• Video</li> <li>• Interactive delivery</li> </ul> <p><i>BusinessWeek Digital:</i> Magazine electronically delivered</p> <p><i>BusinessWeek Mobile:</i> Content for mobile devices</p>	<p><i>BusinessWeek Weekend</i>, a weekly personal finance and business program</p> <ul style="list-style-type: none"> <li>• Available on 282 stations covering 77% of U.S.</li> <li>• Original video content</li> <li>• Video streaming content to BusinessWeek.com</li> </ul> <p><i>BusinessWeek Radio:</i> Airs two updates per hour from 5 am-12 noon on over 150 ABC affiliates</p>

**BUSINESSWEEK: CONNECTING THE POWER OF MCGRAW-HILL BRANDS TO REACH NEW AUDIENCES**

*BusinessWeek* and Standard & Poor's Capital IQ joined forces to launch the Company Insight Center (CIC), one of the most comprehensive free business and financial information resources on the Internet. The site, accessed through BusinessWeek.com, provides a wealth of information beyond the numbers, including:

- People's Page: A look at how executives are connected and how they intersect across the public, private, and nonprofit sectors, as well as every member of a company's board of directors, committees they serve on, and the role each performs.
- Information and news given in the context of peers, competitors, and industry.
- Interactivity. A Chance to Beat the Street: CIC allows users to vote and tell the market whether a company will meet, miss, or beat Wall Street's consensus earnings estimates.

Information on more than 42,000 public companies, 322,000 significant private companies with up to 33 pages of information on each company, 1,040,000 people, 250,000 M&A/financing transactions, and perspectives on all industries.

Ability to customize charts by time periods, competitor comparisons, and stock/market indices.

Market data from more than 50 of the world's largest stock exchanges. Users can easily track how companies trade on multiple exchanges around the world, and can access that information around the clock.



**Company Insight Center presented by *BusinessWeek* and Standard & Poor's Capital IQ**