

Energy & Metals

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

Platts is a leading provider of global energy information to thousands of customers in over 160 countries. For nearly a century, Platts has enabled global energy markets to operate with greater transparency and efficiency. Traders, risk managers, analysts, and industry leaders depend upon Platts' real-time news, prices, market commentary, conferences and analysis to help them make better trading and investment decisions.

Global energy markets have entered a sustained period of volatility driven by concerns over supply disruptions, the growth of electronic global markets, and the growing presence of investors in energy markets. Commodities have grown as an investment asset class and energy M&A continues to proliferate. To capitalize on the growth potential, Platts is partnering with exchanges, extending its risk management products, and moving into new commodities sectors.

Platts' has seen significant growth across all its markets, especially in Europe and Asia. Platts is extending its editorial expertise in emerging energy markets and is developing new market coverage in Russia and China with benchmarks and local-language publications. In 2007, Platts expanded its coverage of metals – the world's third largest commodity market – with the launch of *Steel Markets Daily*. Platts has also increased news and pricing coverage in the emerging emissions, biofuels, renewables, and liquefied natural gas markets.

Industry Coverage

- Oil
- Natural Gas
- Electricity
- Coal
- Nuclear
- Petrochemicals
- Metals
- Freight
- Renewables
- Emissions

EMBEDDED IN THE INDUSTRY'S WORKFLOW

Platts is a partner to the global energy industry, shaping markets and embedded in its workflows. 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. Major energy exchanges including the New York Mercantile Exchange (NYMEX), the Intercontinental Exchange (ICE), the Singapore Exchange, and the Russian Stock Exchange (RTS) use Platts' prices to clear OTC trades. In recent years, Platts has extended its benchmarks status by rolling out the innovative Market-on-Close price assessment process to facilitate transparent, accurate price discovery.

Trading Workflow

- Develop Trading Strategy
- Find Trading Partners
- Execute Trades
- Settle Trades
- Manage Risk

Capital Investment Workflow

- Develop Investment Strategy
- Find Deals and Partners
- Value the Transactions
- Due Diligence
- Deal Execution
- Manage Risk

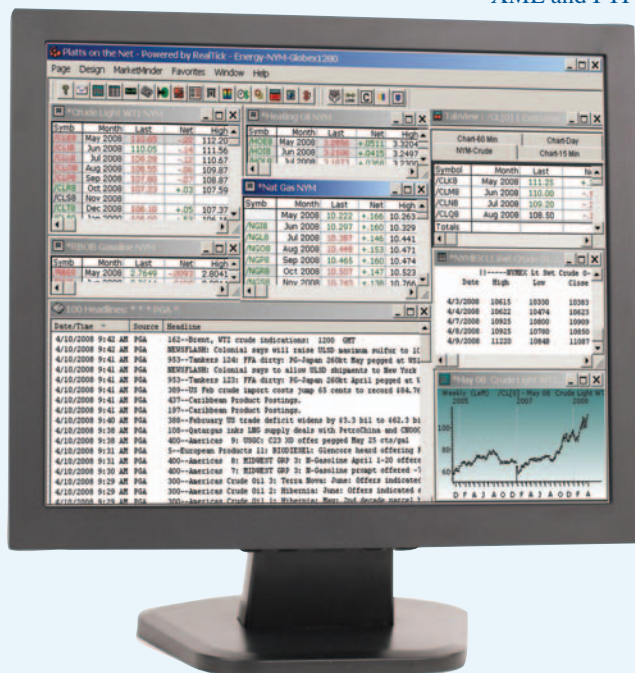
Platts supports end-to-end trading and capital investment workflows, enabling customers to identify opportunities to profit from market movements, make strategic infrastructure decisions, and better manage risk.

FLEXIBLE DIGITAL DELIVERY OPTIONS FOR PLATTS' NEWS AND PRICING INFORMATION

Platts' news, pricing, and analytical information is delivered to customers through real-time delivery options:

- Platts' multiple alert services, including its flagship *Global Alert*
- Multiple third-party market data service vendors such as Reuters and Bloomberg®
- Platts' proprietary platform, *Platts on the Net*
- Mobile devices
- End-of-day prices can be fed directly into customers' risk management and accounting systems through XML and FTP (file transfer protocol)

Platts serves 80% of the top financial institutions in the world



Platts Alert Services

These services provide traders with real-time information to help 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.

- 8,500 price assessments
- Over 200 forward curves
- Intra-day, end-of-day, daily, weekly, bi-weekly, monthly pricing coverage
- Over 4,000 unique data sources
- Global coverage provided by 250 Platts reporters



Platts on the Net is a proprietary 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.

CONNECTING PRODUCTS, PROJECTS AND PEOPLE WORLDWIDE

A trusted source for more than a century, McGraw-Hill Construction's industry-leading brands – Dodge, Sweets, *Architectural Record*, *Engineering News-Record*, *GreenSource*, and 11 regional publications – provide construction project and building product information, news, market trends, analysis, and forecasts to more than one million professionals in the \$4.6 trillion global construction industry.

KEY TRENDS CHANGING THE GLOBAL CONSTRUCTION MARKETPLACE

Digital Design and Construction (Interoperability)

Currently, the lack of industry standards around digital design and construction (interoperability) is costing the industry \$15.8 billion each year. McGraw-Hill Construction continues to research, lead, and create new standards in digital design and construction to help the industry innovate and connect in new ways.

Green Building (Sustainability)

Based on McGraw-Hill Construction research, the sustainable design and construction market will reach nearly \$60 billion by 2010. McGraw-Hill Construction provides research and education on sustainability through its *SmartMarket Report* series, *GreenSource* magazine and website, industry presentations, and green building products available at www.sweets.com.



EMBEDDING INNOVATIVE SERVICES INTO CUSTOMER AND USER WORKFLOWS

McGraw-Hill Construction is partnering with leading technology system integrators to embed its content into document and project management systems, as well as architect workflow tools.

Dodge Project Network for Contractors, Building Product Manufacturers

www.construction.com/network

The Dodge database contains over 90% of all construction projects in the U.S. and Canada with construction values of \$500,000 or more, including coverage in the planning, bid, and post-bid stages of construction.

Sweets Network for Architects and Designers

www.sweets.com

Architects can quickly access detailed information on more than 80,000 building products and download product catalogs, CAD details, 3D models, and 3-part specifications – saving time, helping them make better decisions about products, and ensuring accuracy.

Network Express provides construction firms with a daily feed of building project leads from the McGraw-Hill Construction Network® directly and seamlessly into any customer relationship management (CRM) or sales force automation system. This integration enables smoother workflow, more leads, and increased sales. Subscribers can:

- Quickly identify and prioritize people, companies, and projects of interest
- Seamlessly access plans and specifications of interest
- Track a project throughout the entire sales cycle

Project Document Manager provides the architecture, engineering and construction (AEC) community with the ability to digitally manage all of their project documents over the entire lifecycle of a project on a single, secure platform. This service is:

- Integrated with MHC's Project Network and Dodge project news, plans, and specs
- Compatible with leading project management software
- Seamlessly connected to a national network of local on-demand printing and digital providers



Project News from McGraw-Hill Construction Network

2008 NEAL AWARDS – National Business Journalism Awards



Best News Coverage
 “Broken Promises: The Collapse of the I-35W Bridge”
Engineering News-Record



Best Web Site
GreenSourceMag.com
GreenSource: The Magazine of Sustainable Design

Best Online Article or Series
 “Form or Function?: The Frank Stella Interview”
Architectural Record
Best Web Site (Finalist)
www.ENR.com
Engineering News-Record

Aerospace & Defense

PROVIDING INFORMATION SOLUTIONS TO THE GLOBAL AEROSPACE AND DEFENSE INDUSTRY

Serving over 1.2 million professionals in 185 countries, AVIATION WEEK is the largest information and services provider to the global commercial, defense, maintenance/repair/overhaul (MRO), space, and business aviation communities and plays a critical role in connecting industry professionals worldwide. Anchored by its flagship *Aviation Week & Space Technology*, AVIATION WEEK continues to grow and evolve its portfolio to meet the needs of the industry. With the development of higher value analytical tools – Aviation Week Intelligence Network (AWIN) and MRO Prospector – markets and customers are empowered with the essential data they need. Enhancements to AviationWeek.com, along with the growth of the events series, enable communities of buyers and sellers to connect more frequently, while marketers gain new media opportunities. AVIATION WEEK continues to expand in the defense sector as well as in emerging markets including India, the Middle East and Asia/Pacific.

Publications

Aviation Week & Space Technology
Business & Commercial Aviation
Business Intelligence Newsletters
Defense Technology International
Overhaul & Maintenance
ShowNews

Online Analytical Tools and Services

AviationWeek.com
 AWIN (Aviation Week Intelligence Network)
 World Aerospace Database
 MRO Prospector

Events

MRO Conference series
 Management Forums (including Green and supply chain)
 Aerospace & Defense Programs
 Aerospace & Defense Finance

INFORMING AND CONNECTING GLOBAL AVIATION, AEROSPACE, AND DEFENSE PROFESSIONALS

AviationWeek.com

With nearly 950,000 page views per month, AviationWeek.com keeps executives, government and military officials, engineers and other aviation and defense professionals informed and connected throughout the day

- Web 2.0 community features allow users to read blogs written by AVIATION WEEK’s editors and reporters, comment on them, create profiles, establish professional and social networks, participate in industry-focused forums, and submit and assign ratings to photos and other content



Interactive Community Features



Events

- AVIATION WEEK’s editors and reporters cover more than 40 industry conferences and exhibitions each year, including international trade fairs where new developments and orders are announced
- AVIATION WEEK’s event offerings continue to expand to meet the need for conducting business face-to-face, most notably through the MRO event series, which attracts more than 8,000 MRO professionals and 700 exhibitors/sponsors each year



Aviation Week Intelligence Network (AWIN) is a subscription service that provides integrated access to industry news, data, analytics, and business information across key industry sectors for transparency, efficiency and greater strategic business advantages. AWIN features:

- Developments on major commercial, military, space and business aviation programs
- Specifications data for more than 3,100 aircraft and systems
- Fleet data for more than 120,000 global commercial/military/business aviation aircraft
- Access to more than 250,000 articles and 25,000 photos from AVIATION WEEK’s publications
- Comprehensive information on 21,000 companies and contacts for 69,000 industry professionals

LISTENING TO THE VOICE OF THE CUSTOMER

Companies in 60 countries turn to J.D. Power and Associates' quality and customer satisfaction research for the insight and information they need in a rapidly changing world. Each year, more than 20 million survey-related communications capture the opinions, perceptions, and expectations of consumers and business customers. J.D. Power industry performance benchmarks and analytical research are woven into the operations of leading companies around the world to measure customer satisfaction and drive improved business practices.

- 30% of J.D. Power's business comes from non-automotive industries
- More than 20% of J.D. Power's business comes from outside the U.S.
- China is one of J.D. Power's fastest growing markets

Industry Coverage

Automotive	Healthcare
Boats	Homebuilders
Consumer Electronics	Insurance
Financial Services	Telecommunications
	Travel and Hotels
	Utilities

TURNING INFORMATION INTO ACTION

Product Quality and Customer Satisfaction Studies

Self-funded by J.D. Power, these studies establish independent industry-wide performance benchmarks for companies. Those earning the highest ranking often license the rights to advertise that achievement.

Custom Studies

Proprietary, 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.

Brand Licensing

Extensive media coverage has helped to build the J.D. Power brand without requiring significant advertising or marketing expenditures. In 2007, more than 350,000 television commercials and 7 billion print ad impressions referenced J.D. Power awards.

Consulting and Performance Improvement

J.D. Power provides tools and insights that integrate the "voice of the customer" into business clients' strategic planning and ongoing operations. Benchmarking, training, analysis and four decades of experience across multiple industries provide consistent client value.

REAL-TIME MARKET INTELLIGENCE FROM BLOGS AND SOCIAL NETWORKS

Umbria

In April, 2008, J.D. Power acquired Umbria, a pioneer in deriving market intelligence from the rapidly growing world of online communities, including blogs, message boards, and social networks. Using leading-edge technology and algorithms, Umbria transforms the unstructured data of the online community into actionable insights by identifying important themes and topics of interest by demographic profile, complementing J.D. Power's core research capabilities across multiple industries.

REAL-TIME TOOLS FOR TODAY'S BUSINESSES

Power Information Network (PIN)

PIN collects real-time information from more than 10,000 participating automotive dealerships in markets representing more than 70% of U.S. new-vehicle sales. PIN's powerful business analysis tools help OEMs (original equipment manufacturers), retailers, and financial institutions make decisions that improve their bottom lines by improving their understanding of advertising effectiveness, incentive planning, and sales trends.



www.jdpower.com

2007 J.D. POWER AWARDS



Here is a sampling of awards J.D. Power presents to companies ranking highest in Quality and Customer Satisfaction:

U.S. Awards

- Credit Cards: American Express
- Automotive Dealer Service: Jaguar
- Homeowner's Insurance: Amica
- Mass Merchandiser Pharmacies: Target
- Full Service Investment Firm: Edward Jones

International Awards

- Japan: Hotels: ¥35,000 or More per Night Segment: Ritz Carlton
- China: Initial Quality, Compact Car Segment: Tianjin Xiali
- India: Performance, Execution and Layout, Midsize Car Segment: Maruti SX4
- UK: Retail Banking: Nationwide
- Spain: Broadband Internet Providers: Orange

BusinessWeek

BUSINESSWEEK

BusinessWeek is a global media brand delivering the highest quality business information and insight through integrated print, online, and television offerings, as well as events.

Key initiatives in 2007 included the redesign and re-launch of BusinessWeek’s global magazine, the debut of *BW Chicago*, and the continued build-out and success of BusinessWeek.com, including the new Companies and Managing channels. BusinessWeek also partnered with Standard & Poor’s to launch the S&P/BusinessWeek Global Innovation Index which tracks the performance of the world’s most innovative public companies.

GLOBAL EDITION



BusinessWeek relaunched in October 2007 with a new editorial approach highlighted by a new design, including:

- **Aggregation and Integration:** *BusinessWeek* offers other perspectives from around the world alongside stories developed by its own editorial staff. International stories are integrated into the news and “What’s Next” pages.
- **Added features:** *The BusinessWeek*, a news digest aggregating information from *BusinessWeek* and other outside sources; What’s Next which covers emerging business methods, ideas, technologies and trends; and a revamped Personal Business section.

BusinessWeek’s print audience is 4.9 million – the largest since 1998
 Source: 2007 Fall MRI Study

BRAND EXTENSIONS



BusinessWeek SmallBiz
 Award-winning magazine and companion website devoted to the needs of small business professionals. Launched in 2004, the magazine has a controlled circulation of 675,000 and is published six times a year.



BW Chicago
 Debuted as a monthly publication in November 2007, *BW Chicago* provides news, insight, and analysis for the Chicago business marketplace. The magazine identifies trends that matter most to Chicago-area executives and offers realistic solutions and best practices that benefit their bottom line. It has a controlled circulation of 60,000.



Local-Language Editions
 Nine local-language editions in Asia, Eastern Europe, and the Middle East with circulation totaling 378,500.

BWTV
 A nationally-syndicated, weekly 30-minute TV program launched in 2001 that covers personal finance and lifestyle topics. BWTV has a weekly viewership of more than 600,000. It is available in 158 markets and cleared in 86% of the U.S.



International Forums
 These events feature keynote addresses from prominent foreign ministers and attract CEOs from both regional and global companies with large investments in the regions. Annual events include the *Asian Leadership Forum* (15th year), *Asian CEO Forum* (11th year), and the *European Leadership Forum* (7th year).

Global Advertising Pages

2005-2007	Pages
2007	2,243.71
2006	2,741.77
2005	2,759.45

Note: 2005 North America only
 Source: Publishers Information Bureau (PIB)

Advertising Rates, 2008

	Global Edition ¹	% change vs. 2007	SmallBiz ²	% change vs. 2007
Rate Base	900,000	0.0%	675,000	0.0%
4-Color Page Rate	\$108,400	3.9%	\$74,300	3.9%
B/W Page Rate	\$73,500	4.0%	\$50,200	3.9%

¹ Published 50x a year

² Published 6x a year

Print Circulation and Subscription Rates

Global Edition ¹	Average Paid Circulation (12/31/2007)	% of total	Print Subscription Rates, 2008
Single Copy	37,397	4.0%	\$4.99/6.99*
Annual Subscription	896,169	96.0%	\$59.97
Total	933,566	100%	–

* Double Issues

ONLINE: BUSINESSWEEK.COM

BusinessWeek.com is a leading provider of decision-making business news, information, and services and delivers exclusive content via eleven channels featuring blogs, podcasts, newsletters, slideshows, and a rich video library.

New enhancements to the site include two new channels – Companies and Managing. Additional content includes the twice daily Executive Summary, a roundup of the most important business stories from BusinessWeek and other business sources on the Web. In 2008, *BusinessWeek* won a National Magazine Award – the highest honor in magazine publishing – for BusinessWeek.com’s business schools channel. 2008 marked the second year in a row the B-schools channel got the top prize (the “Ellie”) for Personal Service Online.



Companies Channel

A joint effort between BusinessWeek and Standard & Poor’s Capital IQ, the Companies channel provides:

- A wealth of information on public and private companies
- Customizable charts
- Market data from more than 50 of the world’s largest stock exchanges
- A focus on company executives and members of boards of directors

Managing Channel

- Launched with four sub-channels on managing: Your Career, Your Team, Your Company, and Your Board
- More than 2,000 videos embedded within text
- Tools and features include:
 - Interactive Case Studies
 - Multimedia Classroom
 - The Welch Way
 - New Partnerships
 - Community Building Area
 - New Online Franchise
 - Over 20 Columnists



Rate Base for Local-Language Editions

	2006	2007	2008		2006	2007	2008
Al-Arabiya (Arabic)	25,000	30,000	30,000	Russia	40,000	75,000	75,000
Bulgaria	10,000	16,500	16,500	Turkiye (Turkey)	10,000	20,000	25,000
China	120,000	140,000	160,000	Israel	–	20,000	30,000
Indonesia	25,000	27,000	27,000	Thailand	–	15,000	15,000
Romania	10,000	15,000	20,000	Total	240,000	358,500	378,500

Source: BusinessWeek’s internal data

BusinessWeek.com

Monthly Page Views and Unique Visitors (2007 average, in thousands)		
	Page Views	Unique Users
United States	33,498	5,322
Europe, Middle East, Africa	3,718	796
Asia Pacific	3,454	583
Other *	2,162	393
Total	42,833	7,094

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

Source: Omniture