

Information & Media: Providing Valuable Insights to Global Markets

McGraw-Hill Information & Media's market-leading brands have a common focus: generating growth opportunities by integrating into customers' workflows and infrastructure. By strengthening its technology infrastructure, Information & Media is enhancing its value-added relationships and better leveraging its brands' industry-leading positions. The development of a robust technology infrastructure with common capabilities—part of a strategic Company-wide effort to leverage technology—is the framework that Information & Media will build upon and use to reshape its business and deliver premium services that transform data into valuable insights.

Framework for Growth

Traditional Model	Emerging Model
Transactional, one-way customer relationships	> Value-added customer relationships
Strong, media-specific brands	> Develop communities
Traditional awareness advertising revenue models	> Brand leadership supports entry into adjacent markets
Data pushed to customers	> Increased quality lead generation
Product-focused technology	> Marketing intelligence through measurable advertising effectiveness
Long product shelf life	> New ways to monetize audiences
	> Value-added analytical services integrated with customer applications
	> Produce more modular content
	> User-centric technology platforms
	> Customized experiences

Examples of Emerging Model



> Develop communities

User-generated content has become widespread on the Internet. Online communities provide an opportunity to build loyalty through a dialogue with industry experts and from their peers instead of a simple presentation of information

- ArchitecturalRecord.com enables architects to upload and share their project photos online



> New ways to monetize audiences

The greater Information & Media's ability to understand and segment online customer needs and behavior, the better positioned its brands are to compete for advertising dollars

- McGraw-Hill Construction generates premium prices for ads placed in its new video library that are targeted at specific customers



> Customized experiences

Advanced tools now enable the creation of a personalized customer experience

- Information & Media's brands package content into downloadable "widgets" for greater value and customer engagement
- PlattsOil news is followed on Twitter by energy market participants at <http://twitter.com/plattsoil>

Platts: Meeting the Growing Global Demand of the Energy Markets

Platts is the leading provider of energy information worldwide. Its real-time global energy and metals news, price assessments, market commentary, and conferences enable thousands of traders, risk managers, analysts, and industry leaders in over 150 countries to make informed and up-to-the-minute trading and investment decisions. An independent provider, Platts has been a trusted source for actionable information and global benchmarks for more than a century.

In response to the extreme volatility in crude oil and other commodity prices during 2008, Platts heightened its focus on regulatory and policy issues both in the U.S. and the European Union and increased its news and pricing coverage in the emerging emissions, biofuels, renewables, and liquefied natural gas markets. It also extended its editorial expertise into Russia, China, and the Middle East through the addition of local-language publications and new price benchmarks.

Platts' Industry Coverage

Oil	Petrochemicals
Natural Gas	Metals
Electricity	Shipping
Coal	Renewables
Nuclear	Emissions

Embedded in the Industry's Workflow

The strength of the Platts brand has enabled it to embed its information directly into customers' workflows. Nearly 8,500 unique price assessments are produced daily across a host of commodities which are used to settle physical and financial contracts at exchanges such as the New York Mercantile Exchange, the Intercontinental Exchange, the Singapore Exchange, and the Russian Stock Exchange. Its Market-on-Close price assessment process, which identifies bids/offers and transactions by company of origin, has been used for oil and oil product price discovery for more than a decade.

Platts supports end-to-end trading and risk management workflows, enabling customers to identify opportunities to profit from market movements and better manage their risks.

Trading Workflow



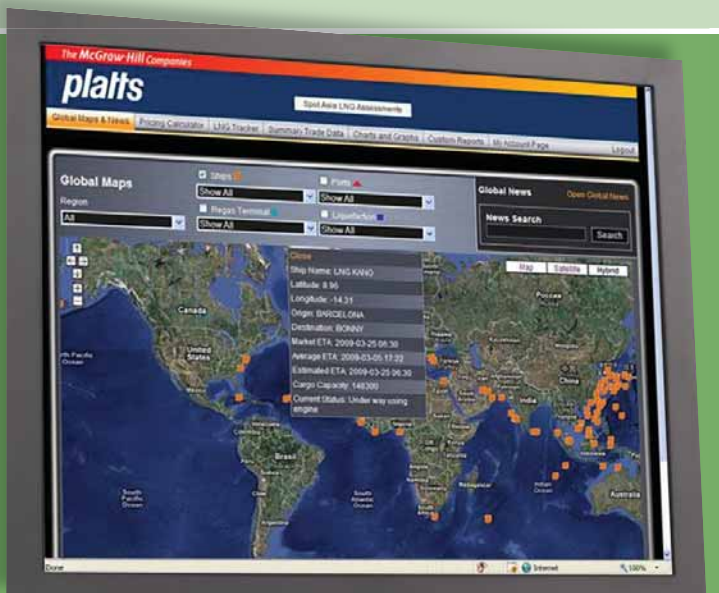
Risk Management Workflow



Flexible Digital Delivery Options for Platts' News and Pricing Information

Platts' news, pricing information, and market commentary is delivered to customers in real-time as well as in print and online. Real-time options include:

- Platts' multiple alert services, including *Global Alerts*
- *Platts on the Net*, Platts' proprietary platform
- Multiple third-party market data service vendors including Reuters and Bloomberg®
- End-of-day prices fed directly into customers' risk management and accounting systems



Platts LNG TraderNet

Gas and power traders, energy analysts, and risk managers in the emerging liquefied natural gas (LNG) sector need fast, broad-spectrum market intelligence to factor all the volatile dynamics that affect commodity price movements on a daily basis. *LNG TraderNet's* interactive Web-based tools enable users to:

- Access Platts' comprehensive market intelligence
- View Platts' LNG daily spot assessments for Asia, a key pricing indicator
- Gauge financial opportunities using Platts' proprietary forward curves
- View existing and proposed regasification terminals and liquefaction facilities
- Interact with a map of terminals, facilities and ports to track oil tanker movements worldwide

www.platts.com

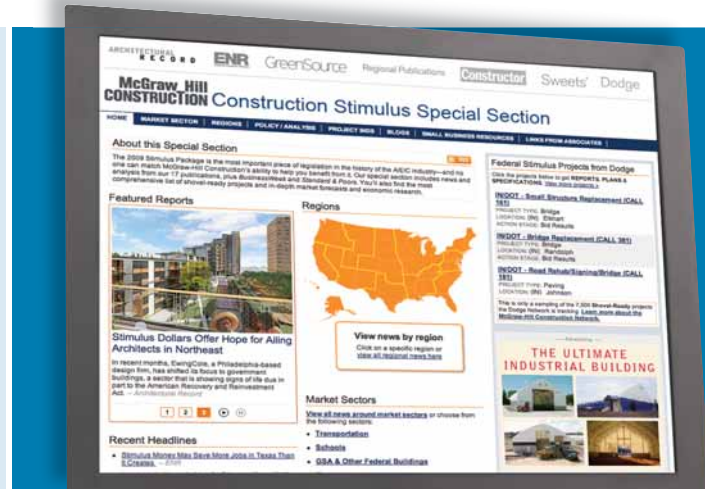
Construction: Connecting Products, Projects and People Worldwide

For more than a century, McGraw-Hill Construction has been a leading provider of construction project information, plans and specifications, product information, and industry news, trends and forecasts. In print and online, McGraw-Hill Construction offers tools, applications, and resources that easily integrate into its customers' workflows. Backed by Dodge, Sweets, *Architectural Record*, *Engineering News-Record* (ENR), *GreenSource*, *SNAP*, and 11 regional publications, McGraw-Hill Construction serves more than one million customers.

Stimulus Edge: Helping Companies Compete for Government-Funded Projects

The *American Recovery and Reinvestment Act of 2009* (ARRA) federal stimulus package is worth \$130 billion to the construction industry and will stimulate more construction activity for the next three years. McGraw-Hill Construction launched Stimulus Edge, a market intelligence product, to provide the construction industry's smaller manufacturers, contractors, and suppliers with the tools and the leads to compete successfully for stimulus contracts. Subscribers can:

- Focus on projects in one or more of nine U.S. regions or choose a nationwide view
- Search projects verified as ARRA-funded and see details of plans and specifications
- Receive daily email alerts of the new stimulus projects
- Access the site's Stimulus Resource Center which provides insights into the construction industry's progress toward recovery and draws from McGraw-Hill Construction's architecture, engineering, and construction magazines and market research



More than **11,500 “shovel-ready” projects** and **7,000 ARRA-funded projects** are tagged in the McGraw-Hill Construction Network

As of June 2009

www.construction.com/stimulus 

McGraw-Hill Construction Business Essentials: Get Smarter, Get Seen/Found, Find Work, Do Work

Get Smarter

Research and market intelligence improves customers' understanding of their markets, the economy, and industry trends

- Market research, trends, and forecasts, including *McGraw-Hill Construction Outlook*
- Thought leadership in the areas of “Green” and interoperability/business information modeling
- Specific research and intelligence devoted to the stimulus package and ARRA

Get Seen/Found

Customers can reach audiences through an integrated offering of industry-leading publications in print, online, and at events

- *Engineering News-Record* (ENR) and ENR.com reach contractors, engineers, and owners
- *Architectural Record* and ArchitecturalRecord.com reach architects, owners, and design professionals
- *GreenSource* and GreenSourceMag.com reach green design and construction decision makers
- Sweets Network reaches 300,000 construction professionals monthly. Sweets.com has 2.5 million visits annually
- SNAP (Sweets News and Products), which brings together trends and data on building products and materials, reaches 45,000 architects including every active architectural firm in the U.S.

Find Work

Customers can find projects, identify project players, and build their pipeline

- The McGraw-Hill Construction Network® contains more than 90% of all construction projects in the U.S. and Canada with construction values of \$500,000 or more
- Network Express provides a daily feed of building project leads from the McGraw-Hill Construction Network® that seamlessly integrate into any customer relationship management system

Do Work

Customers save money, increase productivity, and reduce risk through digital design and construction tools

- Project Document Manager provides the architecture, engineering, and construction community with the ability to digitally manage all project documents over the entire lifecycle of a project on a single, secure platform

Providing Information Solutions to the Global Aerospace and Defense Industry

AVIATION WEEK is the global leader in providing strategic news and information to the \$2 trillion global aviation, aerospace and defense industries, serving over 1.2 million professionals in 185 countries. Anchored by its flagship *Aviation Week & Space Technology*, AVIATION WEEK continues to evolve its portfolio to meet the needs of the industry with even greater global perspective and the latest technology platforms.

An expanding global footprint

- Launched MRO Middle East Conference in 2009 to serve the maintenance, repair and overhaul needs of the region
- Executive Roundtables held around the world to stimulate thought leadership and forward action within industry and government
- Exclusive media partner for leading industry events, including Aero India 2009 and Singapore 2010
- An official member of the Society of British Aerospace Companies (SBAC)
- Expanded its events with the launch of Aerospace & Defense Management forums

Publications

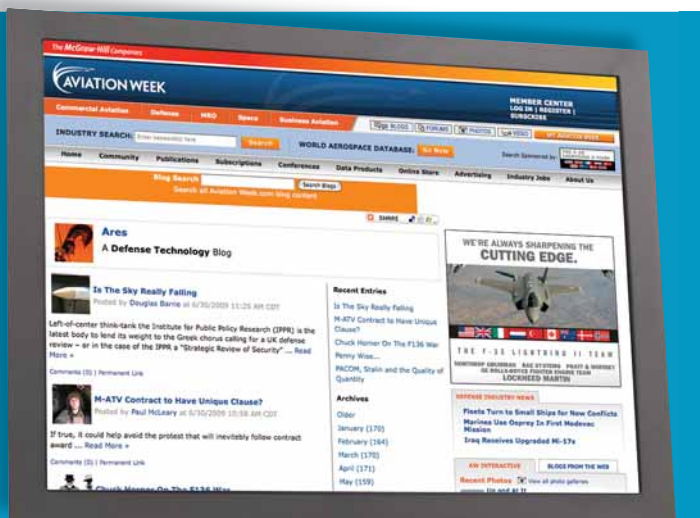
Aviation Week & Space Technology
Business & Commercial Aviation
Business Intelligence Newsletters
Defense Technology International
Overhaul & Maintenance
ShowNews

Online Analytical Tools and Services

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

Events

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



Ares Defense Technology Blog

The Ares defense technology blog provides daily insight on the interplay of defense technology, funding, operations, programs, and policies. Ares complements AVIATION WEEK's portfolio of media services for the defense industry, including *Defense Technology International* and a conference series that includes the Defense Technology & Requirements Conference.

- Ares received a 2009 Jesse H. Neal Business Journalism award for "Best Blog" for its editorial excellence and industry impact
- Ares was cited by the Dutch Parliament for its ongoing coverage of the F-35, which has the highest program value of any fighter in history (valued at \$200-\$300 billion), and the first truly global alliance of weapons system manufacturers/suppliers

www.AviationWeek.com/ares

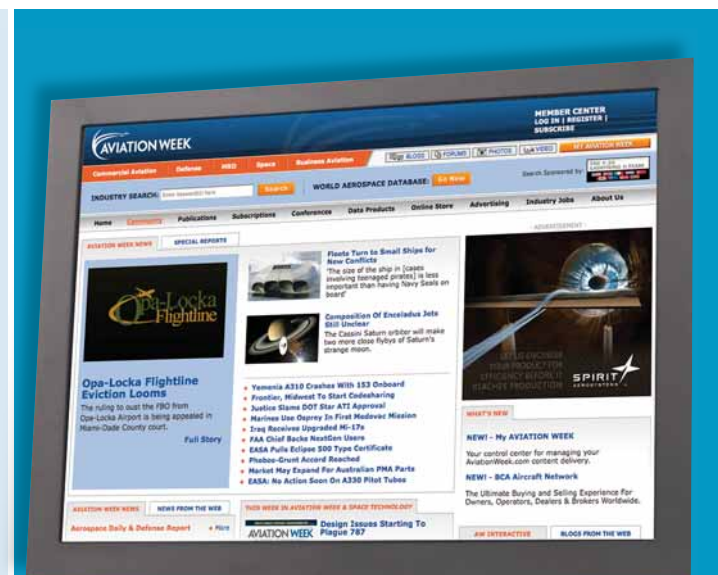


AviationWeek.com, the leading Web site for aerospace and defense professionals, continues to experience year-over-year growth. The latest Web and social networking tools, including blogs, videos, photo galleries and profiles, are expanding the user base and increasing overall time spent on the site.

- AVIATION WEEK's renowned editorial experts consistently blog about defense, commercial and business aviation, maintenance, repair and overhaul (MRO), and space

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.

- Enhanced with faster search, improved user interface, and even deeper data
- Named the number one paid subscription Web site in *BtoB* magazine's 2008 "Great Media Web Sites"



www.AviationWeek.com



J.D. Power and Associates: 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.

- 45% of J.D. Power's business comes from non-automotive industries
- 27% of J.D. Power's business comes from outside the U.S.
- China is one of J.D. Power's fastest growing markets

Extensive media coverage has helped to build the J.D. Power brand without requiring significant advertising or marketing expenditures. In 2008, more than 110,000 television commercials and nearly 7 billion print ad impressions referenced J.D. Power awards.

J.D. Power's Industry Coverage

- Automotive
- Electronics
- Financial Services
- Healthcare
- Insurance
- Marine
- Real Estate
- Telecom
- Travel
- Utilities

Web Intelligence

J.D. Power and Associates' new Web Intelligence Division analyzes social media that not only delivers feedback in the form of data, but also provides insights into the online dialogue that millions of consumers conduct on a daily basis via blogs, message boards, and other forms of online content. Using leading-edge technology and algorithms, J.D. Power transforms the unstructured data of the online community into actionable insights by identifying important themes and topics of interest by demographic profile, complementing the company's core research capabilities across multiple industries.



Vehicle Launch Index

Today, ensuring that new vehicle models are launched successfully is more critical than ever to automakers. The J.D. Power and Associates Vehicle Launch Index provides auto manufacturers with information that quantifies how new vehicle models perform during their launch years. It also provides a real-time, comprehensive view into marketplace activity that allows manufacturers to more quickly respond to changing industry conditions. Performance is measured against industry and segment benchmarks on a monthly basis. It also examines factors including turn rate, credit quality, residual factor, dealer gross profit, vehicle pricing, and incentives.

Digital Delivery

The J.D. Power Business Center is a new Web site application designed to create a single, integrated delivery platform for all J.D. Power products. Analysis tools are user-friendly and very powerful—all designed to help clients get the most out of this actionable information. Clients receive interactive rank charts, company summary charts, gap analysis, and automated search tools to analyze responses to open-ended survey questions.

J.D. Power and Associates 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: Lexus
- Homeowner's Insurance: Amica
- Mass Merchandiser Pharmacies: Target
- Full Service Investment Firms: Raymond James

International Awards

- Japan Hotels: ¥35,000 or More per Night Segment: Ritz Carlton
- China Initial Quality Premium Midsize Segment: Volkswagen Sagitar
- India Performance, Execution and Layout, Midsize Car Segment: Maruti SX4
- UK Retail Banking: The Co-Operative Bank
- Spain Broadband Internet Providers: Orange



BusinessWeek

BusinessWeek is a global source of essential business insight that inspires leaders to turn ideas into action. Through content, context, and collaboration, BusinessWeek moderates global conversations and moves business professionals forward.

Key initiatives in 2008 included the groundbreaking collaboration with readers called Business@Work, the new franchise ranking the world's most influential companies, and the launch of Business Exchange, BusinessWeek's first foray into social media, online information aggregation, and crowdsourcing.

Global Edition

BusinessWeek's global print edition continued to innovate in 2008 with the several new initiatives:

- BusinessWeek's unprecedented collaboration with its audience culminated in the special August 2008 double-issue focused on workplace challenges. This initiative, called "Business@Work," was designed to more deeply engage BusinessWeek's audience, bringing together the wisdom of readers and editors in an interactive, collaborative exchange.



- BusinessWeek also launched a new franchise issue in December 2008 called, "The World's Most Influential Companies." This annual special report names the top 10 most influential companies in the world with the help of an advisory board of 14 academics, consultants, and industry leaders worldwide.

Global Advertising Pages

Year	Pages
2008	1,882.38
2007	2,243.83
2006	2,741.77
2005	2,759.45

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

Advertising Rates, 2009

	Global Edition ⁽¹⁾	% change vs. 2008	SmallBiz ⁽²⁾	% change vs. 2008
Rate Base	900,000	0.0%	675,000	0.0%
4-Color Page Rate	\$ 112,200	3.5%	\$ 76,900	3.5%
B/W Page Rate	\$ 76,100	3.5%	\$ 52,000	3.6%

(1) Published 47x a year
(2) Published 6x a year

Rate Base for Local-Language Editions

	2006	2007	2008	2009
Al-Arabiya (Arabic)	25,000	30,000	30,000	30,000
Bulgaria	10,000	16,500	16,500	16,500
China	120,000	140,000	140,000	160,000
Indonesia	25,000	27,000	27,000	27,000
Romania	10,000	15,000	20,000	20,000
Turkiye (Turkey)	10,000	20,000	25,000	25,000
Thailand	—	15,000	15,000	15,000
Total	200,000	263,500	273,500	293,500

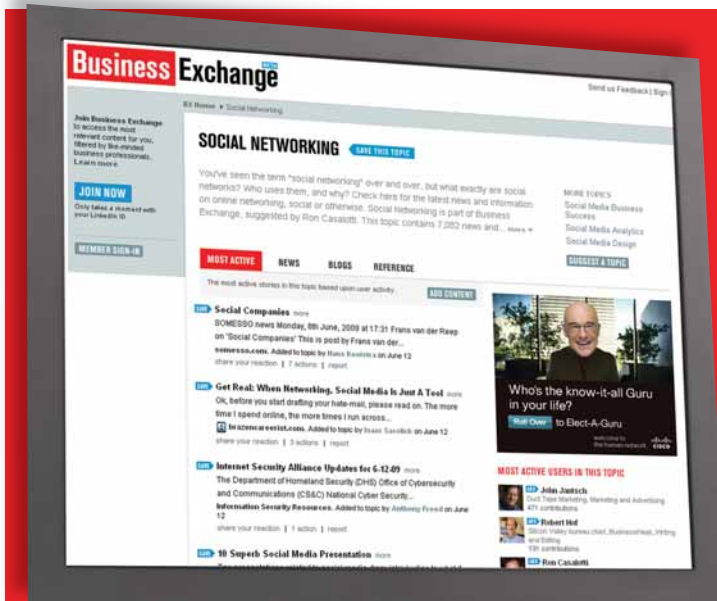
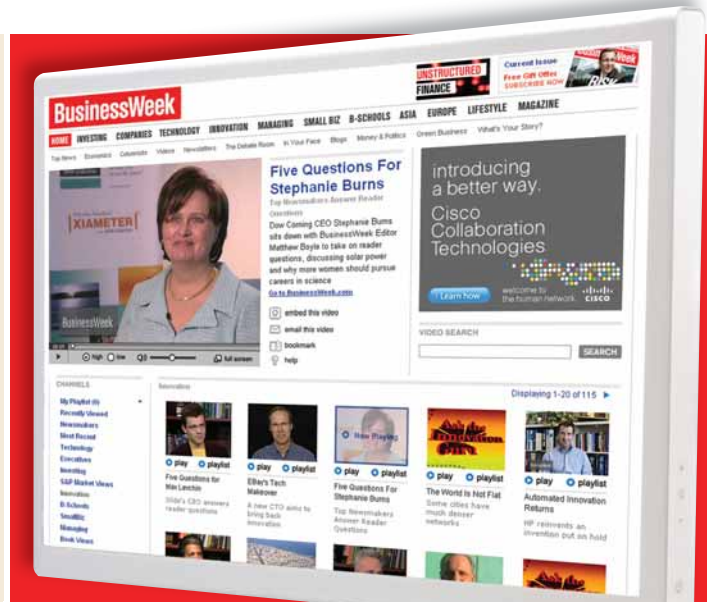
Source: BusinessWeek's internal data

BusinessWeek.com reaches 10.2 million monthly unique users, and the site is showing strong growth internationally

BusinessWeek.com

To engage its audience more deeply, BusinessWeek.com unveiled several initiatives in 2008:

- “What’s Your Story Idea?”—a blog in which readers suggest stories for BusinessWeek’s writers
- “Dialogue with Readers”—which highlights stories that have generated a lively stream of quality comments, with a link to the writer’s responses to readers’ comments
- “My Take”—guest columns written by readers
- “In Your Face”—featuring thought-provoking comments from readers, along with their photos
- “Five Questions For...”—which encourages readers to submit questions that BusinessWeek staff will ask leading corporate executives and public officials



Business Exchange

In 2008, a new innovative online offering called Business Exchange was launched. Business Exchange allows BusinessWeek readers and the broader global audience of business professionals to tap into the collective brain power of an online community centered around business topics.

Using Business Exchange, any member of the public can:

- Create, find, and track relevant business topics and interact with the online community
- Search for and add other Business Exchange users—including BusinessWeek writers and editors
- Access and leverage their existing LinkedIn and Twitter profiles

Business Exchange received the min 2009

“Best of the Web” award for Best New Site

bx.businessweek.com

Print Circulation and Subscription Rates

	Average Paid Circulation (12/31/2008)	% of total	Print Subscription Rates, 2008	% change vs. 2007	SmallBiz(2)	% of total
Global Edition(1)	33,903	3.6%	\$ 4.99	0.0%	—	—
Single Copy	901,917	96.4%	\$59.97	0.0%	—	—
Annual Subscription	935,820	100.0%	—	—	675,000	100.0%

(1) Published 47x a year

(2) Published 6x a year

Source: Audit Bureau of Circulation (ABC)

BusinessWeek.com

(2008 average, in thousands)	Page Views	Unique Users
United States	36,995	6,278
Europe, Middle East, Africa	4,702	1,057
Asia Pacific	4,514	811
Other*	2,145	525
Total	48,356	8,670

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

Source: Omniture