

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

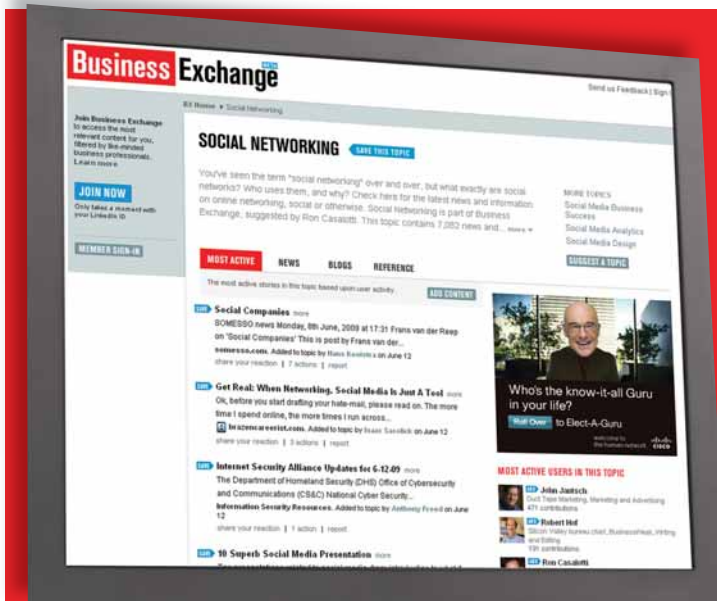
Source: BusinessWeek's internal data

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