

Total Audience Profile

July 2025

Contact Information

About This Report

About

Audience Summary

Total Magazine & eNewsletter Circulation	Total Magazine Distribution	Total eNewsletter Circulation	Avg Monthly Website Unique Visitors*

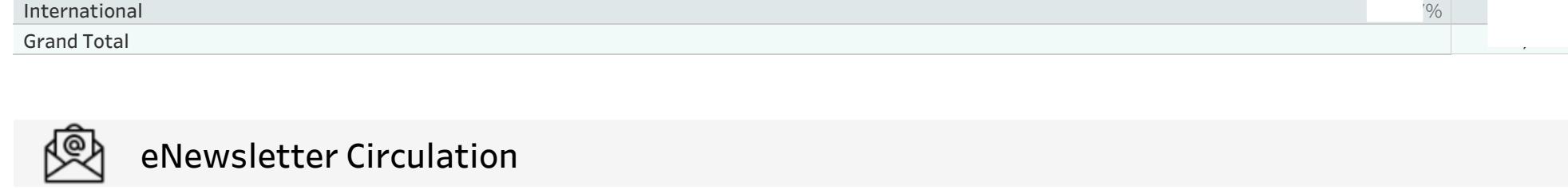
Newspaper - July 2025 issue



Newsletters - July 2025



Website - Averages: February 2025 through July 2025



*Average is taken from a rolling six months relative to refresh

Magazine Circulation

The data shown below is a brief summary of the information available from the magazine subscriber database for the July 2025 issue. All information is publisher's own data for this date.

Primary Business	Profession/Title
Pharmaceuticals, Healthcare, Medical	President/Owner/CEO/COO/Chairman
Finance, Insurance, Banking	VP (including Sales/Marketing)
Third Party/Independent Planner	Sales/Marketing Manager/Director/Account Exec
Technology & Communications	Meeting Planner/Convention Manager
Government/Education	Purchasing/Production Manager
Travel Agency	Training/HR/Development Personnel
Manufacturing	Other Management Personnel, Travel Mgr/Planner/Consult..
Service/Utilities	Grand Total
Retail/Wholesale	
Association/Non-Profit Organization	
Other Business/Company	
Grand Total	

Northeast

Connecticut	%
Maine	%
Massachusetts	%
New Hampshire	%
New Jersey	%
New York	%
Pennsylvania	%
Rhode Island	%
Vermont	%
Grand Total	

Midwest

Illinois	%
Indiana	%
Iowa	%
Kansas	%
Michigan	%
Minnesota	%
Missouri	%
Nebraska	%
North Dakota	%
Ohio	%
South Dakota	%
Wisconsin	%
Grand Total	

West

Alaska	%
Arizona	%
California	%
Colorado	%
Hawaii	%
Idaho	%
Montana	%
Nevada	%
New Mexico	%
Oregon	%
Utah	%
Washington	%
Wyoming	%
Grand Total	

South

Alabama	%
Arkansas	%
D.C.	%
Delaware	%
Florida	%
Georgia	%
Kentucky	%
Louisiana	%
Maryland	%
Mississippi	%
North Carolina	%
Oklahoma	%
South Carolina	%
Tennessee	%
Texas	%
Virginia	%
West Virginia	%
Grand Total	

Geographic Area Overview

United States	%
Canada	%
International	%
Grand Total	

eNewsletter Circulation

The data shown below is a brief summary of the information available from the e-Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

Primary Business	Profession/Title
Pharmaceuticals, Healthcare, Medical	President/Owner/CEO/COO/Chairman
Finance, Insurance, Banking	VP (including Sales/Marketing)
Third Party/Independent Planner	Sales/Marketing Manager/Director/Account Exec
Other Business/Others Allied to the Field	Meeting Planner/Convention Manager
Government	Purchasing/Production Manager
Travel Agency	Training/HR/Development Personnel
Manufacturing	Other Management Personnel, Travel Mgr/Planner/Consult..
Service/Utilities	Grand Total
Retail/Wholesale	
Association/Non-Profit Organization	
Technology & Communications	
Grand Total	

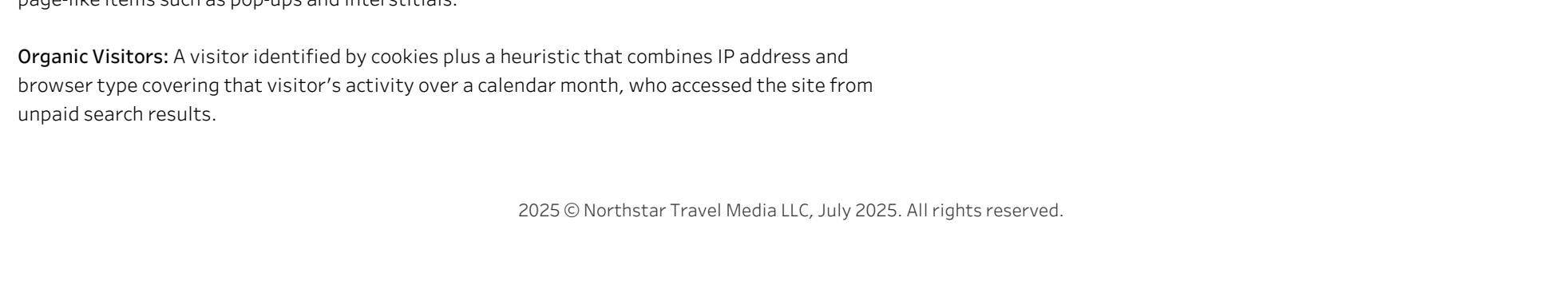
Geographic Area

United States	%
Canada	%
International	%
Grand Total	

Newspaper/Newsletter Combined Total Circulation

The data presented below represents the total reach for both the magazine and eNewsletter circulations as of July 2025. Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.

Total Reach =



Website Activity

The website activity information provided below is based on Google Analytics for the periods shown below. Key terms used in the charts below are defined in the last section of this report.

WEBSITE VISITS, PAGE VIEWS, UNIQUE VISITORS SUMMARY

6-month Totals and Averages

Visits	Page Views	Unique Visitors	Organic Pageviews	Organic Visitors	Page Views per Unique Visitor	Page Views per Visit
February 2025						
March 2025						
April 2025						
May 2025						
June 2025						
July 2025						
Averages						

Visits
Page Views
Unique Visitors
Organic Pageviews
Organic Visitors

Page Views per Unique Visitor
Page Views per Visit

February 2025

March 2025

April 2025

May 2025

June 2025

July 2025

Averages

Visits	Page Views	Unique Visitors	Organic Pageviews	Organic Visitors	Page Views per Unique Visitor	Page Views per Visit
February 2025						
March 2025						
April 2025						
May 2025						
June 2025						
July 2025						
Averages						

Visits
Page Views
Unique Visitors
Organic Pageviews
Organic Visitors

Page Views per Unique Visitor
Page Views per Visit

February 2025

March 2025

April 2025

May 2025

June 2025

July 2025

Averages

Visits	Page Views	Unique Visitors	Organic Pageviews	Organic Visitors	Page Views per Unique Visitor	Page Views per Visit
February 2025						
March 2025						
April 2025						
May 2025						
June 2025						
July 2025						
Averages						

Visits
Page Views
Unique Visitors
Organic Pageviews
Organic Visitors

Page Views per Unique Visitor
Page Views per Visit

February 2025