

Total Audience Profile

July 2025

About This Report

Contact Information

About

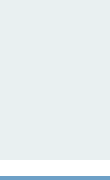
Audience Summary

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


Newspaper - July 2025 issue

	Digital Edition/Requested	
	Print Edition/Requested	
	Total Requested Magazine Distribution	

Newsletters - July 2025

	Daily	
	Weekly	
	Updates	
	Total eNewsletter Circulation (unduplicated)	
	Total Magazine & eNewsletter Circulation (unduplicated)	

Website - Averages: February 2025 through July 2025

	Average Monthly Unique Visitors	
	Average Monthly Page Views	

\*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	Midwest
Connecticut	Illinois
Maine	Indiana
Massachusetts	Iowa
New Hampshire	Kansas
New Jersey	Michigan
New York	Minnesota
Pennsylvania	Missouri
Rhode Island	Nebraska
Vermont	North Dakota
Grand Total	Ohio
	South Dakota
	Wisconsin
	Grand Total

West	South
Alaska	Alabama
Arizona	Arkansas
California	D.C.
Colorado	Delaware
Hawaii	Florida
Idaho	Georgia
Montana	Kentucky
Nevada	Louisiana
New Mexico	Maryland
Oregon	Mississippi
Utah	North Carolina
Washington	Oklahoma
Wyoming	South Carolina
Grand Total	Tennessee
	Texas
	Virginia
	West Virginia
	Grand Total

Geographic Area Overview

United States	%	
Canada	%	
International	%	
Grand Total		

eNewsletter Circulation

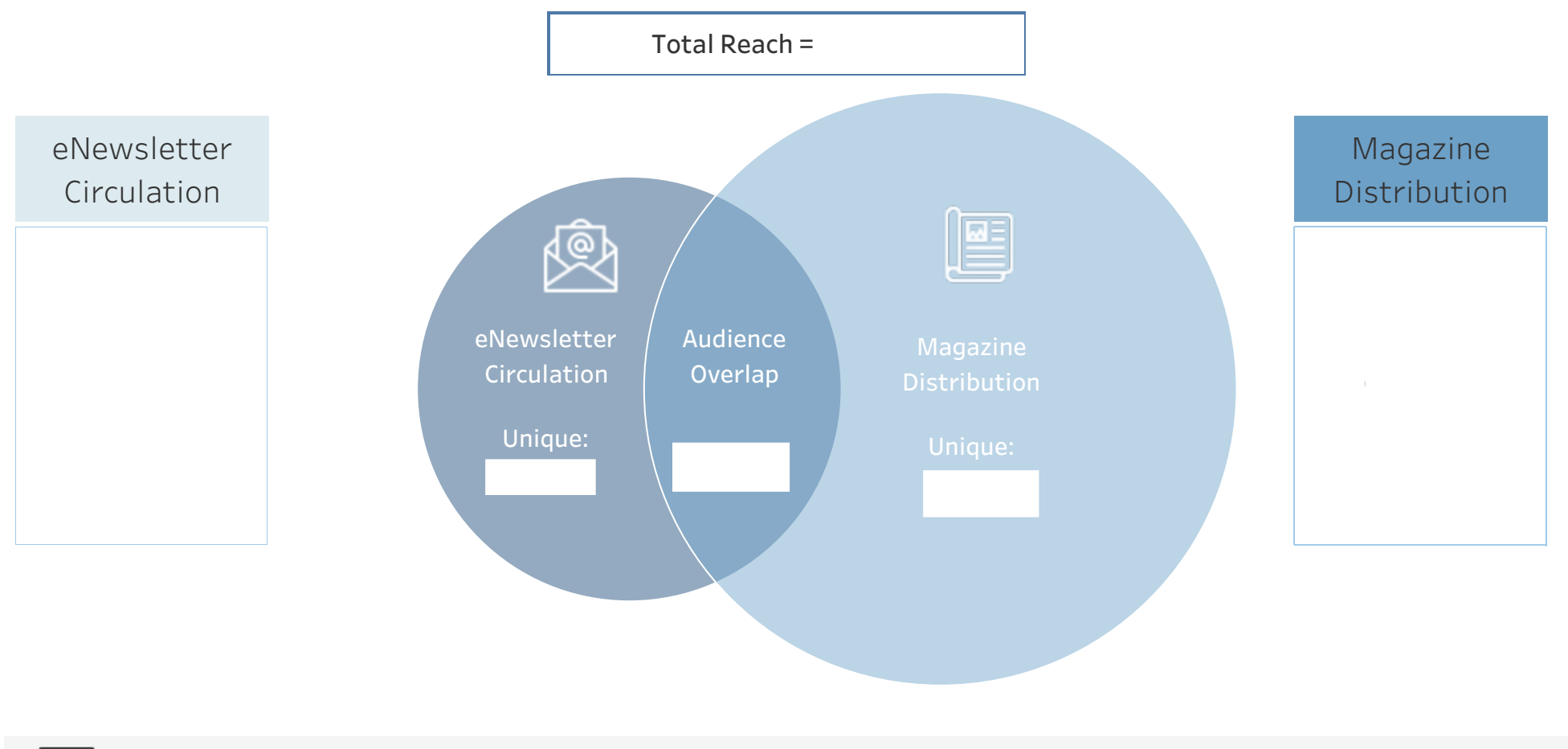
The data shown below is a brief summary of the information available from the e-Newsletters subscriber database for July 2025. All information is publisher's own data for this date.

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	Travel Mgr/Planner, Consultant, Other & Other ..
Service/Utilities	Total Profession/Title
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.



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							
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May 2025							
June 2025							
July 2025							
Averages							

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February 2025							
March 2025							
April 2025							
May 2025							
June 2025							
July 2025							
Averages							

Website Activity - Key Terms Defined

Contact Information

**Visit:** One request, or a series of requests by a visitor to a web site. If a visitor to the site does not make a request for a specified period of time, the previous series of requests is considered a complete visit.

**Page View:** The combination of one or more files presented to a visitor as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

**Unique Visitor:** A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month.

**Organic Pageviews:** The combination of one or more files presented to a visitor, who accessed the site from unpaid search results, as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

**Organic Visitors:** A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month, who accessed the site from unpaid search results.