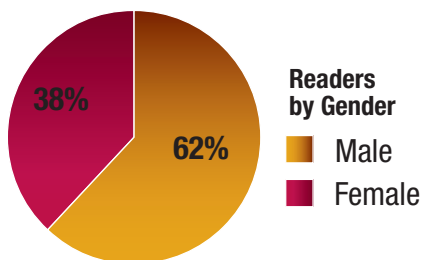


Experience the POWER of Association

If your target market includes smart, upwardly-mobile young professionals with management authority and purchasing power, we deliver...

Universal Appeal

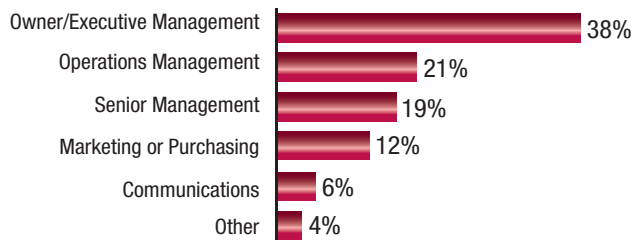
We draw a significant measure of readers from both sides of the gender spectrum.



Top Dogs

Our readers are leaders in their respective fields: 78% of these talented men and women hold some sort of management position – and they have nowhere to go but up.

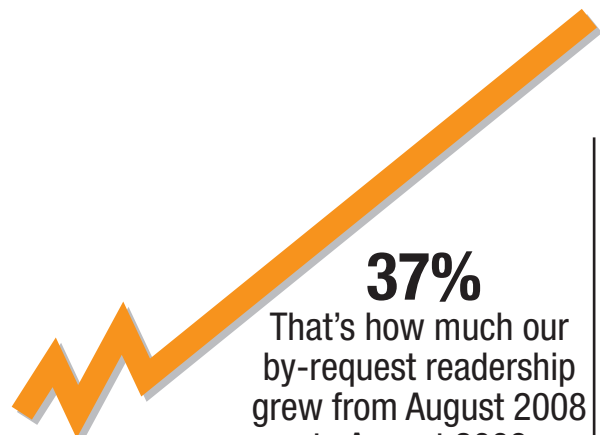
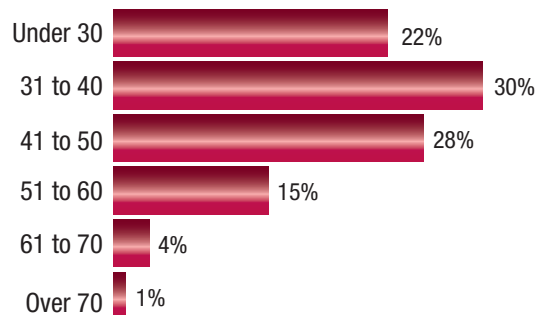
5 Most Common Job Function of ABM Readers



Let's See Some I.D.

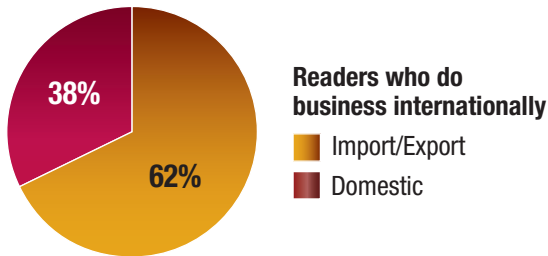
We are not your typical business publication – and our readers prove it! While magazine readership in general is expanding in the 50-plus age category (magazine.org, 2006), more than 50% of our readers are under 40 years of age.

Readers by Age



Road Warriors

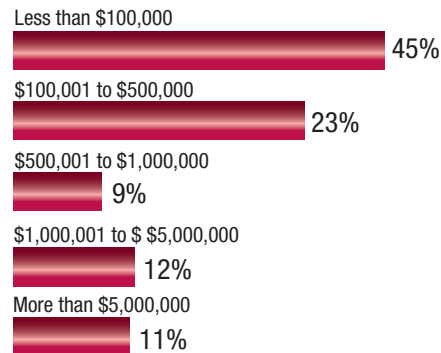
Bold, adventurous and on the move – 50% of our dedicated readers have formed international alliances and are successfully conquering global markets.



Money in the Bank

Our readers represent considerable purchasing power. Fifty-five per cent of them control annual budgets of more than \$100,000 and 32% are responsible for more than \$500,000 in corporate spending per year.

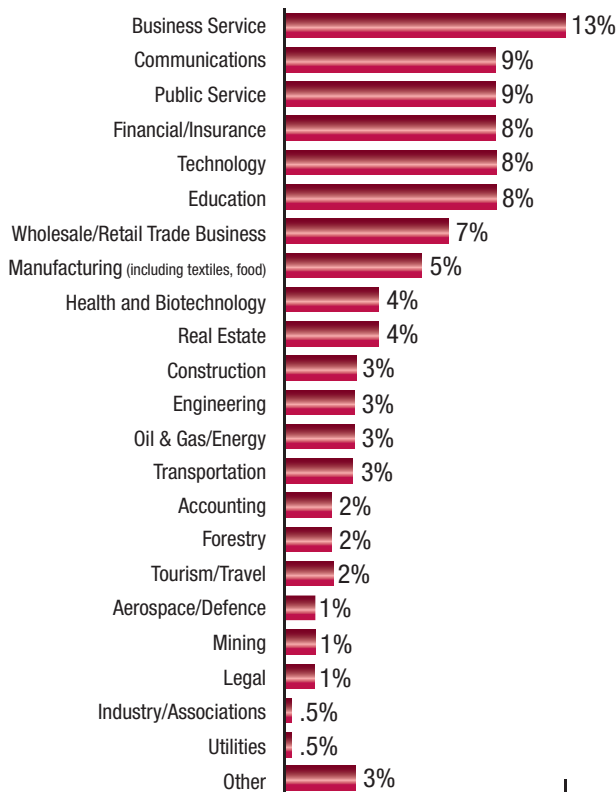
Readers by Budgetary Spending



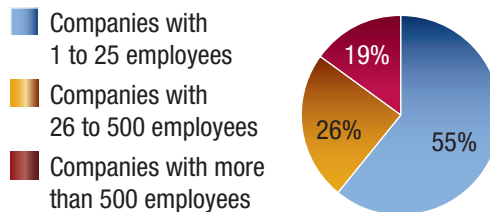
We're All Business

We appeal to a broad range of industries, business sectors and geographic locations. What does that mean for you? Bottom line: We'll deliver your marketing message to a loyal audience of business readers from the small-to-mid-sized categories as well as large corporations, covering everything from construction and engineering to finance and technology.

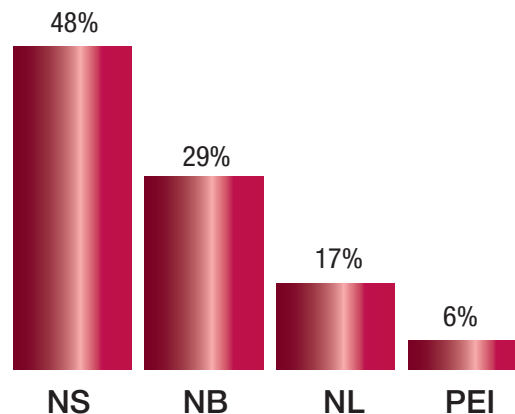
Readers by Industrial Sector



Readers by Organizational Size



Readers Across Atlantic Canada



* The above information is collected from an inhouse readership survey of 2,427 by-request subscribers plus publisher's own data. Research updated March 2010.