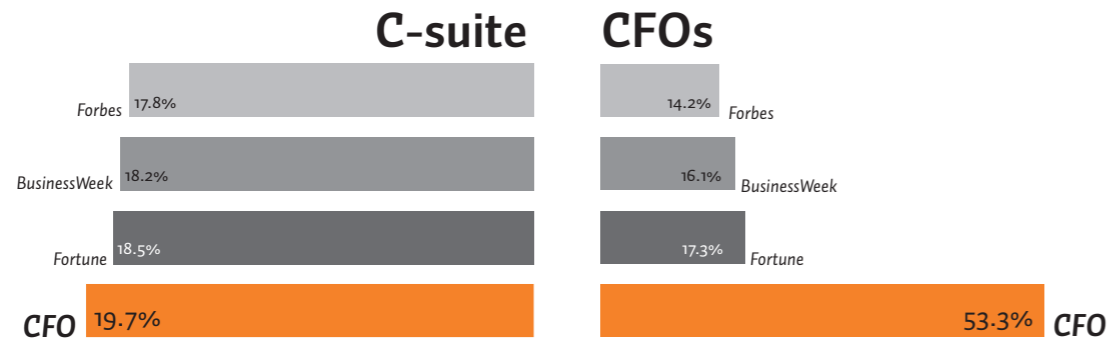
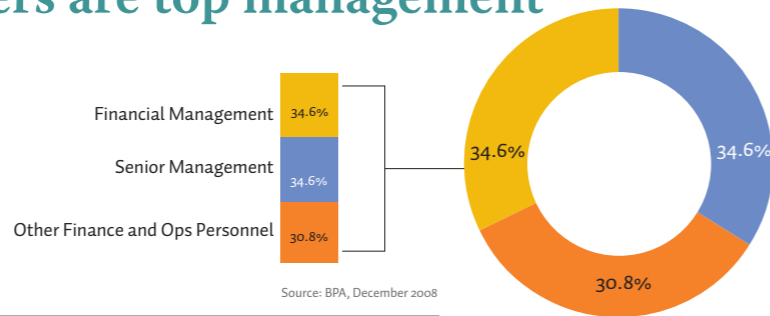


The ultimate decision makers

CFO ranks #1 in coverage of the C-suite and CFOs:



CFO readers are top management



They're impressive individuals

Median age	52
Average HHI	\$452,519
Average net worth	\$1,728,538
Bachelor's degree +	94%
% Men / % Women	89/11
Say they "tend to take the lead in decision making"	88%
Consider themselves "opinion leaders"	70%

...who value CFO

Read 3+ out of 4 issues	72%
View CFO as authoritative	68%
View CFO as influential	66%
Say they "often get ideas on what to buy from magazines"	61%

If you don't reach them in CFO, you might not reach them at all.

78% don't read Forbes
77% don't read Fortune
77% don't read BusinessWeek

Source: Business Elite Survey, 2008/09

CFO leads in coverage of C-suite purchase influencers

#

Business Services

Business Process Outsourcing
Corporate Travel Services
IT Consulting Services
IT Outsourcing
Legal Services
Real Estate/Plant Sites/Office

Company Vehicles

Company Car/Truck Fleet(s)

Financial Services

Accounting/Auditing Services
Banking/Corporate Finance
Brokerage Services
Investment Fund Management
Pension Fund Management

IT/Office Equipment

Desktop and Laptop Computers
Enterprise Computing Systems
Enterprise Software (BRM, CRM, BI, etc.)
Internet Service Providers (ISP)
IT Consulting Services
IT Outsourcing
Multimedia/Presentation Equipment
PDAs/Handheld Email Devices
Printer/Scanners/Photocopiers
Network Servers
Wireless Equipment/Services

Insurance Services

Corporate Liability/Risk Management
Medical/Life/Employee Benefits/401(k)
Property/Casualty Liability

Telecommunications

Cell Phones/Pagers
Telephone Systems & Services
Videoconferencing Equipment

MAGAZINE

in 66% of all 41 categories measured,
more than any other magazine.

Source: Business Elite Survey, 2008/09