

THE NEW ECONOMY | TARGETED READERSHIP BREAKDOWN

SECTOR BREAKDOWN	PRINT	DIGITAL	EMAIL	AVERAGE
Financial Services	16.0%	15.0%	15.0%	15.2%
Energy	14.0%	12.0%	12.0%	12.6%
Government	13.0%	6.0%	8.0%	8.9%
Software & Computer Services	13.0%	9.0%	7.0%	9.5%
IT / Telecommunications	10.0%	11.0%	13.0%	11.3%
Academic	9.0%	6.0%	5.0%	6.6%
Biotechnology & Pharmaceuticals	7.0%	9.0%	13.0%	9.5%
Engineering	6.0%	5.0%	3.0%	4.7%
Research Science & Technology	5.0%	10.0%	4.0%	6.3%
Medical & Healthcare	5.0%	9.0%	8.0%	7.3%
Other	4.0%	8.0%	10.0%	7.3%

JOB ROLE	PRINT	DIGITAL	EMAIL	AVERAGE
Involved in Purchasing Decisions	90.0%	79.0%	85.0%	84.7%
Controls a Budget of £500k - £1m	23.0%	4.0%	14.0%	13.7%
Controls a Budget of £1m - £2m	37.0%	10.0%	22.0%	23.0%
Controls a Budget of £2m +	24.0%	7.0%	17.0%	16.0%

GEOGRAPHICAL DISTRIBUTION	PRINT	WEB	EMAIL	AVERAGE
Western Europe	19.0%	24.0%	28.0%	23.7%
CES Europe	12.0%	9.0%	7.0%	9.3%
Asia / Pacific	17.0%	18.0%	15.0%	16.7%
Middle East	8.0%	6.0%	5.0%	6.3%
Other	7.0%	3.0%	4.0%	4.7%
Central and South America	10.0%	11.0%	9.0%	10.0%
North America	27.0%	29.0%	32.0%	29.3%

JOB TITLE	PRINT	WEB	EMAIL	AVERAGE
President/CEO/CFO/Treasurer	16.0%	9.0%	10.0%	11.7%
Senior Manager/Partner	14.0%	17.0%	18.0%	16.3%
Manager/Senior Executive	30.0%	34.0%	28.0%	30.7%
Professional/Advisor	23.0%	29.0%	32.0%	28.0%
Other	17.0%	11.0%	12.0%	13.3%

AGE	PRINT	DIGITAL	EMAIL	AVERAGE
18 - 24	16.0%	19.0%	15.0%	16.7%
25 - 34	30.0%	34.0%	30.0%	31.3%
35 - 44	22.0%	15.0%	25.0%	20.7%
45 - 54	18.0%	17.0%	18.0%	17.7%
55 - 64	8.0%	11.0%	9.0%	9.3%
65 +	6.0%	4.0%	3.0%	4.3%