

EUROPEAN CEO | TARGETED READERSHIP BREAKDOWN

SECTOR BREAKDOWN	PRINT	WEB	EMAIL	AVERAGE
Service Industries	19.6%	23.0%	20.0%	20.9%
IT & Telecommunications	18.5%	16.0%	15.0%	16.5%
Financial Services	16.1%	18.0%	20.0%	18.0%
Manufacturing	11.6%	8.0%	8.0%	9.2%
Logistics & Transportation	10.7%	9.0%	10.0%	9.9%
Energy / Utilities	7.7%	8.0%	7.0%	7.6%
Retail / Food & Drink	6.2%	3.0%	3.0%	4.1%
Medical & Healthcare	3.7%	6.0%	7.0%	5.6%
Engineering & Mechanical	3.2%	5.0%	5.0%	4.4%
Media	2.7%	4.0%	5.0%	3.9%

JOB ROLE	PRINT	WEB	EMAIL	AVERAGE
Chief Executive Officer	38.1%	25.0%	28.0%	30.4%
Managing Director	29.7%	32.0%	31.0%	30.9%
Chairman / President	10.6%	10.0%	12.0%	10.9%
Vice President / Divisional Director	9.6%	12.0%	10.0%	10.5%
Chief Financial Officer	6.9%	9.0%	8.0%	8.0%
Information Technology Director	2.2%	5.0%	4.0%	3.7%
Government Minister / Senior Official	1.9%	4.0%	3.0%	3.0%
Other Director	1.0%	3.0%	4.0%	2.7%

GEOGRAPHICAL DISTRIBUTION	PRINT	WEB	EMAIL	AVERAGE
Northern and Western Europe	48.0%	36.0%	41.0%	41.7%
CES Europe	37.0%	21.0%	18.0%	25.3%
Asia / Pacific	4.0%	9.0%	7.0%	6.7%
Middle East	2.0%	6.0%	5.0%	4.3%
Africa	1.0%	4.0%	3.0%	2.7%
Central and South America	2.0%	2.0%	4.0%	2.7%
North America	6.0%	22.0%	22.0%	16.7%

PRINT SUBSCRIBERS	PRINT	WEB	EMAIL	AVERAGE
Subscription by name	82.5%	N/A	N/A	82.5%
Sponsored Individually Addressed	8.4%			8.4%
Trade Organisation / Affiliate	3.9%			3.9%
Conferences & Seminars	3.5%			3.5%
Agency / Media Representation	1.7%			1.7%

AGE	PRINT	DIGITAL	EMAIL	AVERAGE
18 - 24	14.0%	19.0%	15.0%	16.0%
25 - 34	19.0%	36.0%	30.0%	28.3%
35 - 44	26.0%	18.0%	27.0%	23.7%
45 - 54	21.0%	13.0%	16.0%	16.7%
55 - 64	13.0%	8.0%	10.0%	10.3%
65 +	7.0%	6.0%	2.0%	5.0%