



Ipsos Mendelsohn



BE: USA 2008/2009 The Media Survey of the United States' Business Elite

Total Universe: 629,984

Ipsos Mendelsohn is a division of Ipsos MediaCT, the global leaders in research-based solutions that connect media, content and technology.

Average Issue Audience	%	Average Issue Audience	%	Daily Reach	%
DAILIES:		MONTHLIES:		TELEVISION:	
Financial Times	5.1	Architectural Digest	5.7	ABC	31.1
International Herald Tribune	1.0	Bloomberg Markets Magazine	1.7	BBC World	1.9
Investor's Business Daily	2.2	CFO	15.3	Bloomberg	4.2
The New York Times	13.9	Chief Executive	7.3	CBS	33.1
The Wall Street Journal	41.6	Conde Nast Traveller	5.9	CNBC	11.6
USA Today	25.3	Fast Company	2.8	CNN	25.6
		Fortune Small Business	2.9	ESPN	32.6
WEEKLIES:		Golf Digest	13.3	FOX	41.1
Barron's	3.6	Golf Magazine	12.4	FOX News (FNC)	25.1
BusinessWeek	16.5	Gourmet	4.6	Headline News	15.5
Newsweek	17.8	Harvard Business Review	10.0	MSNBC	14.2
Sports Illustrated	16.2	Inc.	2.7	NBC	36.6
The Economist	8.2	Industry Week	4.8	PBS	13.5
The New York Times (Sunday)	11.7	Institutional Investor	2.7		
The New Yorker	3.9	Money	10.5		
Time	15.6	National Geographic	13.0		
US News & World Report	10.9	PC World	3.2		
		Scientific American	1.9		
FORTNIGHTLIES:		Smart Money	6.0		
Forbes	15.7	Technology Review	1.6		
Fortune	15.8	The Atlantic Monthly	1.6		
PC Magazine	4.2	Vanity Fair	3.2		
		Wired	2.6		

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