

**INTERACTIVE
MARKET SUMMARY
OF ALL LIVE SITES**

FOR THE PERIOD OF JANUARY 1 - 31, 2011

Period: January 1 -- January 31, 2011

Market Category	Avg. Monthly Impressions per Site	Avg. Monthly Unique Browsers per Site	Avg. Monthly User Sessions per Site	% Change of Unique Browser Traffic Jan 11 vs. Dec 10
Advertising, Media & Sales	85,697	20,864	29,550	-0.1%
Building & Construction	35,780	12,723	15,540	21.0%
Business	1,841,425	313,625	439,462	15.5%
Education & Career	167,785	32,223	47,966	42.3%
Government & Public Services	330,372	109,300	159,079	11.6%
Healthcare	131,858	33,372	42,625	14.6%
Industrial Technology & Science	120,402	30,965	41,358	8.1%
Legal & Financial Services	149,936	25,182	45,877	24.5%
Manufacturing & Processing	73,989	26,294	35,380	22.1%
Retail & Merchandising	190,824	61,658	86,186	191.4%
Technology	72,061	23,487	30,668	6.2%
Travel, Leisure & Hospitality	54,770	8,680	13,318	14.9%

Consumer - Automotive	1,060,902	110,300	148,082	29.2%
Consumer - College & Alumni	3,888	2,872	3,042	N/A
Consumer - Crafts, Games, Hobbies, Models	448,318	93,863	121,908	43.9%
Consumer - Health	372,368	70,527	90,453	17.7%
Consumer - Lifestyle	1,097,094	243,801	313,821	11.9%
Consumer - Metro/State/Regional	51,818	22,249	24,477	33.3%
Consumer - Motorcycle	77,011	21,489	24,511	21.0%
Consumer - Music	187,503	67,500	88,568	10.8%
Consumer - Political, Government & Social	507,922	220,500	329,684	-16.9%

Newspapers	5,456,578	546,583	1,252,833	14.0%
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MONTHLY AVERAGE ALL LIVE SITES	618,491	84,895	158,739	
% CHANGE (Jan. 2011 vs. Dec. 2010)	13.7%	14.9%	14.1%	

Channel Name	Avg. Monthly Impressions per Site	Avg. Monthly Unique Browsers per Site	Avg. Monthly User Sessions per Site	Avg. Page Duration	Avg. Session Duration
B To B					
Advertising, Media & Sales					
Advisor Today	12,232	2,937	3,828	00:53	02:50
DatacenterDynamics FOCUS	230,054	23,885	37,634	01:29	09:06
DMNews	158,431	74,907	93,841	01:14	02:03
FIPP.com	22,770	5,006	6,581	00:44	02:34
MastheadOnline.com	85,228	16,713	33,290	00:43	01:48
TV y Video Latinoamerica	5,465	1,733	2,125	01:38	04:20
AVERAGE	85,697	20,864	29,550		
Agriculture					
Nursery Management & Production	1,585	522	599	00:42	01:53
AVERAGE	1,585	522	599		
Building & Construction					
Buildings Magazine	85,193	48,221	53,749	01:08	01:48
Business Facilities	7,501	2,897	3,499	01:00	02:10
Coatings World	53,985	17,689	21,760	01:14	03:02
Construction & Demolition Recycling	5,854	2,636	3,072	01:01	01:59
Electrical Business	8,049	3,706	4,177	01:28	02:51
Electrical Contractor	51,783	23,141	26,011	01:02	02:03
Engineered Systems	28,687	15,082	16,920	01:26	02:27
Environmental Design & Construction	28,284	12,836	15,186	01:19	02:31
Garden Center Magazine	23,177	6,878	9,120	00:59	02:31
GIE Media's Snow Magazine	9,320	2,738	3,085	00:46	02:20
Heavy Equipment Guide	10,833	4,569	5,108	00:49	01:44
Ics Cleaning Specialist	37,893	8,678	14,208	00:42	01:53
Int'l Facility Management Assn (IFMA)	230,630	43,663	61,986	01:01	03:45
Interiors & Sources	28,393	9,707	11,797	01:01	02:26
Landscaping & Groundskeeping	4,705	1,753	1,928	00:44	01:48
Lawn & Landscape	56,639	16,362	21,454	00:59	02:37
National Driller	27,610	11,239	12,364	00:48	01:48
National Floor Trends	21,161	10,702	11,834	00:59	01:48
Pest Control Technology	61,169	12,741	20,659	00:46	02:17
Plumbing & Mechanical	23,862	10,953	13,103	01:16	02:20
Pm Engineer	26,245	15,589	17,115	01:16	02:06
Point Of Beginning	127,577	22,017	35,733	00:56	03:19
Reeves Journal/Plumbing, Heating, Cooling	7,633	4,498	4,845	01:04	01:45
ReNew Canada	11,316	4,097	4,983	01:01	02:20
Roofing Contractor	21,874	9,945	11,414	01:08	02:11
Site Prep	10,237	4,381	4,964	00:56	01:55
Site Selection	66,346	35,502	38,715	01:05	01:46
Snips Magazine	9,407	5,205	5,624	00:57	01:33
Stone World	29,315	13,308	14,955	01:23	02:44
Supply House Times	21,756	10,428	12,196	00:59	01:44
Sustainable Facility	11,470	5,357	6,215	01:07	02:07
Today's Facility Manager	43,297	24,318	27,263	01:26	02:17
Walls & Ceilings	18,702	9,591	10,878	01:18	02:16
Water Garden News	6,619	2,162	2,434	00:53	02:22
AVERAGE	35,780	12,723	15,540		
Business					
Area Development Magazine	72,286	35,978	39,892	01:28	02:39
Business World Australia	201,008	65,141	77,008	00:19	01:36
Corporate Board Member	34,613	11,457	14,238	01:12	02:54

Channel Name	Avg. Monthly Impressions per Site	Avg. Monthly Unique Browsers per Site	Avg. Monthly User Sessions per Site	Avg. Page Duration	Avg. Session Duration
CPA Technology Advisor	73,199	25,126	29,330	01:15	03:08
George Media Network	3,789,188	1,318,930	1,566,006	00:12	00:28
HR Magazine	8,406,969	628,008	1,202,817	00:46	05:22
IndustryWeek	312,709	110,732	146,944	01:26	03:01
AVERAGE	1,841,425	313,625	439,462		
Education & Career					
American School & Hospital Facility	41,120	2,798	3,254	00:33	06:57
Athletic Business	238,108	51,434	73,030	00:40	02:15
UniversityAffairs/AffairesUniversitaires	224,127	42,438	67,614	00:42	02:20
AVERAGE	167,785	32,223	47,966		
Government & Public Services					
Armed Forces Journal	42,694	15,773	18,952	00:56	02:06
C4 ISR	24,212	8,312	11,440	01:02	02:10
Defense News	910,068	210,551	385,795	01:03	02:29
Federal Times	1,006,922	286,243	444,081	01:16	02:51
Governing	343,562	107,763	172,178	01:18	02:37
Government Buyer	3,746	992	1,104	00:37	02:14
Government Technology	240,864	124,378	153,641	01:24	02:11
HS Today	36,705	11,109	16,340	01:23	03:04
Janes.com	967,430	404,205	508,349	00:30	00:53
Public CIO	17,448	11,504	13,554	02:07	02:43
Signal Magazine	40,442	21,467	24,431	01:10	01:55
AVERAGE	330,372	109,300	159,079		
Healthcare					
Advance For NPs & PAs	106,613	35,260	41,243	01:06	02:50
American Journal of Obstetrics & Gynecology	166,087	47,306	56,914	01:01	02:56
American Journal of Public Health	308,651	100,216	119,487	00:38	01:38
BioProcess International	24,825	5,529	7,003	00:57	03:22
BioTechniques	204,023	73,820	95,579	01:01	02:09
Canadian Nurse	26,217	7,311	8,868	00:51	02:29
Cardiac Interventions Today	8,901	3,114	3,777	00:47	01:52
Clinical Schizophrenia & Related Psychoses	1,444	365	574	00:50	02:07
Current Psychiatry	21,504	5,256	7,028	01:00	03:03
Cutis	17,140	2,889	3,666	00:40	03:03
Dentalcompare.com	198,121	80,272	92,610	01:00	02:07
Dental Product Shopper	147,013	43,606	49,110	00:50	02:28
Dental Products Report	117,989	39,466	45,391	00:57	02:28
DOTmed Business News	2,125,702	204,539	315,577	00:53	05:57
El Hospital	35,124	10,461	12,351	01:51	05:07
EMPR.com	381,809	130,447	162,180	01:17	03:00
Federal Practitioner	7,207	1,222	1,564	00:48	03:39
Glaucoma Today	6,667	2,791	3,327	01:00	02:03
Healthcare	2,448	1,088	1,190	01:07	02:21
Infection Control Today Magazine	193,481	65,654	84,743	01:22	03:07
JAOA - The Jrnl of the American Osteopathic Assn.	99,865	39,361	44,682	00:55	02:03
Journal of AHIMA	70,522	13,950	17,270	01:00	04:01
Journal of the American College of Surgeons	41,296	14,331	16,047	00:49	02:05
Journal of the American Dietetic Association	184,776	41,607	51,261	00:52	03:08

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Laboratorio y Análisis	5,406	1,677	1,853	01:06	03:13
McKnight's Long Term Care News	85,763	30,625	44,036	01:08	02:12
Medical Marketing & Media	80,961	31,693	41,562	01:13	02:23
Modern Healthcare	410,041	114,338	157,281	00:41	01:50
NAVC Clinician's Brief	81,418	12,443	18,499	01:06	04:50
OBG Management	40,811	13,739	15,940	01:05	02:47
Oncology Nurse Advisor	5,350	2,090	2,301	01:24	03:20
Outpatient Surgery Magazine	195,520	49,958	91,340	00:56	02:01
Pharmaceutical Commerce	13,561	5,515	6,513	01:05	02:17
Practical Dermatology	8,092	2,941	3,248	00:51	02:06
Practical Neurology	2,485	1,124	1,227	00:48	01:41
Practical Pain Management	153	113	122	0:00	0:00
Renal & Urology News	37,554	20,420	22,217	01:35	02:40
Renal Business Today Magazine	37,635	14,002	18,340	01:33	03:09
Retina Today	18,936	5,991	7,673	01:03	02:36
SurgiStrategies Magazine	25,721	11,983	13,660	01:15	02:20
The Clinical Advisor	73,988	27,892	31,711	01:22	03:10
The DO	12,665	3,733	4,270	01:35	04:42
The American Journal of Cardiology	108,623	37,213	44,186	00:53	02:10
The American Journal of Medicine	152,455	67,528	74,762	00:57	01:55
The Journal of Family Practice	134,939	82,151	89,033	01:02	01:35
The Jnl of The American Academy of Physician Assts	115,624	35,823	43,409	01:34	04:10
Veterinary Practice News	52,195	25,649	28,752	00:59	01:47
AVERAGE	131,858	33,372	42,625		
Industrial Technology & Science					
Canadian Electronics	4,121	2,035	2,381	01:32	02:44
Canadian Environmental Production	3,863	1,426	1,627	00:56	02:18
Design Product News	5,037	2,272	2,834	01:44	03:06
Electronics Weekly	383,225	135,963	179,322	01:04	02:16
Journal of American Water Works Association	667,219	84,311	129,498	00:43	03:43
Marine Technology Reporter	30,621	12,369	15,746	01:17	02:27
MarketNews	119,309	52,699	64,973	01:00	01:49
NASA Tech Briefs	85,954	38,589	46,048	01:23	02:35
Pollution Engineering	9,968	5,038	5,628	01:15	02:14
Recycling Product News	7,448	2,658	3,044	00:44	01:52
Today's Medical Developments	7,658	3,253	3,841	00:48	01:35
AVERAGE	120,402	30,965	41,358		
Legal & Financial Services					
American Metal Market	522,193	50,269	130,768	00:54	03:33
Canadian Lawyer	64,350	29,232	37,137	01:50	03:20
Compliance Week	120,572	29,017	39,209	00:53	02:42
StrategicRISK	14,412	4,355	6,048	00:59	02:22
The Asset	28,155	13,035	16,224	01:25	02:25
AVERAGE	149,936	25,182	45,877		
Manufacturing & Processing					
Adhesives & Sealants Industry	20,105	9,755	11,547	01:07	02:01
Aerospace Manufacturing & Design	9,027	4,617	5,334	01:03	01:48
Appliance Design	20,146	10,661	12,140	01:26	02:23
Artes Graficas	31,546	8,065	9,871	01:13	03:53
Assembly	31,032	16,351	18,886	01:28	02:27
Automation World	51,511	24,556	29,369	01:20	02:22

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Aviation Security International	5,894	2,022	2,540	01:03	02:25
Bakingbusiness.com	55,088	14,411	25,429	00:52	01:52
Bartender Magazine	16,132	9,075	9,728	00:42	01:08
Beverage Industry	28,052	10,609	12,716	01:17	02:53
Beverage World	92,009	31,440	41,762	01:08	02:29
Biofuels International	13,807	4,635	6,264	01:09	02:31
BodyShop Business	65,047	25,624	31,569	01:21	02:49
Brake & FrontEnd	33,703	19,960	21,877	01:08	01:46
Canadian Auto Dealer	7,725	3,231	4,080	01:11	02:13
Canadian Occupational Safety	20,716	6,764	8,845	01:35	03:44
Candy Industry	24,218	8,020	9,773	01:06	02:48
Cargonews Asia	38,679	6,968	12,708	01:08	03:25
Ceramic Industry	29,182	14,668	17,009	01:12	02:07
Control	83,408	32,701	39,146	01:50	03:53
Conversion	22,297	9,039	10,171	01:51	03:46
Cosmetics & Toiletries Magazine	90,205	22,360	28,685	01:11	03:42
Dairy Foods	24,086	10,877	12,610	01:18	02:27
Decision News Media	1,748,526	623,073	903,323	01:35	03:02
EHS Today	106,482	50,465	61,368	01:46	03:03
El Empaque	20,183	5,861	7,087	01:46	04:49
Engine Builder	109,393	57,409	64,797	01:30	02:31
EPN	61,078	27,073	35,881	01:17	02:11
European Business Air News	126,908	20,828	29,642	00:49	03:27
Food & Beverage Packaging	15,069	6,202	7,290	01:23	02:57
Food Business News	70,259	21,768	39,777	01:01	01:48
Food Engineering	20,065	10,654	11,944	01:26	02:26
Food Processing	132,161	50,596	58,456	01:24	03:08
Food Product Design Magazine	126,165	49,953	59,990	01:20	02:48
FoodBev.com	52,849	20,276	27,128	01:15	02:26
Global Cosmetics Industry Magazine	50,685	10,865	14,429	01:14	04:19
Healthcare Packaging	24,533	11,340	13,244	01:05	02:02
ImportCar	23,228	13,262	14,676	01:15	01:59
Industrial Heating	36,024	15,422	18,140	01:05	02:12
Industrial Safety & Hygiene News	32,905	15,895	18,701	01:29	02:41
L'alimentation	2,988	558	770	00:44	02:48
Machinery Lubrication	184,771	86,514	100,010	01:46	03:16
Manufacturing Automation	11,792	5,342	6,554	01:23	02:29
Metalmecánica Internacional	30,149	9,967	11,821	01:47	04:18
Metalworking Production & Purchasing	4,435	1,691	2,043	01:07	02:25
Natural Products Insider Magazine	117,528	36,055	46,112	01:20	03:25
Natural Products Marketplace Magazine	41,306	21,333	24,095	01:18	02:15
Nutraceuticals World	53,347	21,189	25,486	01:15	02:35
Oil & Gas Eurasia	45,404	17,767	23,668	01:27	02:48
Oil & Gas Product News	3,939	1,642	1,796	00:50	01:53
Packaging World	140,095	55,923	67,496	01:09	02:23
Paint & Coatings Industry	58,133	25,541	31,777	01:19	02:24
PEM Plant Engineering & Maintenance	6,998	3,550	4,260	01:19	02:08
Petroleo Internacional	16,779	5,928	6,629	01:34	04:05
Prepared Foods	28,056	14,436	16,815	01:32	02:34
Printing Impressions	149,511	52,571	81,655	01:16	02:19
Process Heating	22,412	13,091	14,594	01:27	02:21
Produits pour L'Industrie québécois	1,452	608	716	00:51	01:50

Channel Name	Avg. Monthly Impressions per Site	Avg. Monthly Unique Browsers per Site	Avg. Monthly User Sessions per Site	Avg. Page Duration	Avg. Session Duration
Quality	34,236	17,353	19,731	01:37	02:49
Recycling Today	91,808	15,523	20,738	00:52	03:51
Reportero Industrial	22,536	6,571	7,483	02:04	05:31
Snack Food & Wholesale Bakery	9,999	3,865	4,649	01:07	02:23
Soundings Trade Only	206,588	52,086	105,621	01:08	02:13
Tecnología del Plástico	54,030	15,083	18,635	01:44	04:52
The National Provisioner	10,786	3,893	5,038	00:59	02:04
Tire Review	128,388	36,683	54,783	01:00	02:19
Underhood Service	42,733	23,169	25,739	01:19	02:12
Vertical Magazine	261,464	27,611	57,805	00:46	03:28
Vitamin Retailer	2,918	1,265	1,762	01:19	02:12
Whole Foods Magazine	21,317	7,710	9,061	01:14	02:55
Woodshop News	30,024	11,130	14,153	00:50	01:46
Woodworking	4,831	2,074	2,205	00:55	02:02
World Cargo News	37,067	15,905	19,042	01:04	02:03
World Trade	27,263	14,783	17,433	01:28	02:17
AVERAGE	73,989	26,294	35,380		
Retail & Merchandising					
BevNet.com	362,829	111,489	137,406	00:46	02:01
Greenhouse Management & Production License!	2,895	1,668	1,792	00:51	01:28
Pet Product News International	71,048	26,579	36,946	01:04	02:02
PL Buyer	48,927	16,119	19,029	01:05	02:49
Private Label Magazine	12,499	3,664	4,703	00:54	02:24
Publishers Weekly	18,907	9,234	10,520	01:06	02:02
Refrigerated & Frozen Foods Retailer	1,067,802	357,113	529,357	01:17	02:35
Skin Inc. Magazine	6,579	2,902	3,384	00:52	01:43
AVERAGE	190,824	61,658	86,186		
Technology					
Broadband Properties	9,827	2,502	3,873	01:41	04:13
Canadian Security	11,424	3,927	4,785	01:37	03:52
Electronics Sourcing North America	840	265	312	00:54	02:32
Managing Automation	126,300	19,870	24,664	02:25	12:11
SC Magazine	159,563	64,622	82,000	01:16	02:28
SDM	23,943	8,575	10,537	01:13	02:46
Security	59,784	21,329	25,741	01:15	02:53
SP & T News	6,655	2,138	2,938	01:33	03:36
Total Telecom	250,217	88,151	121,161	01:24	02:52
AVERAGE	72,061	23,487	30,668		
Travel, Leisure & Hospitality					
Casino Journal (including Slot Manager)	19,748	7,150	8,649	00:59	02:16
Casino Journal	16,045	5,893	7,104	00:58	02:12
Slot Manager	3,703	1,529	1,757	01:04	02:30
Golf Course Industry	29,000	9,765	12,153	01:06	02:34
PMQ's Pizza Magazine	135,844	15,130	27,415	00:51	04:14
Travelpress.com	147,234	14,797	25,566	00:22	02:10
Travelweek	31,818	6,496	10,581	00:44	02:12
AVERAGE	54,770	8,680	13,318		
Consumer Automotive					
Auto Trader	1,116,654	73,709	115,281	00:48	07:44

Channel Name	Avg. Monthly Impressions per Site	Avg. Monthly Unique Browsers per Site	Avg. Monthly User Sessions per Site	Avg. Page Duration	Avg. Session Duration
Le Guide de l'Auto	1,005,150	146,890	180,883	00:35	03:11
AVERAGE	1,060,902	110,300	148,082		
College and Alumni					
Harvard Magazine	3,888	2,872	3,042	01:57	02:33
AVERAGE	3,888	2,872	3,042		
Crafts, Games, Hobbies, Models					
American Woodworker	448,318	93,863	121,908	00:47	02:52
AVERAGE	448,318	93,863	121,908		
Health					
Scrubs	372,368	70,527	90,453	00:57	03:54
AVERAGE	372,368	70,527	90,453		
Lifestyle					
Protégez-Vous	1,097,094	243,801	313,821	01:09	04:00
AVERAGE	1,097,094	243,801	313,821		
Metropolitan/Regional/State					
Marin Magazine	51,818	22,249	24,477	00:45	01:35
AVERAGE	51,818	22,249	24,477		
Motorcycle					
Cycle Canada	120,125	33,380	38,234	00:41	02:09
Moto Journal	33,896	9,598	10,787	00:47	02:28
AVERAGE	77,011	21,489	24,511		
Music					
Bass Player	188,778	63,482	82,238	01:37	03:42
EQ Magazine	64,781	30,031	38,135	01:40	02:51
Guitar Player	347,598	118,270	154,949	01:41	03:46
Keyboard	148,856	58,217	78,948	01:46	03:18
AVERAGE	187,503	67,500	88,568		
Political, Government, & Social Topics					
The American Prospect	507,922	220,500	329,684	01:46	02:42
AVERAGE	507,922	220,500	329,684		
Newspaper					
7DAYS	613,710	125,011	196,945	01:10	03:37
Al Jazirah Newspaper	304,430	132,096	162,825	01:49	03:22
Amherst Daily News	286,152	33,381	82,879	00:38	02:10
Calgary Sun	6,421,258	615,132	1,546,219	01:02	04:15
Cape Breton Post	1,458,734	156,281	407,486	00:49	02:55
Edmonton Sun	7,157,697	644,888	1,674,776	01:03	04:27
Gulf News	46,635,033	2,676,422	7,317,689	01:11	07:33
Journal Pioneer	682,034	77,561	210,340	00:42	02:16
London Free Press	6,843,776	665,001	1,647,237	01:03	04:20
mêtro - Montréal	577,453	214,821	313,523	01:30	02:45
mêtro - Toronto	638,818	140,172	221,086	01:07	03:14
Miami Today	40,567	15,772	19,770	00:55	01:52
Ottawa Sun	8,215,676	730,878	1,914,188	01:00	04:15
Prince Albert Daily Herald	234,368	46,303	86,943	00:42	01:52
The Guardian	2,353,327	254,576	725,420	00:50	02:41
The News	606,235	61,021	170,666	00:42	02:28
The Telegram	2,990,838	379,324	901,728	00:49	02:41
The Western Star	620,301	92,733	191,503	00:46	02:28
Toronto Sun	26,565,247	4,366,654	8,275,782	01:00	03:14
Truro Daily News	469,243	55,277	134,571	00:40	02:18
Vancouver 24hours	127,808	51,133	71,516	00:53	01:35

Channel Name	Avg. Monthly Impressions per Site	Avg. Monthly Unique Browsers per Site	Avg. Monthly User Sessions per Site	Avg. Page Duration	Avg. Session Duration
Winnipeg Sun	6,202,012	490,383	1,289,244	00:57	04:33
AVERAGE	5,456,578	546,583	1,252,833		