

# Circulation/Audience 2010

# Progress

## Smart. Confident. Progressive.

A savvy new breed of entrepreneur is emerging to lead the region's growth agenda, and *Progress* is their magazine. Empowered by smart people and innovation, these visionaries are creating a stronger, independent future.

Eight times a year, *Progress* delivers the insights our readers need to grow

more profitably and adapt to fluctuating economic and political realities. Readers expect independent intelligence and expert advice.

More than 50% of *Progress* subscribers are qualified through request circulation. This detailed information ensures that you know exactly who is receiving your advertising message.

## Our Audience Means Business.

### PUT THIS POWERFUL CIRCULATION TO WORK FOR YOU

Total average circulation\* ..... 22,061

#### GEOGRAPHIC BREAKOUT\*\*

Newfoundland & Labrador	15.7%
Nova Scotia	42.9%
Prince Edward Island	8.4%
New Brunswick	31.1%
Rest of Canada and USA	1.9%

#### INDUSTRY SECTOR BREAKOUT\*\*

<b>Business &amp; Professional Services</b>	3,129
Includes Financial, Legal, Accounting, Insurance, Management Consulting, Marketing/Communications, Printing, Designers, Human Resources, Import/Export	
<b>Information Technology</b>	456
<b>Technology Intensive Industries</b>	688
Includes Advanced Manufacturing, Bio-Industries, Medical, Aerospace	
<b>Government &amp; Institutional</b>	1,525
Includes Federal, Provincial and Municipal Levels, Crown Corporations, Education, Economic Development	
<b>Food &amp; Beverage, Retail, Wholesale</b>	1,958
<b>Tourism, Accommodations, Arts &amp; Cultural, Recreation &amp; Leisure</b>	840
<b>Transportation and Automotive</b>	728
<b>New Resource</b>	586
Includes Oceans & Offshore, Agri-Tech, Aquaculture, Forestry, Mining & Energy, Environmental	

<b>Construction Products &amp; Services</b>	1,471
Includes Engineering/Architecture, Real Estate/Property Management, Electrical Equipment & Services	
<b>Manufacturing Consumer &amp; Business Products</b>	330
<b>Not-for-profit/Charitable Organizations</b>	534
<b>Members of Chambers of Commerce &amp; Boards of Trade</b>	2,692
<b>Others allied to the field</b>	768

#### PURCHASING POWER\*\*\*

Up to \$500,000	52.7%
\$501,000 to \$1,000,000	14.8%
\$1,000,001 to \$5,000,000	19.3%
Greater than \$5,000,000	13.3%

#### COMPANY SIZE\*\*\*

1 to 25	71.8%
26 to 50	9.8%
51 to 100	6.0%
101 to 1,000	9.5%
Greater than 1,000	2.7%

#### CAREER PROFILES\*\*\*

Owner/Executive, Senior or Departmental Management	88%
Import/Export	21%

\* JUNE 2009 CIRCULATION STATEMENT

\*\* BASED ON THE ANALYZED ISSUE IN THE JUNE 2009 STATEMENT

\*\*\* PUBLISHER'S OWN RESEARCH SUPPORTS THE CLAIMS BASED ON 12,014 SUBSCRIPTIONS ON FILE

FOR A MORE DETAILED CIRCULATION BREAKDOWN, PLEASE ASK YOUR MARKETING CONSULTANT FOR A COPY OF OUR CCAB/BPA WORLDWIDE CIRCULATION STATEMENT.



**Progress**  
Our audience means business

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