

Circulation/Audience 2011

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* 22,477

GEOGRAPHIC BREAKOUT**

Newfoundland & Labrador	14.2%
Nova Scotia	44.2%
Prince Edward Island	8.5%
New Brunswick	31.3%
Rest of Canada and USA	1.8%

INDUSTRY SECTOR BREAKOUT**

Business & Professional Services	3,140
Includes Financial, Legal, Accounting, Insurance, Management Consulting, Marketing/Communications, Printing, Designers, Human Resources, Import/Export	
Information Technology	433
Technology Intensive Industries	614
Includes Advanced Manufacturing, Bio-Industries, Medical, Aerospace	
Government & Institutional	1,455
Includes Federal, Provincial and Municipal Levels, Crown Corporations, Education, Economic Development	
Food & Beverage, Retail, Wholesale	1,860
Tourism, Accommodations, Arts & Cultural, Recreation & Leisure	779
Transportation and Automotive	690
New Resource	507
Includes Oceans & Offshore, Agri-Tech, Aquaculture, Forestry, Mining & Energy, Environmental	

Construction Products & Services	1,363
Includes Engineering/Architecture, Real Estate/Property Management, Electrical Equipment & Services	
Manufacturing Consumer & Business Products	307
Not-for-profit/Charitable Organizations	527
Members of Chambers of Commerce & Boards of Trade	3,437
Others allied to the field	569

PURCHASING POWER***

Up to \$500,000	53.2%
\$501,000 to \$1,000,000	15%
\$1,000,001 to \$5,000,000	19%
Greater than \$5,000,000	12.8%

COMPANY SIZE***

1 to 25	71.2%
26 to 50	9.9%
51 to 100	6.6%
101 to 1,000	9.5%
Greater than 1,000	2.8%

CAREER PROFILES***

Owner/Executive, Senior or Departmental Management	88%
Import/Export	21.6%

* JUNE 2010 CIRCULATION STATEMENT
 ** BASED ON THE ANALYZED ISSUE IN THE JUNE 2010 STATEMENT
 *** PUBLISHER'S OWN RESEARCH SUPPORTS THE CLAIMS BASED ON 11,544 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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