

Circulation Statement

For the 6 month period July 2017 - December 2017



UNIVERSITY BUSINESS is a B2B publication that serves higher education professionals in the executive office, the business/financial office, and in technology, facilities, enrollment, academic affairs, and legislative matters; and others allied to the field. **UNIVERSITY BUSINESS** serves higher education management nationwide at U.S. colleges and universities, two-year and four-year, public and private.

Average Circulation

	Average
UNIVERSITY BUSINESS MAGAZINE (6 issues in the period)	84,096
Print	43,300
Digital	40,796

Circulation by issues for 6 month period

	Print	Digital	Total Qualified
Jul 2017	43,300	42,701	86,001
Aug 2017	43,300	42,285	85,585
Sep 2017	43,300	41,179	84,479
Oct 2017	43,300	40,172	83,472
Nov 2017	43,300	39,345	82,645
Dec 2017	43,300	39,091	82,391

Breakout by Management/Title Groups (Nov 2017 Issue)

Classification by title	Total	Print	Digital
EXECUTIVE MANAGEMENT: Chancellor, President, CEO, Branch Director; Chief of Administration, VP/Director Governing Board, Communications, Marketing, institution Planning or Research and other Executive Leadership titles and/or functions.	14,524	10,418	4,106
FINANCE/BUSINESS: CFO, Chief Business Officer, VP of Finance, Treasurer, Bursar, Controller, Comptroller, Business Manager; VP/Director Financial Aid, Business Operations, Human Resources, Purchasing/Procurement, Advancement or Alumni/Fundraising and related titles and/or functions.	16,894	10,211	6,683
INFORMATION TECHNOLOGY: CIO, CTO, CITO, VP/Director Academic or Administrative Computing, Library, AV, Learning Resource Center, Network Management, Telecommunications or Information Systems Management and related titles and/or functions.	7,222	6,759	463
FACILITIES/INFRASTRUCTURE: Chief Operating Officer, VP/Director Physical Plant, Facilities, Maintenance or Energy Management; VP/Director Administration, Housing, Book/Retail Stores, Public Safety, Food or Auxiliary Services and related titles and/or functions.	7,859	4,834	3,025
ACADEMIC MANAGEMENT: Provost or Chief Academic Officer, Registrar; VP/Director Admissions, Enrollment, Career, Advisement or Student Services; Academic or Faculty Affairs and related titles and/or functions.	20,915	10,248	10,667
OTHER: VP/Director Public Information, External Affairs, Health Services or Athletic Director, Dept Chair or Academic Dean and related titles and/or functions.	15,231	830	14,401
TOTAL CIRCULATION	82,645	43,300	39,345

Source Breakout (Nov 2017 Issue)

Classification source	1 year	2 year	3 year	Print	Digital	Total Qualified
Total - Direct Request	3,366	2,716	1,924	4,029	3,977	8,006
a. Written	472	227	221	602	318	920
b. Electronic	2,894	2,489	1,703	3,427	3,659	7,086
Total - Request from Recipients Company	19,209	8,255	8,527	21,656	14,335	35,991
a. Written	19,209	8,255	8,527	21,656	14,335	35,991
Other sources (Includes one source of circulation, Higher Education Directory)	36,648	0	0	17,615	21,003	38,648
TOTAL QUALIFIED CIRCULATION	61,223	10,971	10,451	43,300	39,345	82,645

Geographical Breakout (Nov 2017 Issue)

State	Print	Digital	Total Qualified
ME	250	299	549
NH	258	209	467
VT	230	260	490
MA	1,538	1,313	2,851
RI	252	170	422
CT	538	476	1,014
NEW ENGLAND	3,066	2,727	5,793
NY	3,296	2,848	6,144
NJ	891	838	1,729
PA	2,385	2,101	4,486
MIDDLE ATLANTIC	6,572	5,787	12,359
OH	1,637	1,474	3,111
IN	948	952	1,900
IL	1,949	1,841	3,790
MI	1,002	1,075	2,077
So ATL	940	766	1,706
EAST NO. CENTRAL	6,476	6,108	12,584
MN	929	720	1,649
IA	592	623	1,215
MO	1,063	967	2,030
ND	202	197	399
SD	171	147	318
NE	367	376	743
KS	694	506	1,200
WEST NO. CENTRAL	4,018	3,536	7,554
DE	110	120	230
MD	768	618	1,386
DC	360	243	603
VA	1,170	1,110	2,280
WV	417	291	708
NC	1,609	1,464	3,073
SC	830	631	1,461
GA	1,300	1,157	2,457
FL	1,634	1,340	2,974
SOUTH ATLANTIC	8,198	6,974	15,172

State	Print	Digital	Total Qualified
KY	717	662	1,379
TN	929	856	1,785
AL	703	739	1,442
MS	487	453	940
EAST SO. CENTRAL	2,836	2,710	5,546
AR	501	449	950
LA	570	516	1,086
OK	539	520	1,059
TX	2,573	2,174	4,747
WEST SO. CENTRAL	4,183	3,659	7,842
MT	249	193	442
ID	199	200	399
WY	98	96	194
CO	676	430	1,106
NM	283	251	534
AZ	523	421	944
UT	238	164	402
NV	152	146	298
MOUNTAIN	2,418	1,901	4,319
AK	105	61	166
WA	653	748	1,401
OR	511	491	1,002
CA	3,431	3,688	7,119
HI	135	152	287
PACIFIC	4,835	5,140	9,975
UNITED STATES	42,602	38,542	81,144
US Terr	690	779	1,469
Canada	8	6	14
Mexico	0	0	0
Other Intl	0	18	18
APO/FPO	0	0	0
SUBOTHER	698	803	1,501
TOTAL CIRCULATION	43,300	39,345	82,645



CONTACT US

Joyce Kacin
Robb Holzrichter
Fern Sheinman

Associate Publisher
Sales Manager, Midwest
Sales Manager, West

203.981.3716
618.830.3737
858.877.0739

jkacin@universitybusiness.com
rholzrichter@universitybusiness.com
fsheinman@universitybusiness.com

Professional Media Group LLC
35 Nutmeg Drive, Ste 205
Trumbull, CT 06611
Tel. No.: (203) 663-0100
Fax No.: (203) 663-0149
www.universitybusiness.com