

Circulation Statement

For the 6 month period January 2018 - June 2018



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)	85,480
Print	43,300
Digital	42,180

Circulation by issues for 6 month period

	Print	Digital	Total Qualified
Jan 2018	43,300	38,663	81,963
Feb 2018	43,300	42,847	86,147
Mar 2018	43,300	42,478	85,778
Apr 2018	43,300	45,118	88,418
May 2018	43,300	42,756	86,056
Jun 2018	43,300	41,218	84,518

Breakout by Management/Title Groups (May 2018 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.	15,179	10,277	4,902
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.	17,692	10,292	7,400
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.	7,335	6,868	467
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.	8,092	4,599	3,493
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.	21,836	10,202	11,634
OTHER: VP/Director Public Information, External Affairs, Health Services or Athletic Director, Dept Chair or Academic Dean and related titles and/or functions.	15,922	1,062	14,860
TOTAL CIRCULATION	86,056	43,300	42,756

Source Breakout (May 2018 Issue)

Classification source	1 year	2 year	3 year	Print	Digital	Total Qualified
Total - Direct Request	3,142	2,584	2,024	3,878	3,872	7,750
a. Written	405	278	185	569	299	868
b. Electronic	2,737	2,306	1,839	3,309	3,573	6,882
Total - Request from Recipients Company	15,649	11,047	7,091	20,086	13,701	33,787
a. Written	15,649	11,047	7,091	20,086	13,701	33,787
Other sources (Includes one source of circulation, Higher Education Directory)	44,519	0	0	19,336	25,183	44,519
TOTAL QUALIFIED CIRCULATION	63,310	13,631	9,115	43,300	42,756	86,056

Geographical Breakout (May 2018 Issue)

State	Print	Digital	Total Qualified
ME	273	329	602
NH	257	243	500
VT	243	276	519
MA	1,549	1,461	3,010
RI	280	256	536
CT	555	546	1,101
NEW ENGLAND	3,157	3,111	6,268
NY	3,293	3,177	6,470
NJ	946	997	1,943
PA	2,350	2,129	4,479
MIDDLE ATLANTIC	6,589	6,303	12,892
OH	1,743	1,626	3,369
IN	893	930	1,823
IL	1,879	1,822	3,701
MI	1,046	1,150	2,196
So ATL	862	750	1,612
EAST NO. CENTRAL	6,423	6,278	12,701
MN	939	868	1,807
IA	653	730	1,383
MO	1,019	1,028	2,047
ND	174	226	400
SD	205	201	406
NE	405	447	852
KS	732	588	1,320
WEST NO. CENTRAL	4,127	4,088	8,215
DE	121	132	253
MD	724	779	1,503
DC	391	250	641
VA	1,154	1,066	2,220
WV	444	390	834
NC	1,472	1,515	2,987
SC	905	729	1,634
GA	1,268	1,296	2,564
FL	1,681	1,501	3,182
SOUTH ATLANTIC	8,160	7,658	15,818

State	Print	Digital	Total Qualified
KY	641	731	1,372
TN	968	948	1,916
AL	659	795	1,454
MS	487	479	966
EAST SO. CENTRAL	2,755	2,953	5,708
AR	533	552	1,085
LA	623	559	1,182
OK	545	586	1,131
TX	2,381	2,436	4,817
WEST SO. CENTRAL	4,082	4,133	8,215
MT	242	205	447
ID	214	201	415
WY	101	127	228
CO	617	476	1,093
NM	313	270	583
AZ	450	443	893
UT	289	246	535
NV	151	148	299
MOUNTAIN	2,377	2,116	4,493
AK	116	83	199
WA	652	804	1,456
OR	554	570	1,124
CA	3,381	3,607	6,988
HI	162	183	345
PACIFIC	4,865	5,247	10,112
UNITED STATES	755	41,887	84,422
US Terr	755	845	1,600
Canada	10	5	15
Mexico	0	0	0
Other Intl	0	19	19
APO/FPO	0	0	0
SUBOTHER	765	869	1,634
TOTAL CIRCULATION	43,300	42,756	86,056



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