

TOTAL CIRCULATION AND READERSHIP

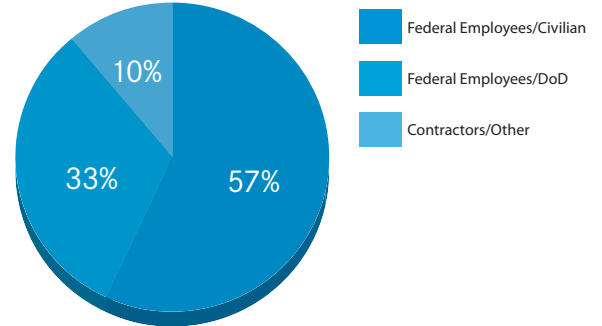
Overview¹

Total Qualified Circulation	77,243
Federal Circulation	68,937
Civilian Circulation	43,852
DoD Circulation	25,085
Non-Government	8,306

269,500

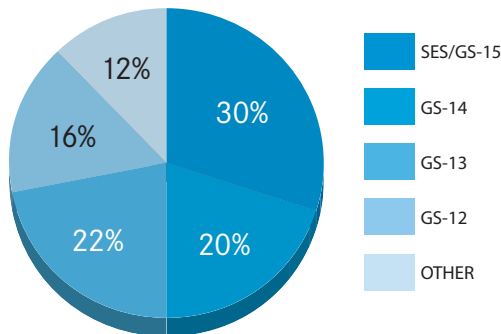
Average issue audience
(Based on passalong rate of 2.5)²

Employment Status¹



FEDERAL READERS

Subscribers by Grade/Rank¹



95%

Reach toward SES³

Top 5 Agencies¹

- Department of Defense
- Department of Homeland Security
- Department of Veterans Affairs
- Department of Health & Human Services
- Department of Agriculture

Reaching Key Influencers

95% Reach toward the SES³

72% of readers involved in purchase of goods and services²

\$147mil Mean purchasing authority of subscribers²

Deep Reader Engagement

99% Read at least half of issues⁴

52% of readers who take action based on advertisements²

48mins Average time readers spend on each copy²

¹ BPA Worldwide, June 2011

² Signet Research, 2011

³ BPA Worldwide, December 2010 & Signet Research, 2010 & OPM, June 2010

⁴ Signet Research, 2009

COMPETITIVE CIRCULATION AND READER COMPARISON

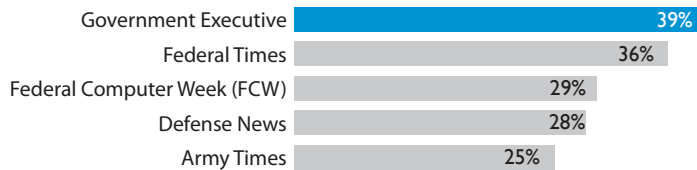
Competitive circulation comparison¹

	GOV EXEC	GCN	FCW	FEDERAL TIMES	DEFENSE NEWS	DEFENSE SYSTEMS
TOTAL QUALIFIED CIRCULATION	77,257	100,000	80,062	40,080	38,408	34,019
FEDERAL CIRCULATION	68,811	52,282	70,043	37,176	20,378	31,128
CIVILIAN CIRCULATION	44,305	30,731	36,699	30,169	6,156	2,427
DOD CIRCULATION	25,506	21,551	30,344	7,007	14,222	28,701
NON-GOVERNMENT	7,446	0	10,019	2,607	7,164	2,891

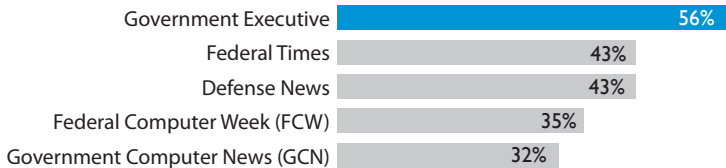
Federal print vs. digital subscriptions¹

	GOV EXEC	GCN	FCW	FEDERAL TIMES	DEFENSE NEWS	DEFENSE SYSTEMS
FEDERAL CIRCULATION: PRINT	68,811	41,712	60,919	37,176	18,526	29,264
FEDERAL CIRCULATION: DIGITAL	0	10,570	9,124	0	1,852	1,864

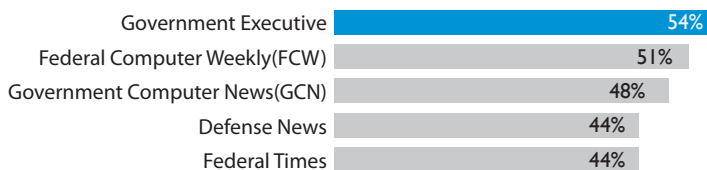
Most Read Federal Publications by Federal Managers³



Most Read Federal Publications by Purchasers of \$5 Million+³



Most Read Federal Publications by Federal Managers in Information Technology Function with Purchase Involvement of \$5 million+³



#1 Among Key Category Influencers...²

- Information technology
- Consulting services
- Financial services
- Education/training
- Facilities/real estate
- Travel
- Autos
- Telecommunications
- Energy Conservation
- Environmental engineering
- Lab, scientific, medical products

#1 Among Federal in Key Functions...³

- SES
- Executive & Command
- Human Capital
- Financial Management
- Facilities & Real Estate
- Training & Education
- Procurement & Contracting
- Program & Project Management
- Scientific, Math, R&D
- Medical, Health

¹BPA Worldwide, June 2011

²Managers with annual purchasing involvement of \$5 million or higher, Market Connections, Inc., 2011

³Market Connections, Inc., 2011