

Leaders Prefer *Management Magazine*

When you're looking to reach decision makers, there's no more worthwhile investment than *Management*. Look at our subscriber demographics — the numbers don't lie.

Nearly all of the magazine's circulation is made up of "qualified paid" subscribers—almost 99% from July 2016–June 2017. A "qualified paid" subscriber is an individual who has requested *Management*, deemed it valuable enough to purchase and considers the publication an essential resource in their leadership role. Your ad will reach active industry personnel and provide them with new information about product and service solutions.

Average Qualified Circulation Breakout for July 2016–June 2017

	Total Qualified		Qualified Non-Paid		Qualified Paid	
	COPIES	PERCENT	COPIES	PERCENT	COPIES	PERCENT
Individual subscribers	283	1.9%	192	1.3%	91	0.6%
Membership benefit	14,299	97.9%			14,299	97.9%
Multi-copy same address	26	0.2%			26	0.2%
Total Qualified Circulation	14,608	100%	192	1.3%	14,416	98.7%

Circulation information represents July 2016–June 2017 averages and includes digital subscribers.

In addition, more than 99% of *Management* issues are personally addressed to subscribers by name and title. Some publications use generic labeling or send free copies to boost their circulation numbers, but *Management* subscriber statistics show it goes directly to the decision makers you want to connect with.

Mailing Address Breakout of Qualified Circulation

	Total Qualified	
	COPIES	PERCENT
Individuals by name and title and/or function	14,529	99.46%
Individuals by name or title	42	0.29%
Company names only	12	0.08%
Multiple copy same address	25	0.17%
Total Qualified Circulation	14,608	100%

Circulation information represents July 2016–June 2017 averages of print and digital subscribers.

Management Delivers Purchasing Power

With 76% of all *Management* subscribers leading credit unions with \$250 million in assets or more, you'll reach decision makers who control substantial budgets across the country.

2016–2017 Subscribers by Asset Size (in millions)



3% • \$0–49	17% • \$250–499
6% • \$50–99	21% • \$500–999
13% • \$100–249	38% • \$1 Billion+
	2% • Not Available

Circulation represents July 2016–June 2017 print subscriber averages.

2016–2017 Subscribers by Title



14% • Chief Executives	34% • Operations Executives
38% • Directors/Committee Members	4% • Executive Staff
8% • Marketing Executives	2% • Other Executives

Circulation represents July 2016–June 2017 print subscriber averages.



60%

Almost 60% of subscribers lead credit unions with more than \$500 million in assets. More than 60% of subscribers are credit union executives.

- Readex Research, 2017 Readex Survey

