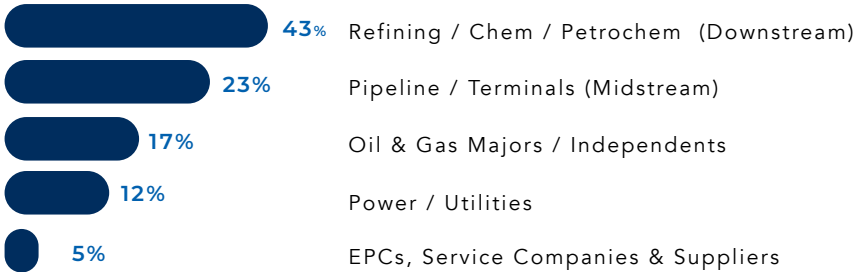


BIC MAGAZINE PRINT AND DIGITAL DEMOGRAPHICS AND REACH

CIRCULATION BY INDUSTRY



INDUSTRY REACH

- 74K** Total Readership Per Issue
 - 30K** Total Print Distribution Per Issue
 - 22K** Industry Report E-Newsletter Circulation
 - 20K** Resources Alert E-Newsletter Circulation
 - 45K** Unique Monthly Web Visitors
 - 80K** Web Page Views Monthly
 - 50K** Social Media Followers And Connections
- BIC Company and Staff pages*

CIRCULATION BY DEPARTMENT

