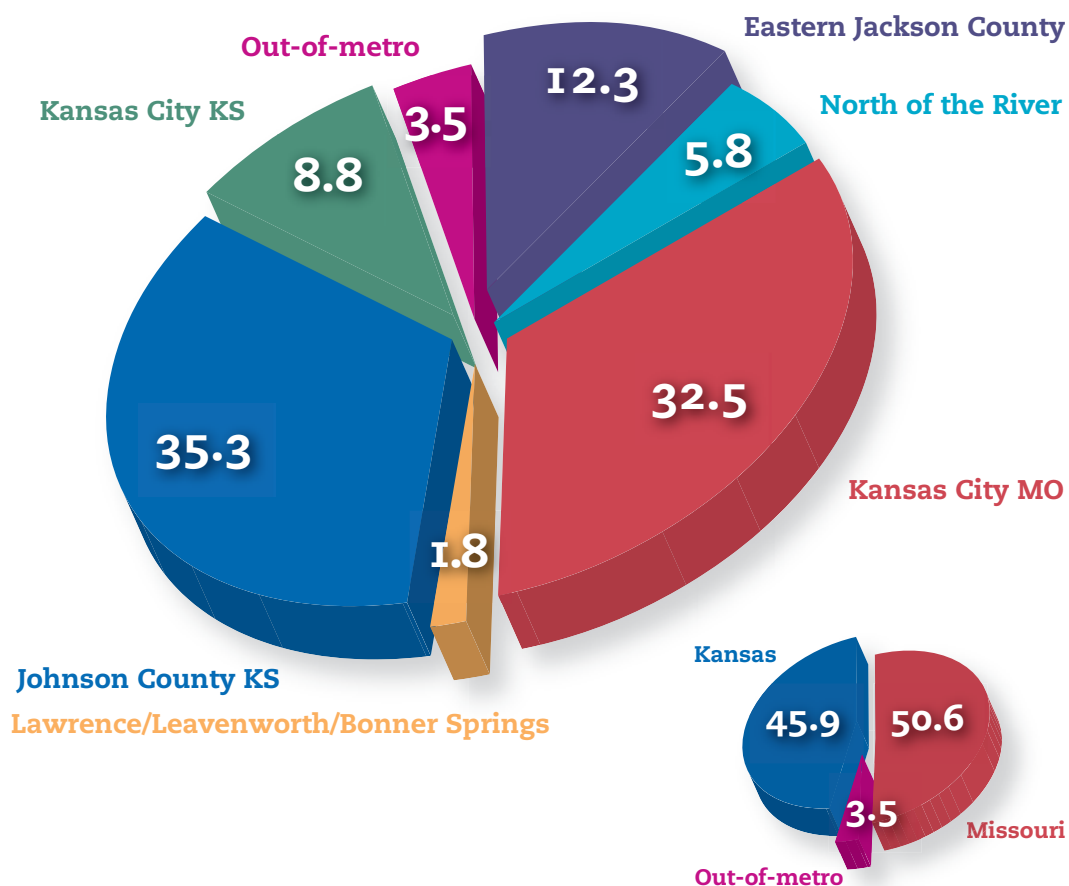


## TARGETED DISTRIBUTION

(Audit Bureau of Circulation Membership Applied for January 2008)



numbers are percentages

“Almost half of business professionals have referred a print ad to someone else, kept an ad on file, and/or recommended or specified the purchase of a product seen in an ad.”

Reed Research Group

**Most local media is received in the home, but Thinking Bigger Business Media products have targeted distribution in the workplace, where the major buying decisions are made.**

The 13,000 copies of *KC Small Business* and our other print publications are distributed where small business owners go—where they work, network, seek guidance and training, and look for information. Our annual publications have a bonus distribution of an additional 5,000 copies.

When readers obtain our publications, they are primed to consider the benefits of your advertised product or service—because they are thinking about business. The magazine is solely available by direct mail to paid subscribers and direct-request qualified recipients:

- \* Small business owners, CEOs, presidents, managers and other qualified recipients
- \* Upper management and procurement officers in large corporations that partner with small businesses
- \* Government agencies, banks and business assistance organizations
- \* Bonus delivery through trade shows and B2B expos