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BUSINESSWEEK SURPASSES THE ECONOMIST

MORE SENIOR EXECUTIVES READ BUSINESSWEEK

Reach more C-Level and purchase decision makers.

	BusinessWeek	Economist	% Difference
Total Senior Executives	1,816,000	468,000	+288%
C-Suite	649,000	174,000	+272%
Corporate Purchase Decision Makers	1,170,000	306,000	+282%
Recommend Supplier/Brand	766,000	202,000	+279%

MORE GLOBAL BUSINESS DECISION MAKERS READ BUSINESSWEEK

Reach more prospects who influence business decisions on a global scale.

	BusinessWeek	Economist	% Difference
Total Global Business Elite	166,790	148,792	+12%
International strategic decision makers	36,956	23,348	+58%
Responsible for firm's international finances	18,615	9,346	+99%
Launch products/services internationally	10,833	6,086	+78%

MORE PUBLIC POLICY INFLUENCERS READ BUSINESSWEEK

Reach more prospects who help influence and define public policy.

	BusinessWeek	Economist	% Difference
Influentials	1,003,000	581,000	+73%
Served as an officer for club/organization	698,000	275,000	+153%
Active member who influences gov't policy	417,000	366,000	+14%
Civic Advocates/Political Activists	764,000	539,000	+42%

MORE PURCHASE INFLUENCERS VISIT BUSINESSWEEK.COM

Reach more online prospects who influence the purchase decisions of family and friends.

Provide Advice For:	BusinessWeek	Economist	% Difference
Financial Information	537,000	117,000	+358%
Electronics	738,000	136,000	+442%
Computer Hardware/Software	780,000	142,000	+449%
Travel	563,000	108,000	+421%

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