

Circulation Statement

For the 6 month period January 2019 - June 2019



UNIVERSITY BUSINESS is a B2B publication that serves higher education professionals in the executive office, the business/financial office, and in technology, facilities, enrollment, academic affairs, and legislative matters; and others allied to the field. **UNIVERSITY BUSINESS** serves higher education management nationwide at U.S. colleges and universities, two-year and four-year, public and private.

Average Circulation

	Average
UNIVERSITY BUSINESS MAGAZINE (6 issues in the period)	80,950
Print	43,300
Digital	37,650

Circulation by issues for 6 month period

	Print	Digital	Total Qualified
Jul 2018	43,299	39,967	83,266
Aug 2018	43,300	38,573	81,873
Sep 2018	43,300	37,982	81,282
Oct 2018	43,300	37,506	80,806
Nov 2018	43,300	36,557	79,857
Dec 2018	43,300	35,316	78,616

Breakout by Management/Title Groups (April/May 2019 issue)

Classification by title	Total	Print	Digital
EXECUTIVE MANAGEMENT: Chancellor, President, CEO, Branch Director; Chief of Administration, VP/Director Governing Board, Communications, Marketing, institution Planning or Research and other Executive Leadership titles and/or functions.	14,313	10,350	3,963
FINANCE/BUSINESS: CFO, Chief Business Officer, VP of Finance, Treasurer, Bursar, Controller, Comptroller, Business Manager; VP/Director Financial Aid, Business Operations, Human Resources, Purchasing/Procurement, Advancement or Alumni/ Fundraising and related titles and/or functions.	16,245	10,157	6,088
INFORMATION TECHNOLOGY: CIO, CTO, CITO, VP/Director Academic or Administrative Computing, Library, AV, Learning Resource Center, Network Management, Telecommunications or Information Systems Management and related titles and/or functions.	6,801	6,336	465
FACILITIES/INFRASTRUCTURE: Chief Operating Officer, VP/Director Physical Plant, Facilities, Maintenance or Energy Management; VP/Director Administration, Housing, Book/Retail Stores, Public Safety, Food or Auxiliary Services and related titles and/or functions.	7,598	4,741	2,857
ACADEMIC MANAGEMENT: Provost or Chief Academic Officer, Registrar; VP/Director Admissions, Enrollment, Career, Advisement or Student Services; Academic or Faculty Affairs and related titles and/or functions.	20,228	10,731	9,497
OTHER: VP/Director Public Information, External Affairs, Health Services or Athletic Director, Dept Chair or Academic Dean and related titles and/or functions.	14,672	985	13,687
TOTAL CIRCULATION	79,857	43,300	36,557

Source Breakout (April/May 2019 issue)

Classification source	1 year	2 year	3 year	Print	Digital	Total Qualified
Total - Direct Request	3,198	2,714	1,339	3,572	3,679	7,251
a. Written	536	263	105	650	254	904
b. Electronic	2,662	2,451	1,234	2,922	3,425	6,347
Total - Request from Recipients Company	21,836	9,690	3,497	22,533	12,490	35,023
a. Written	21,836	9,690	3,497	22,533	12,490	35,023
Other sources (Includes one source of circulation, Higher Education Directory)	37,583	0	0	17,195	20,388	37,583
TOTAL QUALIFIED CIRCULATION	62,617	12,404	4,836	43,300	36,557	79,857

Geographical Breakout (April/May 2019 issue)

State	Print	Digital	Total Qualified
ME	276	291	567
NH	235	207	442
VT	198	195	393
MA	1,412	1,184	2,596
RI	255	181	436
CT	618	399	1,017
NEW ENGLAND	2,994	2,457	5,451
NY	3,111	3,004	6,115
NJ	941	879	1,820
PA	2,497	1,720	4,217
MIDDLE ATLANTIC	6,549	5,603	12,152
OH	1,729	1,336	3,065
IN	1,031	759	1,790
IL	1,964	1,371	3,335
MI	1,027	1,109	2,136
So ATL	876	632	1,508
EAST NO. CENTRAL	6,627	5,207	11,834
MN	889	750	1,639
IA	617	650	1,267
MO	1,043	844	1,887
ND	177	180	357
SD	235	172	407
NE	346	371	717
KS	754	497	1,251
WEST NO. CENTRAL	4,061	3,464	7,525
DE	155	91	246
MD	733	649	1,382
DC	384	204	588
VA	1,121	907	2,028
WV	413	368	781
NC	1,466	1,364	2,830
SC	945	642	1,587
GA	1,236	1,137	2,373
FL	1,720	1,286	3,006
SOUTH ATLANTIC	8,173	6,648	14,821

State	Print	Digital	Total Qualified
KY	633	624	1,257
TN	990	860	1,850
AL	684	737	1,421
MS	427	414	841
EAST SO. CENTRAL	2,734	2,635	5,369
AR	580	421	1,001
LA	581	478	1,059
OK	520	488	1,008
TX	2,630	2,070	4,700
WEST SO. CENTRAL	4,311	3,457	7,768
MT	208	169	377
ID	215	156	371
WY	91	99	190
CO	596	426	1,022
NM	301	226	527
AZ	423	383	806
UT	239	191	430
NV	127	103	230
MOUNTAIN	2,200	1,753	3,953
AK	89	98	187
WA	714	633	1,347
OR	565	511	1,076
CA	3,444	3,129	6,573
HI	185	155	340
PACIFIC	4,997	4,526	9,523
UNITED STATES	645	35,750	78,396
US Terr	645	789	1,434
Canada	9	6	15
Mexico	0	0	0
Other Intl	0	12	12
APO/FPO	0	0	0
SUBOTHER	654	807	1,461
TOTAL CIRCULATION	43,300	36,557	79,857



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