

Circulation*

Average Distribution, 2010: 7,000 copies

Average Reach: 18,200 (*Pass-along readership of 1.6 per issue*)

Includes all YPO/WPO Family Business Network Members, and all Family Firm Institute members

Demographics**

Position

Chairman/President/CEO	56%
Owner/Partner	18%
CFO	6%
VP Operations	7%
Other Senior Management.....	13%

Age

29-39.....	17%
41-44.....	14%
45-49.....	15%
50-54.....	18%
55-59.....	20%
60+	16%

Gross Annual Sales

\$101 million plus	16%
\$51-\$100 million	18%
\$26-\$50 million.....	17%
\$11-\$25 million.....	19%
\$1-\$10 million.....	24%
Other.....	6%

Employees

More than 10,000	2%
1,001-9,999	5%
501-1,000	5%
101-500	33%
50-100.....	30%
Fewer than 50.....	25%

Have read Family Business for:

15 or more years.....	2%
10-14 years	12%
6-9 years	30%
3-5 years	34%
Less than 2 years	23%

* Publisher's data, based on the average circulation of the last four issues

** Source: **Family Business** readership study, conducted by Special Interest Media Research, April 2005