

Circulation, Reach & Impressions

Directors & Boards

Directors & Boards delivers the largest independent paid circulation of any publication targeting board members and governance professionals in major North American companies. Total circulation includes paid individual recipients, paid board subscriptions (all members of the board receive an individual copy of the magazine), sponsored-paid circulation (distributed by or courtesy of advertisers), author copies and free-trial copies used for paid circulation acquisition purposes.

Average circulation, each issue*7,159 copies

Directors 75%

- 3,776 Chairmen, CEOs, presidents (all are board members)
- 1,694 Independent Directors (other affiliations than above)

Senior Executives and Governance Professionals21%

- 1,439 Senior Executives (Corporate Secretaries, Counsel, Division Officers, other CxOs)

Other4%

- 125 Opinion Leaders and Press
- 125 Corporate and Law Libraries

Other Distribution:

- Author copies 350
- Office copies 500
- Conference/Bonus Distribution 300

Total Average Distribution: 8,308 copies

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

Directors & Boards website

(www.directorsandboards.com)

Unique visits, monthly:13,000

Directors & Boards is *the* corporate governance thought leader for the most influential and powerful directors in America. The average reader of **Directors & Boards** serves on the board of \$1.8 billion company, is 55 years old and serves on four boards (including public, private and charitable boards).

Boardroom Briefing

Directors & Boards' Boardroom Briefings are quarterly single-topic issues, featuring custom research, and expanded distribution. The circulation list is built using the **Directors & Boards'** subscriber and customer base, and includes bonus distribution to a careful select of directors drawn from the database of The Corporate Library, a leading independent investment research firm providing corporate governance data, analysis and risk assessment tools. Boardroom Briefing circulation is also augmented by distribution to the membership of content partners such as the National Investor Relations Institute.

Average distribution*20,750 mailed copies

- Directors, CxOs, governance advisors and professionals

Other Distribution:

- 500 Advertiser/sponsor distributed copies
- 500 conference distribution
- 500 office and other copies

Total Average Distribution: 22,250

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

Directors & Boards monthly e-Briefing

The **Directors & Boards** monthly e-Briefing reaches an opt-in list of directors, senior executives and governance professionals with features, columns, research, calendar listings, and other information critical to their roles.

Monthly distribution:10,000