

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* 7,236 copies

Directors 75%
 → 3,796 Chairmen, CEOs, presidents (all are board members)
 → 1,721 Independent Directors (other affiliations than above)

Senior Executives and Governance Professionals 21%
 → 1,469 Senior Executives (Corporate Secretaries, Counsel, Division Officers, other CxOs)

Other 4%
 → 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 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).

Directors & Boards website

(www.directorsandboards.com)

Unique visits, monthly: 15,000

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: 11,500

