

## Reach and Distribution

**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 a \$2.8 billion company, is 55 years old and serves on four boards (including public, private and charitable boards).

## Circulation, Reach and 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\*** .....7,142 copies

**Directors**..... 75%

- 3,793 Chairmen, CEOs, presidents (all are board members)
- 1,731 Independent Directors (other affiliations than above)

**Senior Executives & Governance Professionals ...** 21%

- 1,421 Senior Executives (Corporate Secretaries, Counsel, Division Officers, other CxOs)

**Other** ..... 4%

- 75 Opinion Leaders and Press
- 37 Corporate and Law Libraries

**Other Distribution:**

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

**Total Average Distribution:**.....8,214 copies

\*Publisher's data, based on average circulation of the last five 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:**..... 11,600

### Directors & Boards website

(www.directorsandboards.com)

**Unique visits, monthly:** ..... 15,000

