



PUBLIC POLICY RESEARCH

The Harris Poll® PEOPLE

Business Media Study

Prepared for:

**AMERICAN
BUSINESS MEDIA**

The Association of Business Media Companies

By:

Harris Interactive Inc.

Final Report

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Study Objectives

- American Business Media (ABM) commissioned Harris Interactive to build upon earlier research* exploring the use and role of business-to-business (B2B) media among corporate decision makers.
- ABM is interested in how different types of media influence corporate decision makers when researching products and services or making purchases.
- Specifically, the research explored:
 - Trends in time spent with various B2B media sources and how engaged/involved executives are with each type of media
 - Sources of information that corporate decision makers rely upon when researching or purchasing products or services
 - The specific role each type of B2B media have as a source of information
 - How they use different sources of information
 - An evaluation of the strengths of different media and
 - Better understand how B2B media interact with sales representatives.



Overview of Methodology

- Interviews were conducted between February 2006 and April 2006.
- Surveys were done via telephone and lasted approximately 20 minutes.
- In order to ensure that all types of B2B media were investigated, 28 respondents, each from 21 BINs or business categories, were interviewed. While the 28 interviews do not constitute a representative sample of each individual BIN, they are directional. Taken as a whole for a total of 588 interviews, the data are representative and projectable to the entire B2B industry.
- All respondents are involved in the decision-making process at their company and have been working at their company for at least 1 year.
- All respondents use B2B media in their job.
 - The incidence for executives who use B2B media on their job is 96% - almost universal.
- A minimum of 40% of the sample was among senior executives - those who are Vice President level or higher at their company.
- All respondents are at companies with \$5 million or more in annual sales.

Executive Summary



Executive Summary

Trends in Time Spent with Various Business-to-Business Media Sources

- Since 2001, B2B media have remained an important resource for executives who, on average, report reading 4.2 B2B magazines and visiting 7.4 B2B websites in the past month.
 - Senior executives report higher regular usage of B2B magazines than mid-level executives, but both use them frequently.
 - Attendance at trade shows continues to be important, particularly among senior level executives who report attending close to 3 trade shows per year, compared to mid-level executives who report attending close to 2 per year.
- B2B media are held in high regard among executives with a strong majority who consider B2B magazines and websites to be more *informative* and *reliable* than general media sources.
 - In fact, when asked what source of information executives rely on to do their job best, B2B magazines (41%) comes out on top as the single most mentioned resource, well above any general business media.



Executive Summary

Trends in Time Spent with Various B2B Media Sources (continued)

- To go a step further, executives are not passively receiving the information that B2B media offer them. Executives report they are more engaged/involved with B2B media than with general business magazines, television and newspapers. In particular, sales representatives and B2B magazines are the most engaging/involving, followed closely by B2B trade shows, B2B websites and B2B conferences or seminars.



Executive Summary

Sources of Information that Corporate Decision Makers Rely Upon when Researching or Purchasing Products or Services

- B2B Media are essential tools throughout the purchasing process. In fact, during all phases of the purchasing process, a synergy of different B2B media offers executives the guidance they want every step of the way. The most used resources throughout the research process are:
 - **Start thinking about purchase:** B2B websites, B2B sales people, B2B magazines;
 - **Begin researching options:** B2B websites, B2B sales people, B2B magazines;
 - **Narrow down choices:** B2B sales people, B2B websites, B2B magazines;
 - **Make a final decision:** B2B sales people, B2B websites, B2B magazines and trade shows;
 - **Review after purchase:** B2B sales people, B2B websites, B2B magazines.
- Furthering their reputation as informative, B2B magazines are the top source identified where executives first learn about new products.
 - This is closely followed by B2B websites and B2B sales people.
 - Senior executives are more likely than mid-level executives to value the importance of B2B magazines.



Executive Summary

The Specific Role Each Type of B2B Media Have as a Source of Information

- Different B2B media are perceived by executives as having different strengths; but what they have in common is the ability to generate purchases.

	Top Strength for Each Type of Media	% made/recommended purchase due to Advertisement in the Media
B2B Magazines	Trust	57%
B2B websites	Immediacy	49%
Trade shows	Raise awareness of products	70%

- There are three key factors that demonstrate the value and ROI of advertising/promoting in B2B media:
 - They are influential resources that executives trust.
 - B2B media are essential tools in the purchase-making process.
 - Each type of B2B media discussed directly leads to purchase of products or services advertised/promoted in that media by *at least half* of executives.



Executive Summary

How Corporate Decision Makers Use Different Sources of Information

- Executives recognize the value of using multiple media and it is easy to see why – advertisements in different B2B media spur different types of action on the part of executives.
 - B2B magazines are a great way to direct executives to the web, either to find additional information (79%) or to make a purchase through the Internet (39%).
 - Almost six in 10 executives (57%) say that an advertisement in a B2B magazine prompted them to purchase or recommend purchase of a product or service.
 - Trade shows also drive executives to seek additional information either on the web (77%), by talking to a sales person (73%) or calling a 1-800 number (40%). Trade shows, with their hands-on advantage, are great places to make a sale with seven in 10 (70%) executives purchasing or recommending the purchase of a product or service directly as a result of advertising/promoting at a trade show.
 - Advertising on B2B websites led slightly over one in three (35%) to directly make a purchase over the Internet and half (49%) to purchase or recommend purchase of a product or service.



Executive Summary

An Evaluation of the Strengths of Different Media

- Because executives identify different strengths for each type of B2B media, it is helpful if a synergy of the different sources is used in order to deliver a more complete message to executives.
 - The strengths that executives most closely associate with different types of B2B media are:
 - B2B magazines: considered trustworthy, objective and raise awareness of new products.
 - B2B websites: access to the latest information and trust in them as a resource is on the rise.
 - Trade shows: interaction with representatives and industry peers and vital in raising awareness of new products.
- Executives acknowledge the strong tie between seeing a brand advertised in multiple B2B media and having that brand be more top-of-mind.
 - Additionally, executives do not find these advertisements to be redundant but feel that additional advertisements offer more information.



Executive Summary

How B2B Media Interact with Sales Representatives

- Four in 10 executives say they are spending *less time* with sales representatives than they did five years ago. Despite that fact, executives do report regular contact with sales representatives – key players in the purchase process.
 - Seven in 10 (70%) executives report being contacted by a sales representative at least once a week, with one in three (34%) reporting daily contact.
- Salespeople and B2B media have a close relationship. This synergy is important to a majority of executives, as *over three-quarters* (88%) say that it is important that B2B media are an integrated part of sales initiatives.
 - About half of executives report that B2B media have led them to contact a sales representative, with another half reporting the reverse.

Detailed Findings

Trends in Time Spent With Various Business-to-Business Media Sources



B2B media are widely used – from B2B magazines to newer methods such as webinars/webcasts. Most decision makers are regularly using many different types of B2B media.

General Reported Use of Business-to-Business Media

	Yes, in past month	
	2006	2001
B2B Magazines	86%	83%
B2B websites	68%	68%

<u>Use B2B Magazines, B2B Websites and Trade Shows</u>	
2006	48%
2001	46%

	More in 12 months	
	2006	2001
Trade shows/conventions	77%	76%
Conference/seminars	76%	NA
Webinars/webcasts	53%	NA

Q400: In the past month, did you read any Business-to-Business MAGAZINES geared to professionals in your industry or line of work?
 Q415: In the past month, did you visit any Business-to-Business WEBSITES geared to professionals in your industry or line of work, including online editions of Business-to-Business magazines?
 Q426: During the past 12 months, how many times did you attend a WEBINAR OR WEBCAST geared to professionals in your industry or line of work?
 Q430: During the past 12 months, how many times did you attend a TRADE SHOW OR CONVENTION geared to professionals in your industry or line of work?
 Q440: During the past 12 months, how many times did you attend a CONFERENCE OR SEMINAR geared to professionals in your industry or line of work?
 Base: All respondents (n=588)



Executives read, on average, 4 B2B magazines each month and visit 7 B2B websites – numbers almost unchanged from 5 years ago.

General Reported Use of Business-to-Business Media

	2015	2010
B2B Magazines	4.2 read in the past month	4.6 read in the past month
B2B websites	7.4 visited in the past month	7.5 visited in the past month
Conferences/seminars	2.4 attended in past 12 months	NA
Webinars/webcasts	2.3 attended in past 12 months	NA
Trade shows/conventions	2.1 attended in past 12 months	2.9 attended in past 12 months

Q405: In the past month approximately how many different business-to-business magazine titles did you read?
 Q420: In the past month approximately how many different business-to-business websites did you visit, including online editions of B2B magazines?
 Q426: During the past 12 months, how many times did you attend a webinar or webcast geared to professionals in your industry or line of work?
 Q430: During the past 12 months, how many times did you attend a trade show or convention?
 Q440: During the past 12 months, how many times did you attend a conference or seminar geared to professionals in your industry?
 Base: All respondents (Base for Trade shows/conventions and Conferences/seminars) (n=588); B2B Readers (n=507); B2B Website users (n=402)



Executives are spending the most time with B2B websites, but B2B magazines and time spent at trade shows are holding steady from 2001.

General Reported Use of Business-to-Business Media

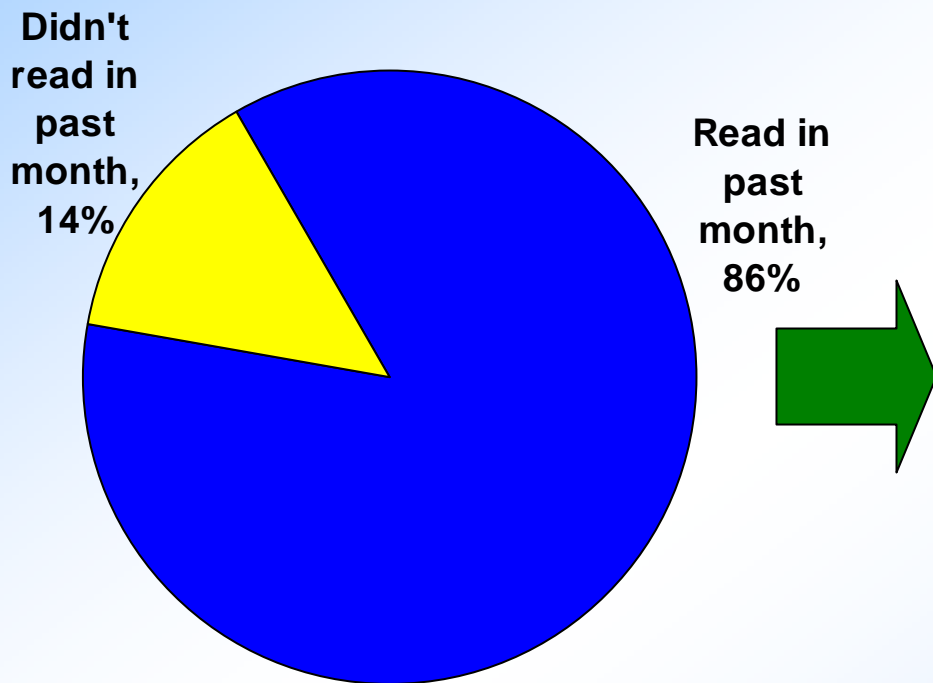
	2006	2001
B2B Magazines	2 hours per week	2 hours 15 minutes per week
B2B websites	2 hours 33 minutes per week	2 hours 46 minutes per week
Trade shows/conventions	7.4 days in past 12 months	8.1 days in past 12 months
Conferences/seminars	5.7 days in past 12 months	NA

Q410: In the past week how much time in total have you spent reading Business-to-Business magazines?
 Q425: In the past week approximately how much time in total have you spent visiting Business-to-Business websites, including online editions of B2B magazines?
 Q435: During the past 12 months approximately how many days in total did you spend attending these trade shows and conventions?
 Q445: During the past 12 months approximately how many days in total did you spend attending these conferences or seminars?
 Base: All respondents (n=588); B2B Readers (n=507); B2B Website users (n=402); Trade show attendees (n=452); Conference attendees (n=448)



Executives report regular usage of B2B magazines. Senior executives not only read more magazines than mid-level executives, they spend more time with those magazines.

A Closer Look at B2B Magazine Usage



- Average # of B2B Magazines read in the past month = 4.2
- Average amount of time spent with B2B Magazines = 2 hours
- 91% of Sr. level executives, that is those who are Vice President or higher, read B2B magazines in the past month, vs. 83% of mid-level executives.
- Sr. level executives read an average of 4.9 B2B magazines, compared to mid-level executives who have read 3.6 B2B magazines.
- Sr. level executives spend, on average, 2 hours and 22 minutes with B2B magazines, compared to 1 hour and 42 minutes spent by mid-level executives.

Q400: In the past month, did you read any Business-to-Business MAGAZINES geared to professionals in your industry or line of work?

Q405: In the past month approximately how many different business-to-business magazine titles did you read?

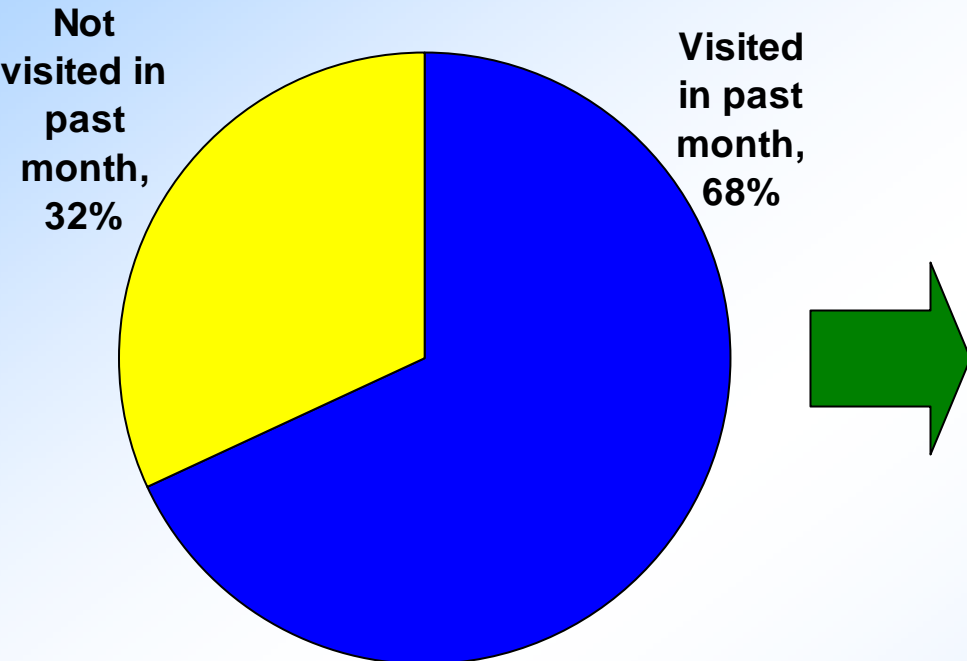
Q410: In the past week how much time in total have you spent reading Business-to-Business magazines?

Base: All respondents (n=588); B2B Readers (n=507); Sr. Executives (n=241); Mid-level executives (n=347)



B2B websites are a popular tool across the board and executives spend about 2 and a half hours with them, on average, per week.

A Closer Look at B2B Website Usage



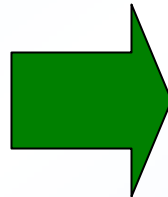
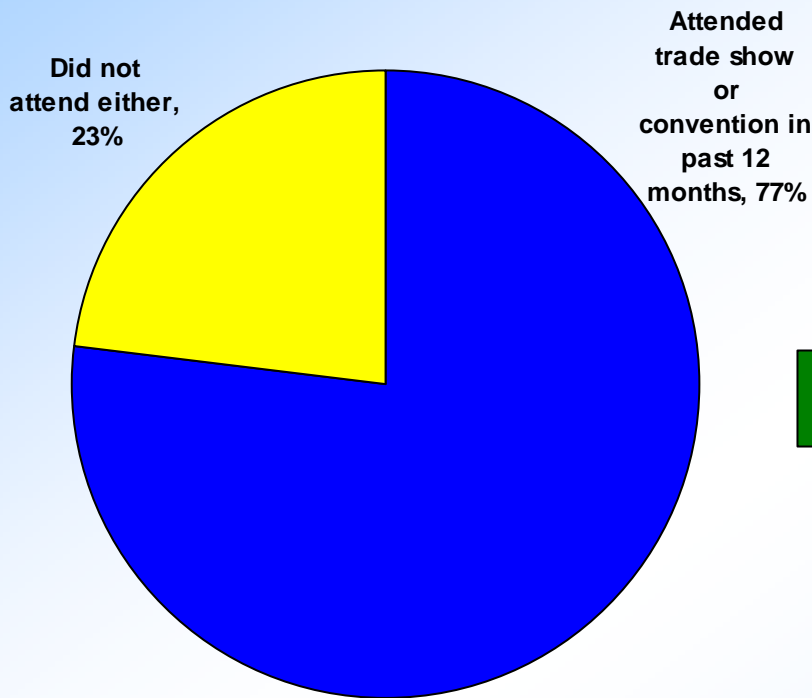
- Average # of different B2B websites visited in past month = 7.4
- Average amount of time spent with B2B websites in past week = 2 hour 33 minutes
- Sr. and mid-level executives use B2B websites at similar rates (69% and 68%, respectively).

Q415: In the past month, did you visit any Business-to-Business WEBSITES geared to professionals in your industry or line of work, including online editions of B2B magazines?
Q420: In the past month approximately how many different business-to-business websites did you visit, including online editions of B2B magazines?
Q425: In the past week approximately how much time in total have you spent visiting Business-to-Business websites, including online editions of B2B magazines?
Base: All respondents (n=588); B2B Website visitors (n=402); Sr. Executives (n=241); Mid-level executives (n=347)



Trade shows and conventions are frequently attended by executives, particularly Senior level executives.

A Closer Look at B2B Trade Show Attendance



- Average # of trade show/ conventions attended over past 12 months = 2.1
- Average # of days = 7.4
- Sr. executives report attending more trade shows (2.7 on average) than mid-level executives (1.7 on average).
- The more B2B magazines executives read, the more trade shows they attend.



Top-of-mind, B2B magazines continue to be the single most frequently mentioned source of information for insight about how to build business and do a better job.

Top-of-Minds Mentions*

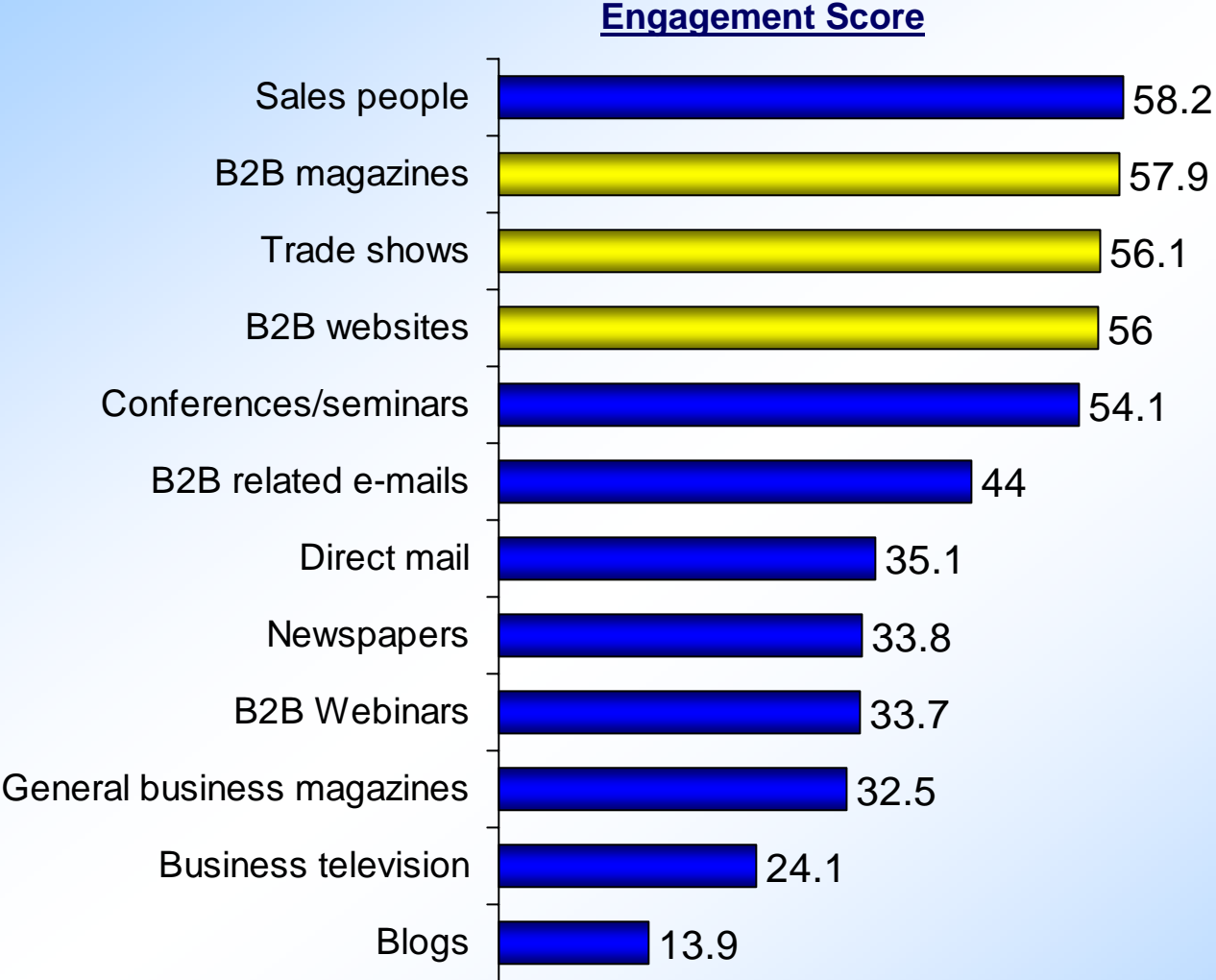
(2001)



Q310: What sources do you rely on for information and insight about how to build your business and do your job better?
 Base: All respondents (n=588)
 * Individual items mentioned by 5% or more of respondents listed above.



Sales people and B2B magazines are the most engaging/involving sources of information, with trade shows and B2B websites not too far behind. General business media such as magazines, television and newspapers, fall low on the engagement scale.



Q330: Now I'm going to ask you to indicate how "engaged" or "involved" you are with the various types of B2B media we have been talking about. By engaged, we mean how much attention are you paying when you use this type of media. If 0 is not at all engaged and 100 is very engaged, how engaged would you say you are with
Base: All respondents (n=588)



B2B magazines are the most engaging/involving resource for senior executives, followed by trade shows – both score over 60 on the engagement scale.

Engagement Sources

	Total	Sr Level	Mid Level
Sales people	58.2	55.8	59.8
B2B magazines	57.9	62.4	54.8
Trade shows	56.1	61.2	52.7
B2B websites	56.0	55.3	56.4
Conferences/seminars	54.1	57.5	51.8
B2B e-mails	44.0	45.6	42.9
Direct mail	35.1	32.6	36.8
Newspapers	33.8	40.2	29.4
B2B webinars	33.7	35.0	32.8
General business magazines	32.5	36.9	29.5
Business television	24.1	27.1	21.5
Blogs	13.9	12.9	14.6

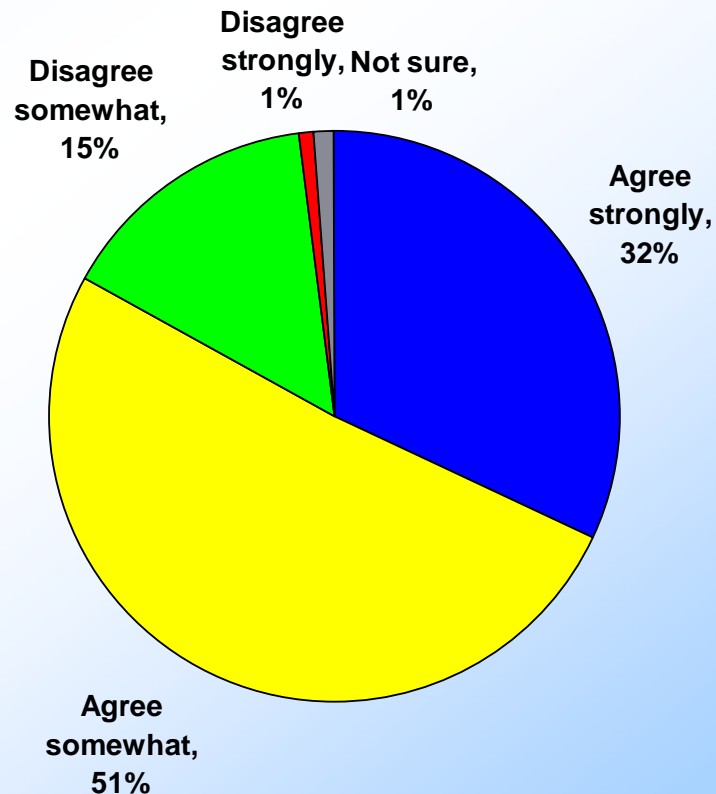
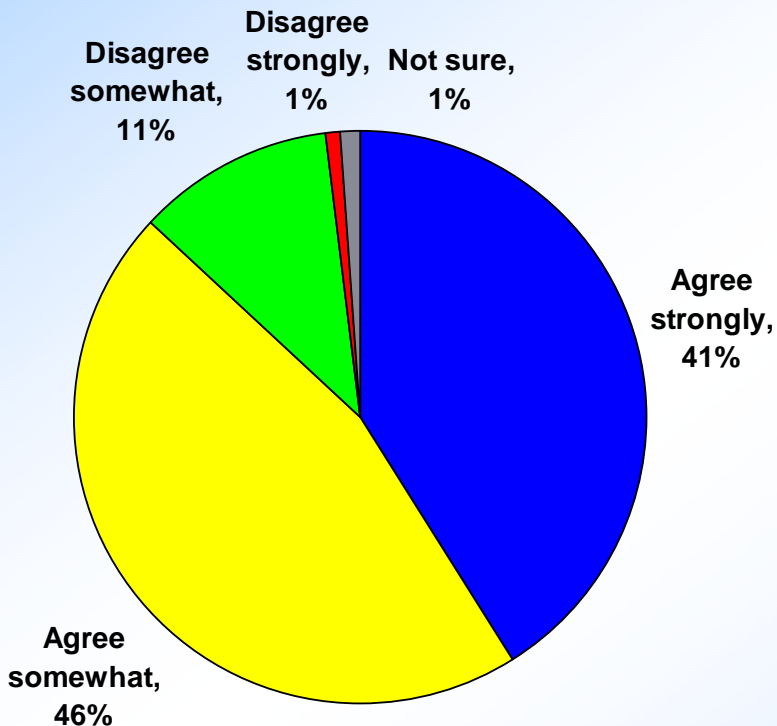
Q330: Now I'm going to ask you to indicate how "engaged" or "involved" you are with the various types of B2B media we have been talking about. By engaged, we mean how much attention are you paying when you use this type of media. If 0 is not at all engaged and 100 is very engaged, how engaged would you say you are with
 Base: All respondents (n=588); Sr Level (n=241); Mid Level (347)



An overwhelming majority agree that B2B magazines and websites are more *informative* (87%) and *reliable* (83%) than general business sources.

“Business to business magazines and their affiliated websites tend to be more *informative* than general business media including television, books, radio and websites.”

“Business to business magazines and their affiliated websites tend to be more *reliable* than general business media including television, books, radio and websites.”

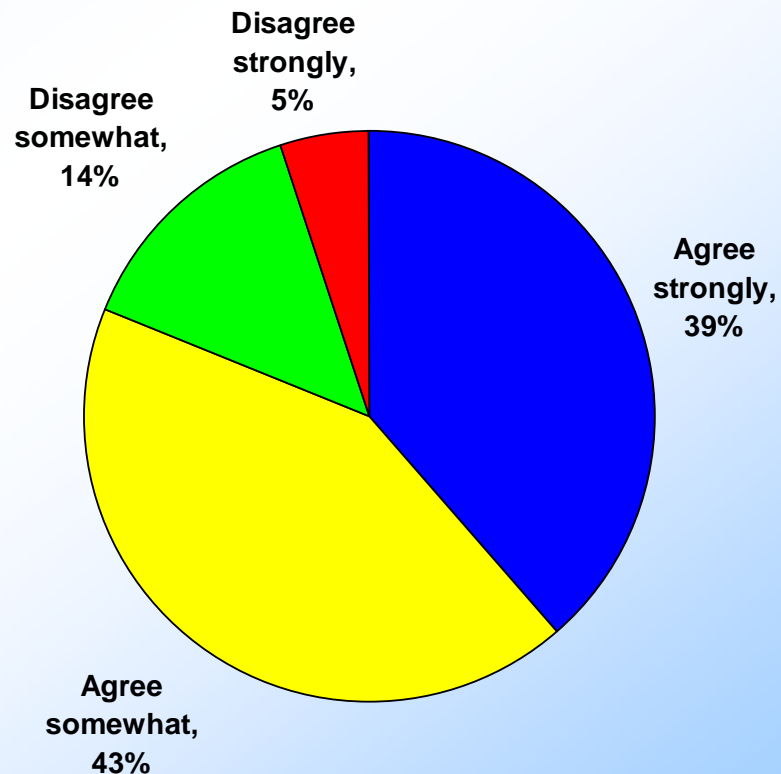
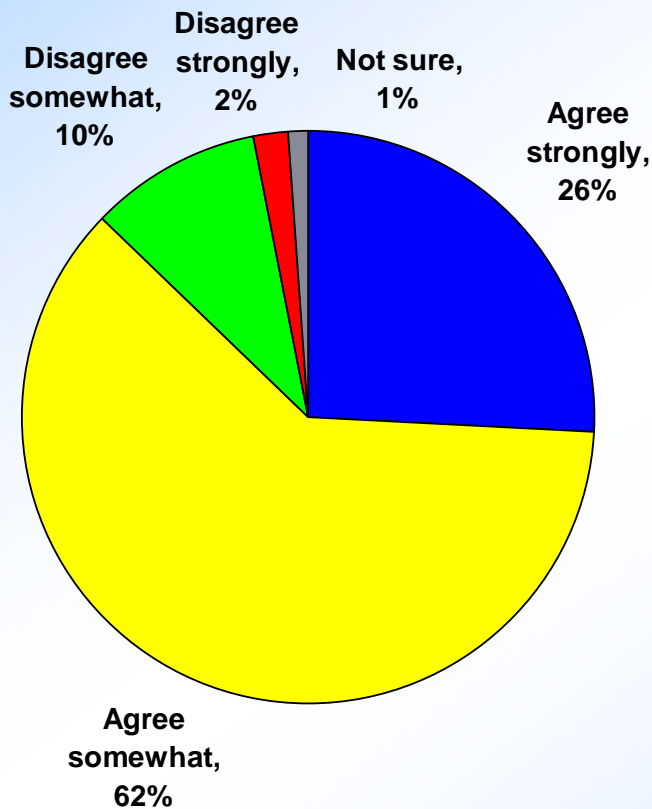




More generally, executives consider B2B media to be useful when building on a current information base (87%) as well as a place to go to for new information (82%).

“Information from business to business media builds on my current information base.”

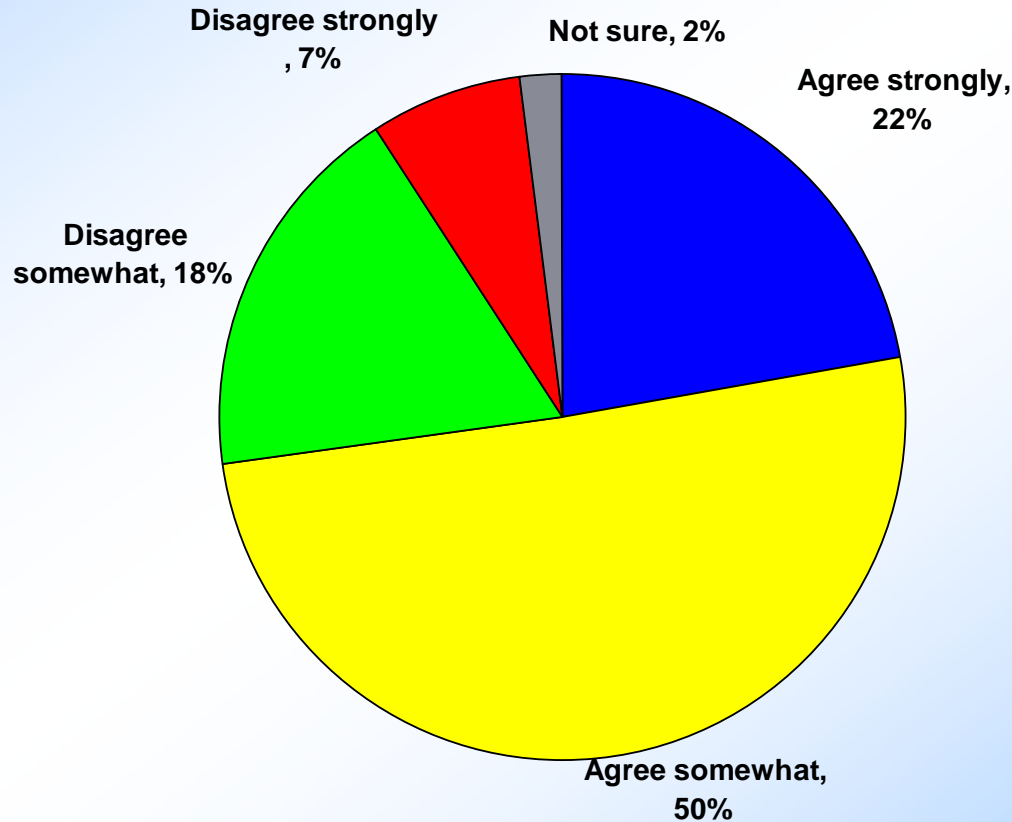
“If I am interested in learning about trends in my industry, business to business media will be one of the first places I go to.”





Seven in 10 (72%) agree that webinars and webcasts are a convenient way to learn something new about their industry.

“Webinars and Webcasts are a convenient way to learn something new about my industry.”



**Sources of Information that Corporate
Decision Makers Rely Upon when
Researching or Purchasing Products
or Services**

 Regardless of what point executives are at, throughout their purchase decision-making process, B2B media prove to be invaluable resources for information.

Media Used in Decision-Making Process

		Start Thinking About Purchase	Begin Researching Options	Narrow Down Choices	Make a Final Decision	Review After Purchase
B2B websites	%	57	66	51	32	32
B2B sales people and retailers	%	51	52	63	64	42
B2B magazines	%	50	50	35	21	20
Trade shows or conventions	%	42	39	31	21	14
B2B publications such as pamphlets	%	38	33	27	17	13
Conferences or seminars	%	33	26	24	18	15
B2B e-mail alerts or electronic newsletters	%	32	27	18	12	12
General business magazines	%	26	22	15	8	9
Direct mail	%	26	21	15	10	8
B2B newsletters	%	21	23	18	12	11
General newspapers	%	18	15	10	6	6
B2B webinars and webcasts	%	15	15	12	8	7
Business television shows	%	10	8	5	2	2
Radio shows	%	5	5	3	2	1
Blogs	%	4	4	3	2	3
None of these	%	5	4	7	16	32

This top tier is dominated by B2B media



B2B magazines are the top source through which executives first learn about new products – mentioned by nearly half, followed by B2B websites (34%) and B2B sales people (30%). B2B media dominate the list of sources for learning new information.

Top Two Media Sources To First Learn About New Products

	Total
	%
B2B magazines	48
B2B websites	34
B2B sales people and retailers	30
Trade shows or conventions	27
Conferences or seminars	12
B2B e-mail alerts or electronic newsletters	8
B2B publications such as pamphlets	7
B2B newsletters	5
Direct mail	4
General business magazines	3
B2B webinars or webcasts	2
General newspapers	1
Blogs	1
Radio shows	*
Business television shows	*
None of these	3

81% gave B2B media for both responses

16% gave B2B media for only one response

Only 3% did not give B2B media for either response

Q810: What are the top two sources through which you first learn about new industry products, equipment and suppliers?
 Base: All respondents (n=588)
 * Less than 0.5% gave this response



Senior level executives are slightly more likely than mid-level executives to use B2B magazines and trade shows to learn about the latest products. Mid-level executives also prefer B2B media but tend to use websites and sales people more.

Top Two Media Sources To First Learn About New Products

	Senior Level	Mid Level
	%	%
B2B magazines	53	45
B2B websites	28	38
B2B sales people and retailers	24	34
Trade shows or conventions	31	24
Conferences or seminars	16	10
B2B e-mail alerts or electronic newsletters	7	9
B2B publications such as pamphlets	6	7
B2B newsletters	7	5
Direct mail	3	5
General business magazines	3	3
B2B webinars or webcasts	1	3
General newspapers	1	1
Blogs	*	1
Business television shows	-	1
Radio shows	*	-
None of these	3	2

Q810: What are the top two sources through which you first learn about new industry products, equipment and suppliers?

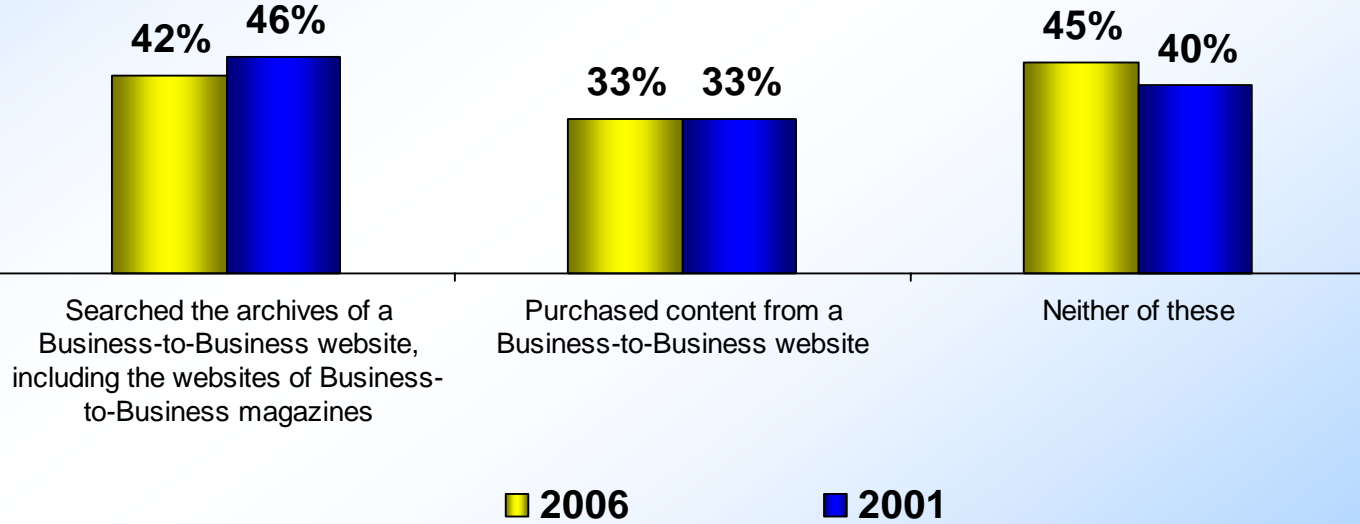
Base: Mid Level executives (n=347); Sr Level executives (n=241)

* Less than 0.5% gave this response



Four in 10 searched archives of B2B websites during the past 12 months and one-third of executives purchased content from them.

In-Depth Use of B2B Websites



Q600 Which of the following have you done during the past 12 MONTHS?
Base: All respondents (2006, n=588; 2001, n=505)

The Specific Role Each Type of B2B Media Have as a Source of Information



Different B2B media have different strengths, each vital at getting information that decision-makers view as crucial to running their businesses. Trade shows help you become aware of new products, magazines are objective and trustworthy, and websites are easy to “turn to first.”

Strengths of Different B2B Media

	Describes completely/a lot		
	B2B Magazines	B2B Websites	Trade Shows
Help you become aware of new products or services.	73%	65%	81%
Provide information that you can trust.	70%	59%	67%
Provide objective information.	65%	54%	NA
Make you feel like you are part of a broader community.	48%	39%	67%
Are sources of information you turn to first.	47%	52%	NA
Keep you ahead of the competition.	35%	28%	35%
Help you find the best companies to buy from.	33%	38%	50%
Help you grow your business.	32%	24%	42%
Enable you to do comparison shopping.	NA	54%	58%

Q600 Now, I would like you to think about the Business-to-Business magazines that you read most often.
 Base: Respondents who've read B2B magazines in the past month (n=507)

Q605 Now, I would like you to think about the Business-to-Business WEBSITES that you visit most often, including on-line editions of Business-to-Business magazines. I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these websites.

Base: Respondents who've visited B2B websites in the past month (n=402)

Q615 Now, I would like you to think about the trade shows and conventions for professionals in your industry or line of work that you attend most often. I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these trade shows and conventions.

Base: Respondents who've attended a trade show in the past 12 months (n=452)



B2B magazines are considered a trustworthy, objective resource that raises awareness of new products.

B2B Magazines: A Closer Look

	Describes completely /a lot	Describes completely	Describes a lot	Describes a little	Does not describe at all
Help you become aware of new products or services.	73%	14%	59%	25%	2%
Provide information that you can trust.	70%	11%	59%	30%	1%
Provide objective information.	65%	8%	56%	34%	2%
Make you feel like you are part of a broader community.	48%	8%	39%	40%	13%
Provide information you can't find anywhere else.	47%	7%	41%	45%	7%
Are sources of information you turn to first.	47%	7%	41%	45%	8%
Keep you ahead of the competition.	35%	5%	30%	53%	11%
Help you find the best companies to buy from.	33%	4%	28%	54%	13%
Help you grow your business.	32%	3%	29%	56%	12%

Q600 Now, I would like you to think about the Business-to-Business magazines that you read most often. . . I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these magazines. (READ EACH STATEMENT) Does this statement describe completely, describe a lot, describe a little, or not describe at all, the Business-to-Business magazines you read most often?

Base: Respondents who've read B2B magazines in the past month (n=507)



B2B magazines are held in high regard, improving slightly as a trustworthy source for information not available elsewhere. Almost three in four say they are a resource of new information – slightly lower than 2001 but still a strong majority.

B2B Magazines: A Closer Look

Describes completely/a lot		
	2006	2001
Help you become aware of new products or services.	73%	79%
Provide information that you can trust.	70%	65%
Provide objective information.	65%	NA
Make you feel like you are part of a broader community.	48%	53%
Provide information you can't find anywhere else.	47%	43%
Are sources of information you turn to first.	47%	40%
Keep you ahead of the competition.	35%	31%
Help you find the best companies to buy from.	33%	30%
Help you grow your business.	32%	30%

Q600 Now, I would like you to think about the Business-to-Business magazines that you read most often. . . I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these magazines. (READ EACH STATEMENT) Does this statement describe completely, describe a lot, describe a little, or not describe at all, the Business-to-Business magazines you read most often?

Base: Respondents who've read B2B magazines in the past month (2006, n=507; 2001, n=420)



B2B websites are important sources for up-to-date information – three in four say they provide access to the latest information, while two-thirds say B2B websites help them become aware of new products.

B2B Websites: A Closer Look

	Describes completely /a lot	Describes completely	Describes a lot	Describes a little	Does not describe at all
Provide access to the latest information	75%	12%	63%	24%	*
Help you become aware of new products or services	65%	10%	55%	32%	3%
Provide information that you can trust	59%	7%	52%	40%	1%
Are primary sources for research	57%	10%	47%	39%	4%
Enable you to do comparison shopping	54%	9%	46%	35%	11%
Provide objective information	54%	7%	47%	44%	2%
Are sources of information you turn to first	52%	8%	44%	41%	6%
Contain content you can't find anywhere else	47%	4%	40%	46%	6%
Contain content worth purchasing	40%	4%	36%	52%	8%
Make you feel like you are part of a broader community	39%	6%	33%	47%	14%
Help you find the best companies to buy from	38%	3%	35%	53%	8%
Keep you ahead of the competition	28%	3%	25%	61%	10%
Help you grow your business	24%	4%	20%	65%	11%

Q605 Now, I would like you to think about the Business-to-Business WEBSITES that you visit most often, including on-line editions of Business-to-Business magazines. I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these websites.
 Base: Respondents who've visited B2B websites in the past month (n=402)



More than half feel B2B websites are the primary source for information – a slight dip from 2001. Trust in B2B websites is growing and three in four say they provide access to the latest information.

B2B Websites: A Closer Look

Describes completely/a lot		
	2006	2001
Provide access to the latest information	75%	79%
Help you become aware of new products or services	65%	71%
Provide information that you can trust	59%	52%
Are primary sources for research	57%	66%
Enable you to do comparison shopping	54%	NA
Provide objective information	54%	NA
Are sources of information you turn to first	52%	55%
Contain content you can't find anywhere else	47%	52%
Contain content worth purchasing	40%	35%
Make you feel like you are part of a broader community	39%	46%
Help you find the best companies to buy from	38%	40%
Keep you ahead of the competition	28%	32%
Help you grow your business	24%	28%

Q605 Now, I would like you to think about the Business-to-Business WEBSITES that you visit most often, including on-line editions of Business-to-Business magazines. I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these websites.
 Base: Respondents who've visited B2B websites in the past month (2006, n=402; 2001, n=341)



Interaction with company representatives (88%) and industry peers (86%) are the primary benefits of trade shows, with creating awareness of new products close behind (81%).

Trade Shows: A Closer Look

	Describes completely /a lot	Describes completely	Describes a lot	Describes a little	Does not describe at all
Allow you to personally interact with representatives of companies	88%	30%	58%	10%	2%
Enable you to interact with industry peers	86%	28%	58%	12%	2%
Help you become aware of new products or services	81%	18%	63%	17%	2%
Enable you directly experience products or services	73%	18%	5%	24%	2%
Make you feel like you are part of a broader community	67%	17%	50%	28%	4%
Provide information that you can trust	67%	8%	59%	32%	1%
Enable you to do comparison shopping	58%	11%	47%	38%	4%
Help you find the best companies to buy from	50%	9%	40%	46%	3%
Offer information you can't find anywhere else	46%	8%	38%	49%	5%
Help you grow your business	42%	8%	34%	52%	6%
Keep ahead of the competition	35%	6%	29%	58%	7%

Q615 Now, I would like you to think about the trade shows and conventions for professionals in your industry or line of work that you attend most often. I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these trade shows and conventions.

Base: Respondents who've attended a trade show in the past 12 months (n=452)



Since 2001, trade shows have edged up in providing information executives can trust, while decreasing slightly as tools to keep executives ahead of competition and as places to do comparison shopping

Trade Shows: A Closer Look

Describes completely/a lot		
	2006	2001
Allow you to personally interact with representatives of companies	88%	89%
Enable you to interact with industry peers	86%	89%
Help you become aware of new products or services	81%	82%
Enable you directly experience products or services	73%	76%
Make you feel like you are part of a broader community	67%	70%
Provide information that you can trust	67%	61%
Enable you to do comparison shopping	58%	66%
Help you find the best companies to buy from	50%	51%
Offer information you can't find anywhere else	46%	51%
Help you grow your business	42%	42%
Keep ahead of the competition	35%	43%

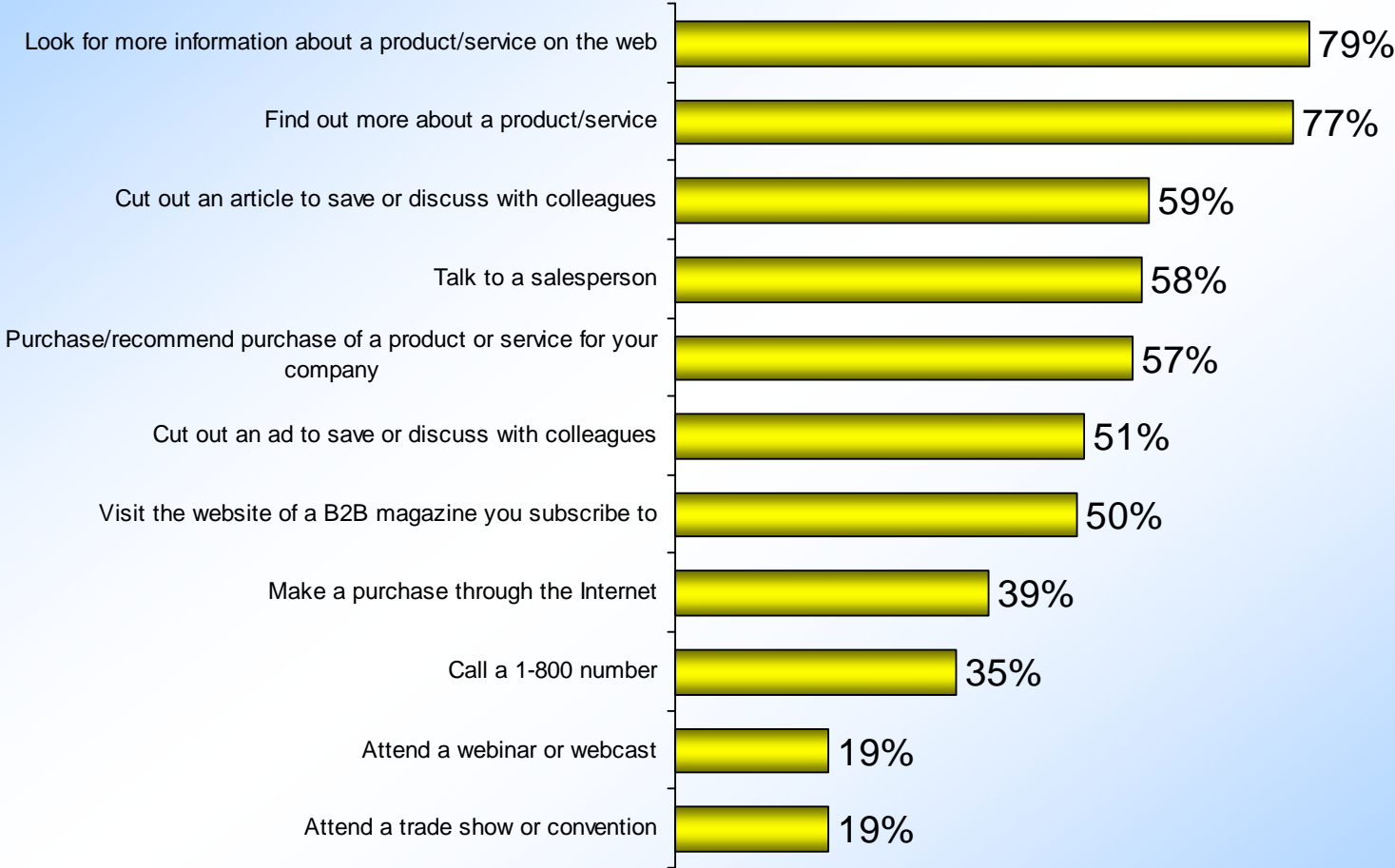
Q615 Now, I would like you to think about the trade shows and conventions for professionals in your industry or line of work that you attend most often. I am going to read a few statements and I'd like you to tell me the degree to which each statement describes these trade shows and conventions.
 Base: Respondents who've attended a trade show in the past 12 months (2006, n=452; 2001, n=386)

How Corporate Decision Makers Use Different Sources of Information



Advertisements in B2B magazines are a direct link to executives, prompting them to seek additional information – particularly from the web (79%) – or to purchase a product (57%).

Outcomes of Advertising in a B2B Magazines

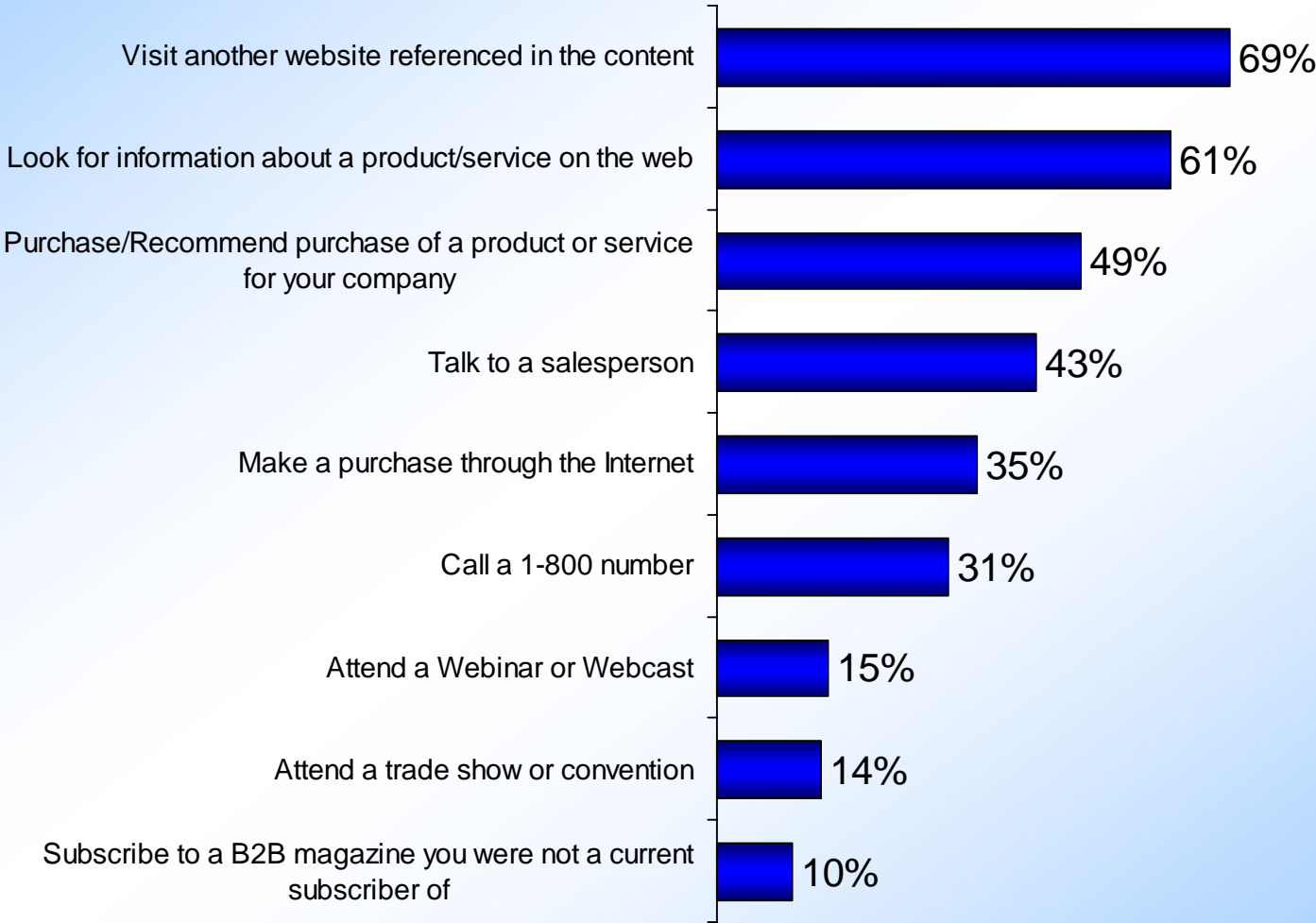


Q700: I am going to read a list of activities, and thinking about the PAST SIX MONTHS I'd like you to tell me if an advertisement you saw in a business magazine for professionals in your industry prompted you to do that.
Base: All respondents (n=588)



Advertising on B2B websites is yielding profitable visits with half (49%) of executives reporting that visiting one prompted them to make or recommend a purchase, and slightly over one-third (35%) making a purchase over the Internet.

Outcomes of Advertising on a B2B Website

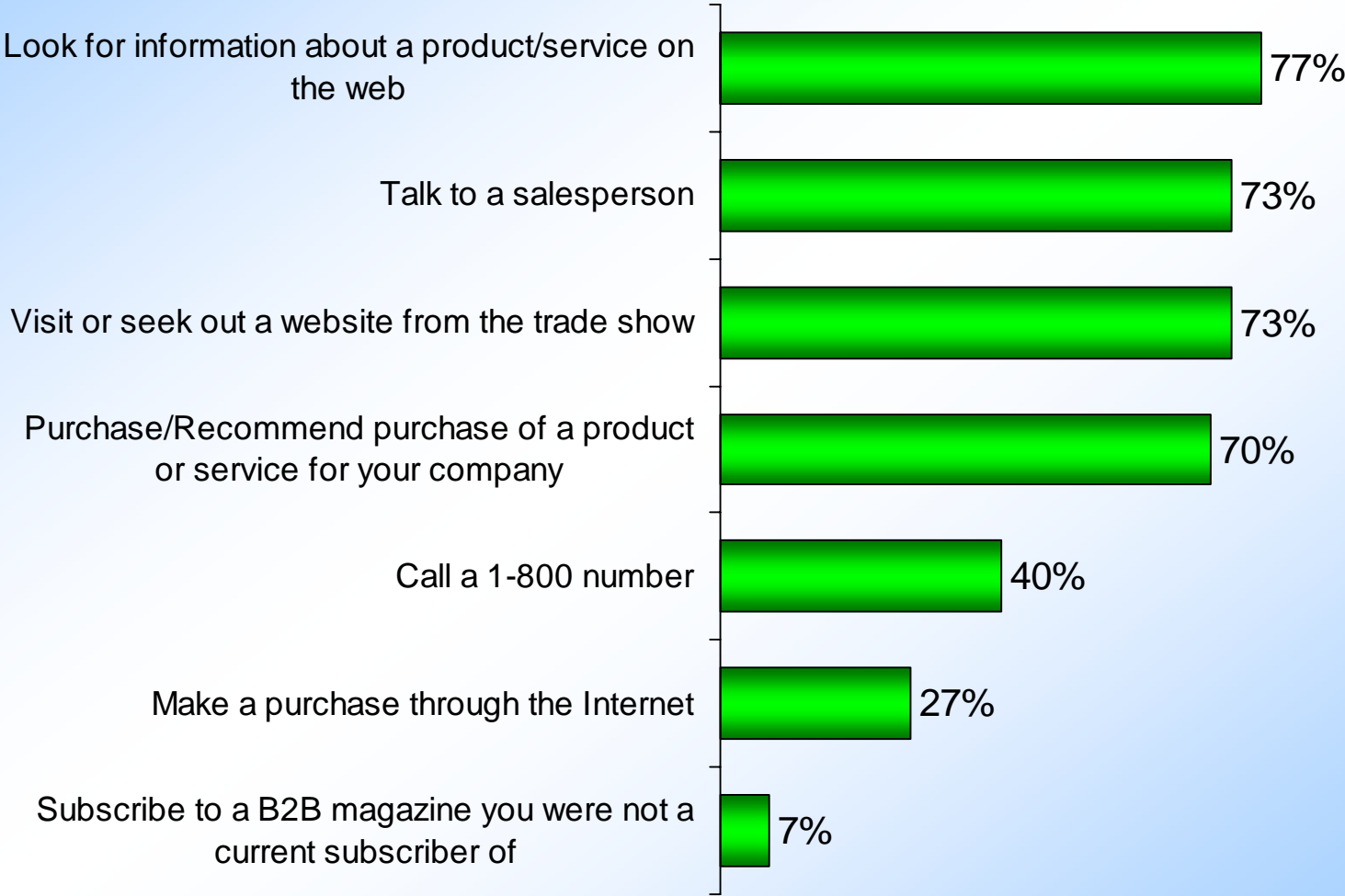


Q705: Now I'd like you to tell me if visiting a Business-to-Business website, including on-line editions of Business-to-Business magazines, led you to do a particular activity during the past SIX MONTHS. Did an advertisement on a WEBSITE lead you to
Base: All respondents (n=588)



Seven in 10 executives purchased or recommended purchase of something due to visiting a trade show, with 27% making a purchase through the Internet.

Outcomes of Advertising at Trade Shows



Q710: Now I'd like you to tell me if visiting a trade show or convention led you to do a particular activity during the past YEAR. Did something you heard or saw at a TRADE SHOW OR CONVENTION lead you to
Base: All respondents (n=588)

An Evaluation of the Strengths of Different Media



B2B magazines and trade shows demonstrate their strengths in getting executives to take notice of advertising, but websites are not far behind.

Actions Taken as a Result of Advertising with Different B2B Media

	B2B Magazines	B2B Websites	Trade Shows
Look for more information on the web	79%	61%	77%
Talk to a salesperson	58%	43%	73%
Purchase/recommend purchase of a product/service to my company	57%	49%	70%
Make a purchase through the Internet	39%	35%	27%
Call a 1-800 #	35%	31%	40%
Attend a Webinar/Webcast	19%	15%	NA
Attend a trade show or conference	19%	14%	NA
Subscribe to a B2B magazine you were not currently a subscriber of	NA	10%	7%

Q700: I am going to read a list of activities, and thinking about the PAST SIX MONTHS I'd like you to tell me if an advertisement you saw in a business magazine for professionals in your industry prompted you to do that.

Q705: Now I'd like you to tell me if visiting a Business-to-Business website, including on-line editions of Business-to-Business magazines, led you to do a particular activity during the past SIX MONTHS. Did an advertisement on a WEBSITE lead you to

Q710: Now I'd like you to tell me if visiting a trade show or convention led you to do a particular activity during the past YEAR. Did something you heard or saw at a TRADE SHOW OR CONVENTION lead you to

Base: All respondents (n=588)



Perhaps because executives can have a direct experience with products, trade shows prove a great place for sales or subsequent purchasing through the Internet and this is up from 2001.

Actions Taken as a Result of Advertising with Different B2B Media

	B2B Magazines		B2B Websites		Trade Shows	
	2006	2001	2006	2001	2006	2001
Look for more information on the web	79%	74%	61%	NA	77%	69%
Talk to a salesperson	58%	55%	43%	41%	73%	72%
Purchase/recommend purchase of a product/service to my company	57%	58%	49%	50%	70%	64%
Make a purchase through the Internet	39%	35%	35%	34%	27%	17%
Call a 1-800 #	35%	42%	31%	33%	40%	39%
Attend a Webinar/Webcast	19%	NA	15%	NA	NA	NA
Attend a trade show or conference	19%	19%	14%	12%	NA	NA
Subscribe to a B2B magazine you were not currently a subscriber of	NA	NA	10%	NA	7%	NA

Q700: I am going to read a list of activities, and thinking about the PAST SIX MONTHS I'd like you to tell me if an advertisement you saw in a business magazine for professionals in your industry prompted you to do that.
 Q705: Now I'd like you to tell me if visiting a Business-to-Business website, including on-line editions of Business-to-Business magazines, led you to do a particular activity during the past SIX MONTHS. Did an advertisement on a WEBSITE lead you to
 Q710: Now I'd like you to tell me if visiting a trade show or convention led you to do a particular activity during the past YEAR. Did something you heard or saw at a TRADE SHOW OR CONVENTION lead you to
 Base: All respondents (n=588)



Nine in 10 (89%) agree a brand is more top-of-mind if they see it in more than one medium and strong majorities believe different ads offer additional information and make executives more likely to consider that brand at purchase time.

Benefits of Advertising in Multiple Media

	Strongly/ Somewhat agree	Strongly Agree	Somewhat Agree	Somewhat/ Strongly Disagree	Somewhat Disagree	Strongly Disagree
Makes the company or brand name more top-of-mind	89%	42%	47%	11%	7%	4%
Provides you with more information about the company or brand	82%	29%	53%	18%	14%	4%
Makes you more likely to consider the company's products or services for purchase	82%	29%	52%	18%	12%	6%

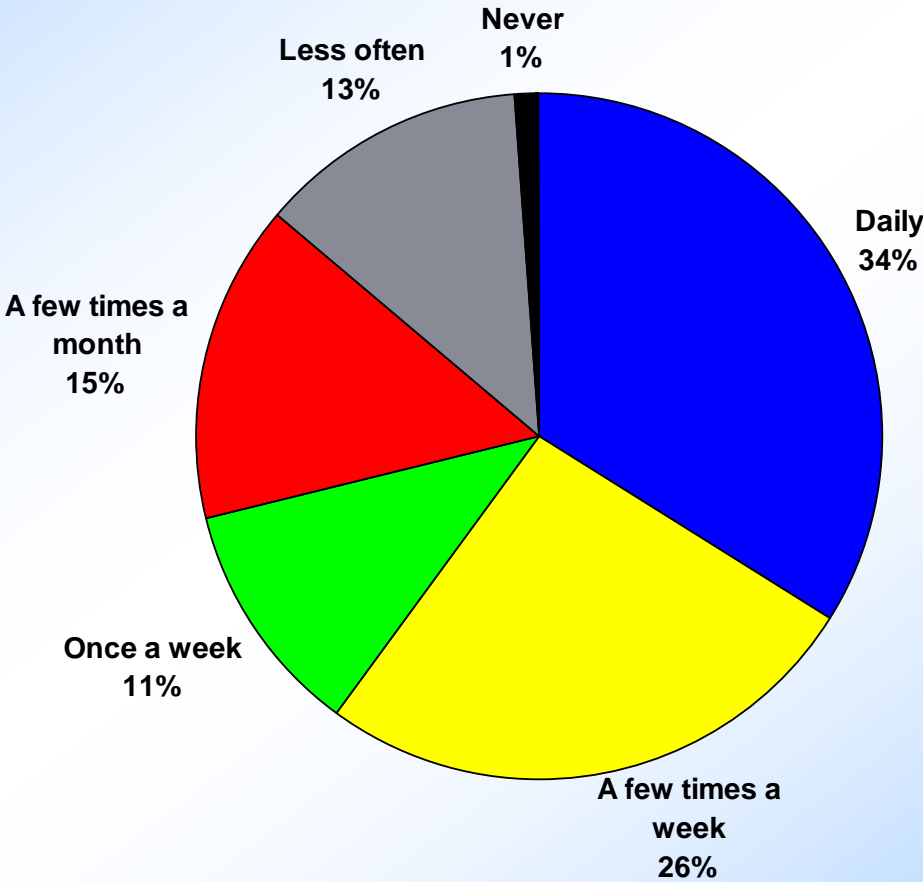
Q720 Think again about business-to-business advertising for a company or brand that you have seen in more than one medium. By that I mean more than one of the following: Business-to-business magazines, Business-to-business websites, and trade shows. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that compared to seeing it on one medium, seeing it in multiple media
 Base: All Respondents (n=588)

How B2B Media Interact with Sales Representatives



Executives report frequent contact with sales representatives. In fact, seven in 10 (70%) report being contacted at least once a week.

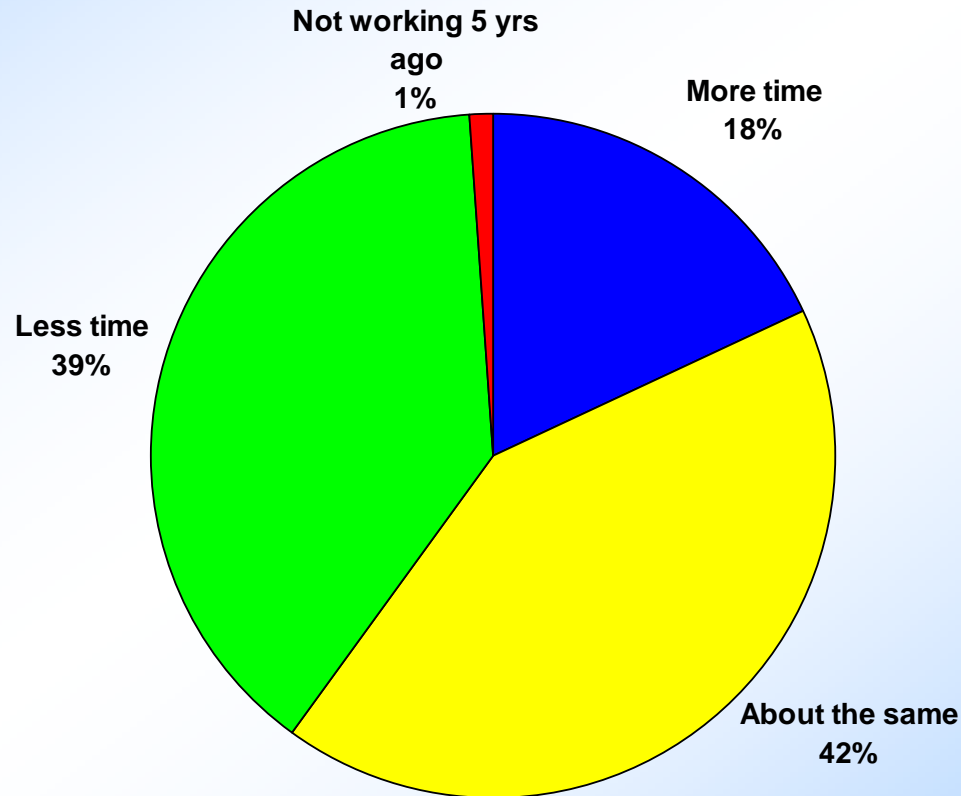
Frequency of Contact with Sales Representatives





While four in 10 feel they are spending less time with sales people compared to five years ago, a plurality reports no change in the amount of time they spend working with sales representatives.

Change in Frequency of Contact with Sales Representatives





B2B media and sales people have a close relationship – half report that B2B lead them to see a salesperson and half report the reverse.

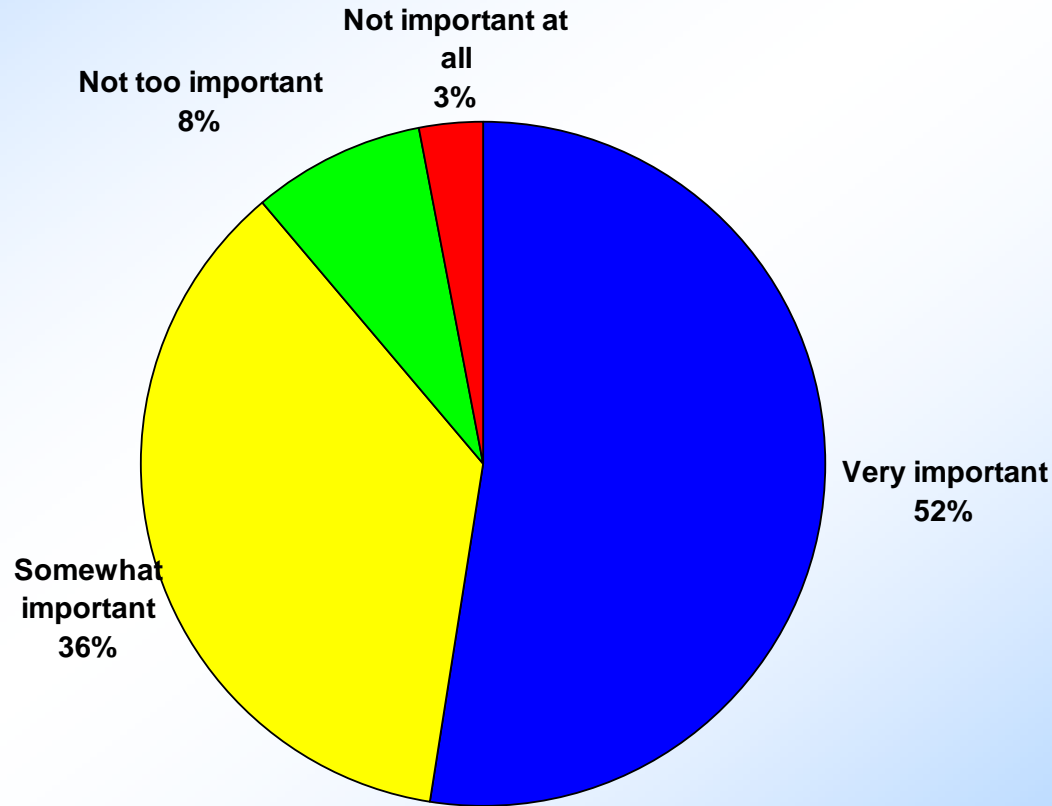
The Relationship Between Salespeople and B2B Media

	Often/ Sometimes	Often	Sometimes	Rarely	Never
Salespeople lead you to look at certain B2B media	53%	14%	39%	32%	14%
B2B media lead you to contact a salesperson	55%	14%	41%	35%	10%



A strong majority believes that B2B media should be an important part of an integrated sales initiative. In fact, over half the executives believe it is a very important part of sales initiatives.

Importance of Sales Representatives Integrating B2B Media in their Initiatives

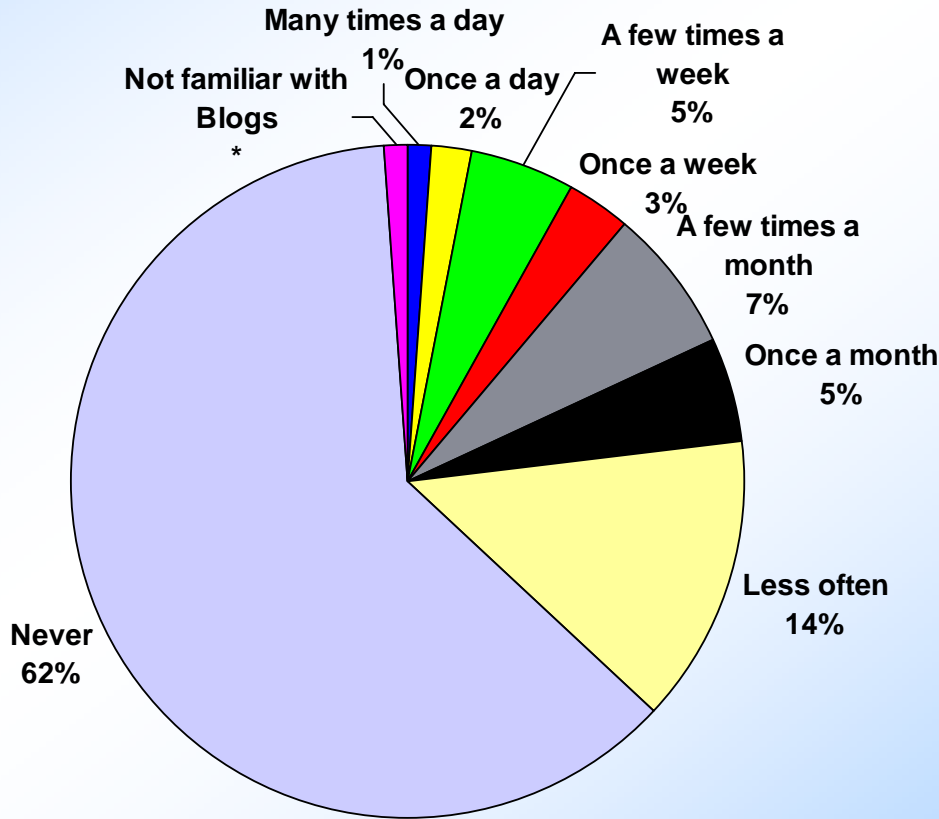


New Technology



While executives are familiar with Blogs, only 11% are using them regularly.

Frequency of Blog Visitation



BINs and B2B Media

**Please note the data in this section is
directional and not projectable**

B2B Magazine Readership by BIN Category



	Yes, in past month
Agriculture	79%
Architecture, design, lighting	79%
Automotive	82%
Aviation, aerospace & military	93%
Banking, financial, insurance	89%
Building, engineering, construction	79%
Business, advertising & marketing	86%
Computing, software, telecomm	89%
Electronic engineering	89%
Government (Local, state, federal)	96%
Healthcare	86%
MFG, processing	96%
Movies, radio, TV & video	75%
Pharmaceuticals	93%
Professional services	86%
Resources, environment, utilities	86%
Restaurants, foodservice, lodging, gaming	89%
Retail, services	93%
Science, research & development	86%
Transportation, logistics	71%
Travel, business conventions & meetings	89%

Q400: In the past month, did you read any Business-to-Business MAGAZINES geared to professionals in your industry or line of work?
 Base: All respondents (n=28 for each BIN; small base sizes, use data with caution)



B2B Website Use by BIN Category

	Yes, in past month
Agriculture	50%
Architecture, design, lighting	54%
Automotive	75%
Aviation, aerospace & military	75%
Banking, financial, insurance	82%
Building, engineering, construction	64%
Business, advertising & marketing	79%
Computing, software, telecomm	71%
Electronic engineering	82%
Government (Local, state, federal)	71%
Healthcare	64%
MFG, processing	57%
Movies, radio, TV & video	86%
Pharmaceuticals	68%
Professional services	75%
Resources, environment, utilities	64%
Restaurants, foodservice, lodging, gaming	39%
Retail, services	79%
Science, research & development	64%
Transportation, logistics	64%
Travel, business conventions & meetings	71%

Q415: In the past month, did you visit any Business-to-Business WEBSITES geared to professionals in your industry or line of work, including online editions of Business-to-Business magazines?

Base: All respondents (n=28 for each BIN; small base sizes, use data with caution)



Trade Show Attendance by BIN Category

	Yes, in past 12 months
Agriculture	79%
Architecture, design, lighting	71%
Automotive	82%
Aviation, aerospace & military	82%
Banking, financial, insurance	68%
Building, engineering, construction	79%
Business, advertising & marketing	57%
Computing, software, telecomm	75%
Electronic engineering	96%
Government (Local, state, federal)	86%
Healthcare	75%
MFG, processing	75%
Movies, radio, TV & video	71%
Pharmaceuticals	75%
Professional services	75%
Resources, environment, utilities	79%
Restaurants, foodservice, lodging, gaming	82%
Retail, services	79%
Science, research & development	75%
Transportation, logistics	71%
Travel, business conventions & meetings	82%

Key Source of Information to Do Job Better by BIN Category



	#1 Top of Mind Mention	#2 Top of Mind Mention
Agriculture	B2B Magazines (43%)/B2B websites (43%)	Networking/Word of mouth (32%)
Architecture, design, lighting	B2B Magazines (43%)	B2B websites (29%)
Automotive	B2B Magazines (39%)	B2B websites (25%)
Aviation, aerospace & military	B2B Magazines (43%)	B2B websites (32%)
Banking, financial, insurance	B2B Magazines (57%)	B2B websites (46%)
Building, engineering, construction	B2B websites (43%)	B2B Magazines (29%)
Business, advertising & marketing	B2B Magazines (61%)	B2B websites (32%)
Computing, software, telecomm	B2B websites (43%)	B2B Magazines (32%)
Electronic engineering	B2B Magazines (50%)	B2B websites (46%)
Government (Local, state, federal)	B2B Magazines (39%)	Networking/Word of mouth (39%)
Healthcare	B2B Magazines (43%)	B2B websites (32%)
MFG, processing	B2B websites (46%)	B2B Magazines (43%)
Movies, radio, TV & video	B2B Magazines (32%)	B2B websites (25%)
Pharmaceuticals	B2B Magazines (50%)	B2B websites (32%)
Professional services	B2B websites (39%)	B2B Magazines (29%)
Resources, environment, utilities	B2B Magazines (39%)	B2B websites (32%)
Restaurants, foodservice, lodging, gaming	B2B Magazines (39%)	B2B websites (39%)
Retail, services	B2B websites (43%)	B2B Magazines (32%)/Networking/Word of mouth (32%)
Science, research & development	B2B Magazines (43%)	B2B websites (39%)
Transportation, logistics	B2B websites (36%)	B2B Magazines (32%)
Travel, business conventions & meetings	B2B websites (43%)	B2B Magazines (36%)

Q310: What sources do you rely on for information and insight about how to build your business and do your job better?
 Base: All respondents (n=28 for each BIN; small base sizes, use data with caution)



Engagement Score by BIN Category: B2B Media are more engaging than general business media

Engaged with...	B2B Magazines	B2B Websites	B2B Trade shows	General Business Magazines	Business TV	News-papers
Agriculture	64.3	56.1	61.6	39.6	27.7	36.4
Architecture, design, lighting	51.7	45.8	45.8	19.4	14.3	18.2
Automotive	60.2	55.5	63.0	32.3	27.9	31.6
Aviation, aerospace & military	67.1	62.9	56.6	40.0	30.4	44.5
Banking, financial, insurance	55.9	61.2	46.8	33.5	28.1	37.5
Building, engineering, construction	57.3	56.6	59.6	26.6	15.5	24.5
Business, advertising & marketing	59.9	59.1	43.4	47.0	25.9	48.6
Computing, software, telecomm	62.3	62.3	58.7	38.9	24.8	37.3
Electronic engineering	49.3	51.3	58.2	25.9	23.4	26.9
Government (Local, state, federal)	61.4	56.4	66.1	26.3	25.3	32.6
Healthcare	60.1	55.8	57.4	24.5	21.9	25.4
MFG, processing	57.5	55.2	47.1	34.1	20.9	33.6
Movies, radio, TV & video	56.6	62.7	52.3	30.7	28.9	42.3
Pharmaceuticals	66.1	54.6	58.9	23.9	21.7	34.3
Professional services	57.0	54.1	61.4	28.6	28.9	40.2
Resources, environment, utilities	54.8	51.5	62.1	31.6	22.0	28.4
Restaurants, foodservice, lodging, gaming	62.0	57.9	58.6	33.1	15.6	31.0
Retail, services	56.4	51.3	63.2	38.6	27.0	38.6
Science, research & development	48.8	55.9	50.9	27.9	16.4	31.0
Transportation, logistics	57.4	54.5	53.3	33.6	25.9	28.8
Travel, business conventions & meetings	50.1	54.4	54.0	38.0	34.0	38.9

Q330: Now I'm going to ask you to indicate how "engaged" or "involved" you are with the various types of B2B media we have been talking about. By engaged, we mean how much attention are you paying when you use this type of media. If 0 is not at all engaged and 100 is very engaged, how engaged would you say you are with

Base: All respondents (n=28 for each BIN; small base sizes, use data with caution)



Top Sources for Learning About New Industry Trends by BIN Category

	#1 Source	#2 Source
Agriculture	B2B Magazines (50%)	B2B Websites (43%)/Trade shows (43%)
Architecture, design, lighting	B2B Magazines (57%)	B2B Sales people (43%)
Automotive	Trade shows (54%)	B2B Magazines (43%)
Aviation, aerospace & military	B2B Magazines (61%)	B2B websites (46%)
Banking, financial, insurance	B2B Magazines (50%)	B2B Sales people (36%)
Building, engineering, construction	B2B Magazines (43%)/B2B websites (43%)	B2B Sales people (39%)
Business, advertising & marketing	B2B websites (46%)	B2B Magazines (43%)
Computing, software, telecomm	B2B websites (54%)	B2B Magazines (43%)
Electronic engineering	B2B sales people (57%)	B2B Magazines (50%)
Government (Local, state, federal)	B2B Magazines (39%)	Trade shows (32%)
Healthcare	B2B Magazines (36%)/Conferences & seminars (36%)	Trade shows (29%)
MFG, processing	B2B sales people (50%)	B2B Magazines (39%)
Movies, radio, TV & video	B2B Magazines (57%)	B2B websites (46%)
Pharmaceuticals	B2B Magazines (57%)	B2b sales people (32%)
Professional services	B2B Magazines (39%)	B2B websites (32%)
Resources, environment, utilities	B2B Magazines (46%)	B2B websites (39%)
Restaurants, foodservice, lodging, gaming	B2B Magazines (54%)	B2B Sales people (36%)
Retail, services	B2B Magazines (57%)	Trade shows (39%)/B2B websites (39%)
Science, research & development	B2B websites (43%)	B2B Magazines (39%)
Transportation, logistics	B2B Magazines (57%)	B2B websites (46%)
Travel, business conventions & meetings	B2B Magazines (46%)	B2B sales people (32%)

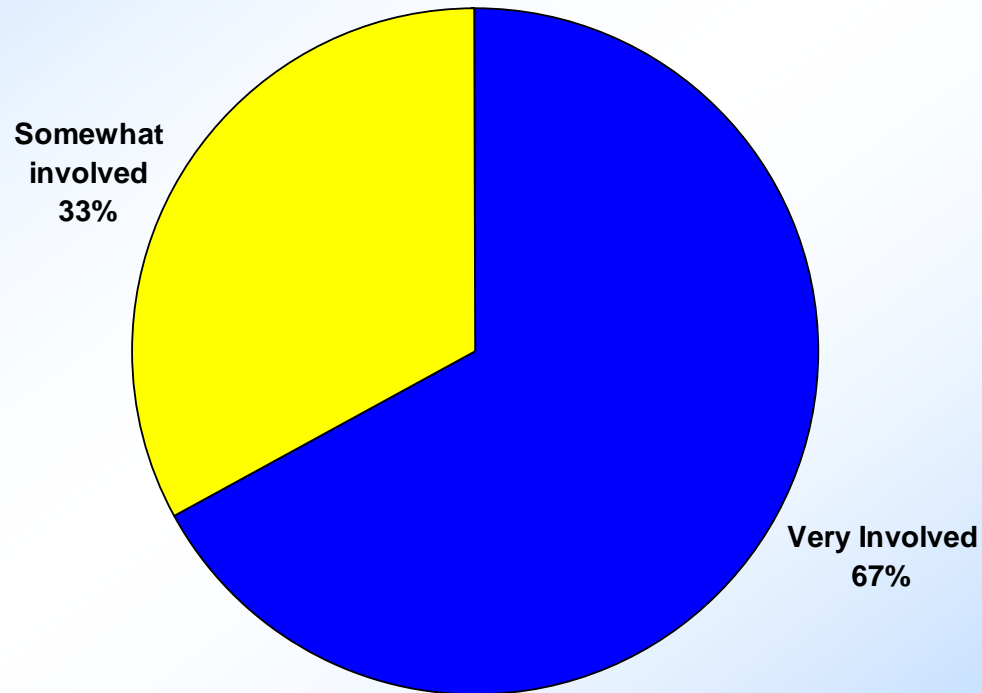
Q810: What are the top two sources through which you first learn about new industry products, equipment and suppliers?
 Base: All respondents (n=28 for each BIN; small base sizes, use data with caution)

Demographic Profile



All executives in the survey are involved in the decision making process and two in three executives surveyed are “very involved.”

Involvement in Purchase Decisions for Company or Organization

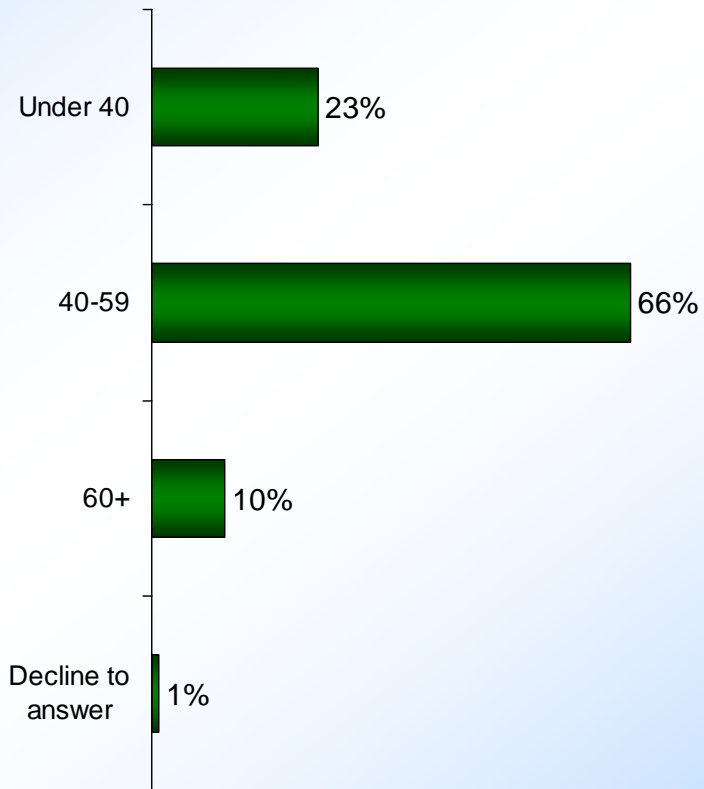




Age of Executives

Age

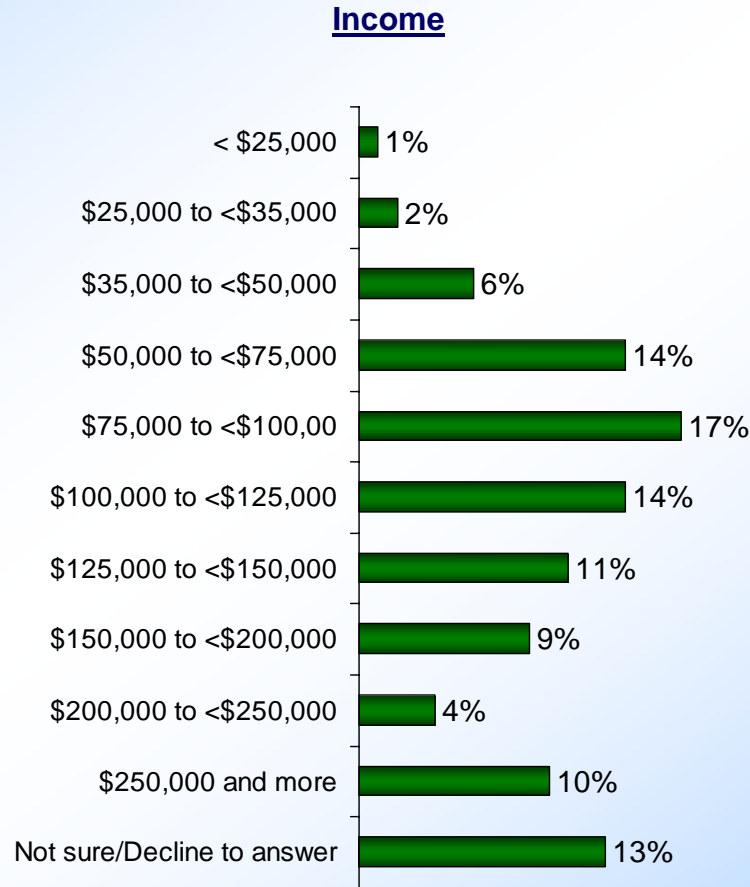
Mean= 46.2





Executives have an average of \$123,900 as their household income.

**Mean=
\$123,900**





Executives interviewed came from a variety of departments in the companies.

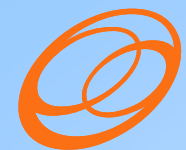
	Department
Purchasing or Materials	11%
Marketing	10%
Accounting or Finance	10%
MIS/IT	10%
Operations	10%
Sales	10%
Warehouse, shipping and receiving	10%
Production/Manufacturing	9%
Engineering	8%
Upper Management	8%

Base: All respondents (n=588)



Company Profile

		Executives	From Sample
Region	Northeast	NA	18%
	Midwest	NA	29%
	South	NA	35%
	West	NA	18%
# Employees	1 – 4 employees	*	3%
	5 – 9 employees	*	3%
	10 – 19 employees	1%	3%
	20 – 49 employees	3%	10%
	50 – 99 employees	7%	14%
	100 – 249 employees	39%	41%
	250 – 499 employees	24%	12%
	500 – 999 employees	11%	4%
	1,000 or more employees	14%	2%
	Decline to answer/unknown	1%	8%
Annual sales	< \$1 million	2%	-
	\$1 million to \$4.9 million	9%	-
	\$5 million to \$9.9 million	8%	19%
	\$10 million to \$24.9 million	21%	34%
	\$25 million to \$74.9 million	22%	30%
	\$75 million to \$199.9 million	10%	10%
	\$200 million to \$499 million	4%	4%
	\$500 million to less than \$1 billion	3%	1%
	\$1 billion or more	6%	3%
	Not sure/decline to answer	16%	-



Executive Demographic Profile

	Executives	
Gender	Male	69%
	Female	31%
Marital Status	Single, never married	11%
	Married	78%
	Divorced	6%
	Separated	*
	Widowed	1%
	Living with a partner	2%
	Decline to answer	2%
Education	Associate's degree or less	32%
	Graduated a 4-year college or equivalent	43%
	Further education	24%
	Decline to answer	2%
Race	White	86%
	Of Hispanic origin	4%
	Black or African American	4%
	Asian or Pacific Islander	3%
	Native American or Alaskan Native	1%
	Something else	4%
	Decline to answer	3%



Executive Demographic Profile

	Executives	
Time at Current Company	< 1 year	-
	1 year to < 5 years	27%
	5 years to < 10 years	24%
	10 years +	49%
Time in industry	< 1 year	*
	1 years to 10 years	35%
	11 years to 20 years	26%
	21 years to 30 years	26%
	31 years +	12%
	Decline to answer	1%
Title	Manager	29%
	Director	13%
	Vice President	11%
	President	6%
	C-Suite	14%
	Executive Vice President	4%
	Purchasing Agent	4%
	Sr. Vice President	3%
	Buyer	3%
	Upper Management	3%
	Controller	2%
	Other	11%

Detailed Methodology



Detailed Methodology

The Business-to-Business Media Study was conducted by Harris Interactive on behalf of American Business Media. Interviewing was completed over the telephone using Computer Assisted Telephone Interviewing (CATI) for a total of 588 completed interviews from February 2006 to April 2006. The final survey was approximately 20 minutes in length.

SAMPLE SELECTION

Sample was purchased from Dun & Bradstreet and respondents were from companies with \$5 million or more in annual sales. Sample was purchased to cover 28 interviews in the 21 BINs, identified by ABM, and to ensure that at least 40% of respondents would be of Vice President level or higher. All respondents have been at their company for more than a year and are involved in the purchase decision-making process there.

INTERVIEWING PROCEDURES

Interviews were conducted using Computer Assisted Telephone Interviewing (CATI) to administer the 20 minute survey.

The CATI system would randomly select a business sector and interviewers would ask to speak to the most senior person available in that business sector. Respondents were screened to ensure that they had been working at the company for at least 1 year, that they are part of the decision-making process for purchase decisions at that company and to ensure that they read B2B media. 96% of respondents interviewed read B2B media.

Respondents were taken through the 20-minute interview and were given the option to complete the interview at a time more convenient for them. A \$50 honorarium was offered to charity on their behalf. The option to have the honorarium mailed to the charity of their choice, or directly to them was given.