



DiversityInc Magazine Circulation and Distribution Information

Total Circulation: 341,849

Total Paid and Qualified/Requested Circulation: 323,198 (94%)

Qualified/Requested Circulation: 267,818. This includes qualified circulation requested by individuals and meets all documentation qualifications as demanded by the BPA to audit circulation. We have complete contact information on all qualified/requested subscribers. A list of organizations with which we have distribution agreements is below.

Paid Circulation: 55,380. This includes corporate paid and individual paid subscriptions. Corporate subscriptions include lists given to us and corporate employees who sign up individually.

Group Qualified/Requested Circulation. This includes executives at nonprofit organizations who want all of their members to receive a subscription to *DiversityInc* magazine as a membership benefit. A list of all members and their contact information is sent to DiversityInc for the purpose of fulfilling the magazine subscription. The opt-out rate by individual members is less than 4%. 96% of all members keep their subscriptions. A complete list of the organizations we are reaching is below.

- ALPFA – Association of Latino Professionals in Finance and Accounting
- AMAC – Association of Minority Airport Councils
- American Association for Affirmative Action
- ASCENT
- Beta Alpha Psi
- Beta Gamma Sigma
- COSD – Career Opportunities for Students with Disabilities
- Golden Key International Honour Society
- HBCUConnect Network
- HACE – Hispanic Alliance for Career Enhancement
- HACR – Hispanic Association on Corporate Responsibility
- INROADS
- Institute for Diversity in Health Management
- Jackie Robinson Foundation
- NABA – Native American Business Alliance
- NCCJ – National Center for Community and Justice
- NHBA – National Hispanic Business Association
- NSHMBA – National Society of Hispanic MBAs
- OCA – Organization of Chinese Americans
- The PhD Project
- PRIMER – Puerto Ricans in Management
- UNCF – The United Negro College Fund
- Sierra Group Workplace Foundation (targets veterans in the workplace)

BPA Applicant
May 4, 2009

News release can be seen on page 3



DiversityInc Magazine Circulation and Distribution Information

(continued)

Additional Circulation: 18,651 (6%)

This includes DiversityInc's complimentary list, bulk shipments to events we attend and college/university campus distribution.

DiversityInc Complimentary Subscriptions: 1,001

This includes senior management at corporations and other key influential people interested in diversity.

Colleges and Universities: 6,650

Colleges and universities we have distribution agreements with:

- Bennett College for Women
- New Jersey City University
- Rutgers University – Newark Campus - Career Services Office
- Rutgers University – New Brunswick Campus – Career Services Office

Event Distribution: 11,000 copies of *DiversityInc* magazine were distributed at the following events:

- Anheuser-Busch Diversity Event
- City of Chicago Commission on Human Relations Annual Conference
- City of Portland Diversity Empowered Employees of Portland Annual Event
- Department of Health & Human Services Diversity Education Summit
- Diversity Recruitment Training Institute Annual Summit
- Jacksonville Florida Chamber of Commerce Annual Supplier Diversity Event
- KPMG National Network Conference
- Merrill Lynch Global Diversity and Inclusion Conference
- United Technologies Minority Business Exchange
- Missouri Business Leadership Spring Event
- Multicultural Forum at the University of St. Thomas
- National Association of Black Accountants Eastern Region Student Conference
- National Geospatial Intelligence Agency Diversity Summit
- National Security Agency Employee Resource Groups Event
- Navy Diversity Training Symposium
- Ohio Health Summit
- Online Computer Library Center Diversity Event
- Pacific Region Industry Liaison Groups National Conference
- Penn State Martin Luther King Jr. Lecture Series
- Pennsylvania Bar Association Diversity and Inclusion Annual Summit
- San Diego Urban League Diversity Education Summit
- South Carolina Diversity Awards Event
- Vanguard Embracing Diversity Annual Event
- West Point Leadership Conference
- Youngstown University Diversity Leadership Conference
- Youngstown University William Hall Symposium

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news release

DiversityInc

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

DIVERSITYINC Applies For BPA Worldwide Business Publication Membership

Shelton, CT May 4, 2009 – *DiversityInc* has applied for business publication membership in BPA Worldwide. The magazine is published by DiversityInc Media LLC (Newark, NJ).

BPA Worldwide will track circulation for *DiversityInc* based on business/distribution, demographics and geographic coverage. The magazine will have 12 months to complete its initial circulation audit.

“The strong growth of *DiversityInc* has made it a perfect time to apply for membership with BPA Worldwide,” said Publisher Luke Visconti. “Our firm commitment to our recipients and advertisers will be enhanced by our future membership in BPA.”

“We are pleased that *DiversityInc* has applied for membership in BPA Worldwide,” said BPA president and CEO Glenn Hansen. “We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication’s effectiveness in serving its market.”

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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NR May-2009