



Newsletter Overview and Statistics

MC | iApplication Designer

EDITORIAL FOCUS	<i>MC iApplication Designer</i> is the resource developers use to explore languages and tool technologies that will enable them to develop their business application programming skills and productivity.				
EDITORIAL CALENDAR	See page 10 for details.				
TARGET AUDIENCE	IT Staff, Middle IT Management, Senior IT Management				
FREQUENCY	The 2nd and 4th Wednesday of every month, except holidays				
	DELIVERED	OPENED	OPENED %	CLICKS	CLICK %
CIRCULATION*	22,331	3,573	16%	1,034	29%
	AVERAGE AD IMPRESSIONS***	AVERAGE AD CLICKS	AVERAGE AD CLICK-THRU %	HIGHEST SINGLE AD IMPRESSIONS	HIGHEST SINGLE AD CLICKS
ADVERTISEMENTS**	6,972	32	0.45%	10,830	41

MC | TNT Tips 'n Techniques

EDITORIAL FOCUS	<i>MC TNT Tips 'n Techniques</i> takes an informative look at our industry via useful technical tips from industry experts.				
EDITORIAL CALENDAR	Not Applicable—The articles are based on a wide range of relevant and useful tips.				
TARGET AUDIENCE	IT Staff, Middle IT Management				
FREQUENCY	Every Friday of every month, except holidays				
	DELIVERED	OPENED	OPENED %	CLICKS	CLICK %
CIRCULATION*	19,099	4,169	22%	1,447	35%
	AVERAGE AD IMPRESSIONS***	AVERAGE AD CLICKS	AVERAGE AD CLICK-THRU %	HIGHEST SINGLE AD IMPRESSIONS	HIGHEST SINGLE AD CLICKS
ADVERTISEMENTS**	7,705	33	0.43%	11,972	66

* Circulation stats provided by Blue Hornet based on subscriber activity between January and September 2007

** Ad impression and click-through stats provided by ValueAd and Ad Juggler based on advertisements run between January and September 2007

*** Percentage of ads delivered via the Web site as opposed to via the newsletter. Note the opened rate versus the total impressions for an ad.

MC Systems Insight - 50%

MC iTechnology Manager - 50%

MC iApplication Designer - 49%

MC RPG Developer - 54%

MC TNT Tips 'n Techniques - 46%