

Equity Fund Outlook

Magazine, consumer
P.O. Box 76, Boston, Massachusetts 02117-0076.
Tel: 617-536-3842 **Fax:** 617-536-2949
Email: efo@efoutlook.com
URL: www.efoutlook.com
Personnel: PUBLISHER: Thurman Smith
Circulation: 1,500
Editorial Profile: Publication covers no-load growth fund.
Readership Profile: General

Investor Relations Magazine

Magazine, trade/technical
65 Broadway, Suite 1801, New York 10006. **Tel:** 212-425-9649
Fax: 212-425-7589
Email: mail@irmag.com
URL: www.ironthenet.com
Personnel: EDITOR: Adrienne Baker
Frequency: Monthly
Readership Profile: Over 30,000 readers. Reader Job Function Breakdown:
58% - IRO's
29% - CFO's
10% - CEO's
3% - Other
Additional Reader facts:
37% of readers have contacted a service provider because of seeing an ad in IR magazine.
55% of readers keep back copies of IR magazine
65% reference their back copies of the magazine up to 4 times

Investor Relations Quarterly

Magazine, trade/technical
8020 Towers Crescent Drive, Suite 250, Vienna, Virginia 22182-2797.
Tel: 703-506-3570 **Fax:** 703-506-3571
Email: irq@niri.org
URL: www.niri.org
Personnel: EDITOR: Connie Harrison, PUBLISHER: Beth Carty
Frequency: Monthly
Editorial Profile: NIRI is a professional association of corporate officers and investor relations consultants responsible for communication among corporate management, the investing public and the financial community. With over 5,000 members in 35 chapters around the country, NIRI sets the highest standards in education designed to advance the practice of investor relations and meeting the growing professional development needs of those engaged in the field.
Readership Profile: NIRI was founded in 1969 and is an international organization with more than 5,000 members. Its members include the majority of the largest publicly held corporations in the U.S. and an increasing number of small and mid-sized companies.

Investor Relations Update

Magazine, consumer
8020 Towers Crescent Drive, Suite 250, Vienna, Virginia 22182.
Tel: 703-506-3570 **Fax:** 703-506-3571
Email: irupdate@niri.org
URL: www.niri.org
Personnel: EDITOR: Laura Bernstein
Frequency: Monthly
Readership Profile: General

Mansfield Stock Chart Service

Magazine, consumer
2973 Kennedy Boulevard, Jersey City, New Jersey 07306-3821. **Tel:** 201-795-0629
Fax: 201-795-5476
Email: rwmansfield@yahoo.com
URL: www.mansfield-charts.com
Personnel: EDITOR: Ezra Aboodi
Circulation: 1,000,000
Editorial Profile: Mansfield charts have been a prestigious and widely used investment tool since 1938. The company provides comprehensive market coverage. The company's charts are optimized for the best balance of technical, fundamental and analytical data available.
Readership Profile: General

Monetary Digest

Magazine, consumer
P.O. Box 917179, Longwood, Florida 32791-7179. **Tel:** 407-682-6170
Fax: 407-682-6170
URL: www.thebullandbear.com
Circulation: 6,500

Editorial Profile: Publication features excerpts from investment advisory newsletters including information on mutual funds, precious metals, stocks the economy, and tax advice.
Readership Profile: General

Morningstar Mutual Funds

Magazine, consumer
225 West Wacker Drive, Chicago, Illinois 60606. **Tel:** 312-696-6000
Fax: 312-696-6001
URL: www.morningstar.com
Personnel: DIRECTOR OF FUND ANALYSIS: Russell Kinell, FUND EDITOR: Brian Portnoy, MANAGING EDITOR: Dan Culloton
Circulation: 50,000
Editorial Profile: Publication rates, analyzes, and provides information about 1 500 mutual funds.
Readership Profile: General

Mutual Fund Service Guides

Magazine, consumer
22 Thomson Place, Suite 44 T1, Boston, Massachusetts 02210. **Tel:** 617-856-2809
Fax: 617-624-1200
Email: tjmf@dalbar.com
URL: www.sdponline.com
Personnel: EDITOR: Lee Barney
Editorial Profile: This is an annual guide that gets paid advertisements. They do not publish press releases. This is a directory of mutual fund services.
Readership Profile: General

The New York Stock Exchange Weekly Bulletin

Magazine, consumer
11 Mall Street, New York 10005.
Tel: 212-656-3000 **Fax:** 212-656-2126
URL: www.nyse.com
Personnel: EDITOR: James Buck
Frequency: Weekly
Editorial Profile: Publication is an inhouse publication for members of the New York Stock Exchange.
Readership Profile: General

Profits Journal

Magazine, consumer
3989 Central Avenue North East, Suite 520, Minneapolis, Minnesota 55421-3900.
Tel: 612-869-4441 **Fax:** 415-442-0758
Email: profitmag@aol.com
URL: www.profitsjournal.com
Personnel: PUBLISHER: Dale Kurschner
Frequency: Monthly **Circulation:** 7,000
Editorial Profile: Profits Journal Inc. researches valuable information on small and mid-sized emerging growth, private and public companies and provides this information to institutional and retail investors, executives of fast growing companies, professionals serving emerging growth companies and others. Profits Journal also reports on current and upcoming investments by regional venture capitalists, hidden angels and other investors and reveal the region's best and worst small, publicly held companies based on proprietary stock screens. The publication's goal is to reveal things before they become "news." Profits Journal Inc. is privately owned by 25 individual investors and is based in Minneapolis. Coverage focuses on companies based in Minnesota, Wisconsin, Iowa and the Dakotas. Plans include expanding into Illinois and other areas beginning in 2002.
Readership Profile: General

Real Estate Portfolio

Magazine, consumer
1875 Eye Street North West, Suite 600, Washington, District of Columbia 20006.
Tel: 202-739-9400 **Fax:** 202-739-9401
Email: info@nareit.org
URL: www.nareit.org
Personnel: PUBLISHER: Steve Wechsler
Frequency: Monthly **Circulation:** 10,000
Editorial Profile: NAREIT's bi-monthly, four color magazine addresses a variety of public real estate, capital markets and real estate-related issues such as DownREITs, UPREITs, joint ventures, corporate governance issues, insurance issues, the use of the Internet among REIT and

publicly traded real estate companies, the potential implications of tax reform on REITs and investor relations issues.
Readership Profile: General

Research Magazine

Magazine, consumer
585 Howard Street 2nd Floor, San Francisco, California 94105.
Tel: 415-348-4200 **Fax:** 415-348-0222
Email: rtyndall@researchmag.com
URL: www.researchmag.com
Personnel: EDITOR: Gil Weinreich
Frequency: Monthly **Circulation:** 85,000
Editorial Profile: Research Magazine is geared toward stockbrokers and financial analysts who are looking for a client-centered approach to building their business. The magazine's coverage includes practice management, practical performance-oriented sales advice, and financial-planning content.
Readership Profile: Readers are financial advisors and brokers; most readers are licensed to sell stocks, annuities, mutual funds, and insurance. Seventy-nine percent of readers are male, the average age is 46, and the average household income is \$205,100.
General

SEC Accounting Report

Magazine, consumer
395 Hudson Street, New York 10014-3669. **Tel:** 212-367-6300
Fax: 212-367-6305
Editorial Profile: Publication reports on the Securities and Exchange Commission announcements and gives up-to-date information on new developments and federal regulations.
Readership Profile: General

Securities Week

Magazine, consumer
55 Water Street, 37th Floor, New York 10041. **Tel:** 212-438-3899
Fax: 212-438-3898
Email: secweek@aol.com
URL: www2.standardandpoors.com
Personnel: ASSOCIATE EDITOR: Sarah Rudolph, MANAGING EDITOR: Nancy Mandell
Frequency: Weekly
Editorial Profile: Publication focuses on securities industry operations and the financial services industry; includes articles on new areas of business, personnel changes, regulatory and legislative proposals and product launches.
Readership Profile: General

Venture Capital and

Healthcare
Magazine, consumer
888 Worcester Street, 3rd Street, Wellesley, Massachusetts 02482-7919.
Tel: 781-304-1400 **Fax:** 781-431-1440
Email: info@assetnews.com
URL: www.assetnews.com
Frequency: Monthly **Circulation:** 600
Editorial Profile: Publication gives insight into the deals, deal makers, and portfolio companies in all sectors, including health care services, biotechnology medical device, and infomedics.
Readership Profile: General

JOURNALISM

American Journalism Review

Magazine, trade/technical
1117 Journalism Building, University of Maryland, College Park, Maryland 20742.
Tel: 301-405-8803 **Fax:** 301-405-8323
Email: editor@ajr.umd.edu
URL: www.ajr.org
Personnel: EDITOR: Rem Rieder
Frequency: Monthly **Circulation:** 25,000
Editorial Profile: American Journalism Review focuses on both print and broadcast journalism, providing analysis about media issues and their effects on news coverage in the United States. The publication contains profiles of media leaders as well as reports on new trends and technology in the news business.

Catholic Journalist

Magazine, consumer
3555 Veterans Highway, Unit O, Ronkonkoma, New York 11779-7636.
Tel: 631-471-4730 **Fax:** 631-471-4804
Email: cathjournal@catholicpress.org
URL: www.catholicpress.org
Circulation: 2,500
Editorial Profile: Publication contains news and articles of interest to Catholic newspaper and magazine publishers, as well as journalists.
Readership Profile: Catholic

Colorado Editor

Magazine, consumer
1336 Glenarm Place, Denver, Colorado 80204-2115. **Tel:** 303-571-5117
Fax: 303-571-1803
Email: ads@colopress.net
URL: www.colopress.net
Personnel: PUBLISHER: Ed Otte
Circulation: 700
Editorial Profile: Publication is written for editorial personnel and members of the Colorado Press Association.
Readership Profile: 0.00 General

Columbia Journalism Review

Magazine, trade/technical
Journalism Building, Columbia University, 2950 Broadway, New York 10027.
Tel: 212-854-1881 **Fax:** 212-854-8580
Email: cjr@columbia.edu
URL: www.cjr.org
Personnel: EDITOR-AT-LARGE: Neil Hickey
Circulation: 31,000
Editorial Profile: Publication provides critical commentary on the nation's news media.

Dangerous Assignments

Magazine, consumer
330 7th Avenue, 12th Floor, New York 10001-5010. **Tel:** 212-465-1004
Fax: 212-465-9568
Email: sosinfo@cpj.org
URL: www.cpj.org
Personnel: EDITORIAL DIRECTOR: Richard Murphy
Editorial Profile: Publication focuses on news and analysis of press freedom conditions worldwide.
Readership Profile: General

Editor & Publisher

Magazine, trade/technical
770 Broadway, New York 10003-9522.
Tel: 646-654-5000 **Fax:** 646-654-5370
Email: edpub@editorandpublisher.com
URL: www.editorandpublisher.com
Personnel: ASSOCIATE EDITOR: Wayne Robbins, Jennifer Saba, EDITOR: Hoag Levins, MANAGING EDITOR: Shawn Moynihan, SENIOR EDITOR: David Astor, Jim Rosenberg
Frequency: Weekly **Circulation:** 20,000
Editorial Profile: Publication will move from a weekly to a monthly publishing schedule beginning in January 2004.
Readership Profile: Readership: 170,681

Editors Only

Magazine, consumer
275 Batterson Drive, New Britain, Connecticut 06053-1005.
Tel: 860-224-0386 **Fax:** 860-224-9094
Email: editors@publishinghelp.com
URL: www.publishinghelp.com
Personnel: EDITOR: William Dunkerley
Editorial Profile: Publication contains articles designed to assist editors in improving their publications and their professional abilities.
Readership Profile: General

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Magazine, consumer
PO Box 7745, Santa Cruz, California 95061-7745.
Tel: 831-457-8353 **Fax:** 831-457-8354
Email: info@elandar.com
URL: www.elandar.com/
Personnel: EDITORIAL DIRECTOR: Julia Reynolds, MANAGING EDITOR: Rachel Barron, POETRY EDITOR: Gary Soto, PUBLISHER: Jorge Chino
Frequency: Monthly
Editorial Profile: This is a quarterly arts & culture magazine (bilingual publication)