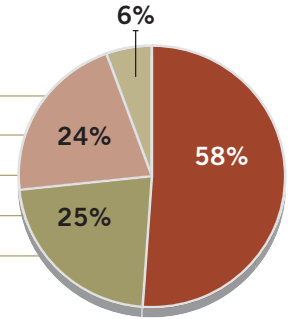


Market Share

The *DM Review* advertiser looks to us to provide the top notch content that's relevant to their products and services. It just makes sense that we remain the platform of choice for our roster of premium advertisers.

Total Numbers of Advertisers

58%	DM REVIEW
25%	ORACLE MAGAZINE
24%	SQL SERVER MAGAZINE
6%	TERADATA

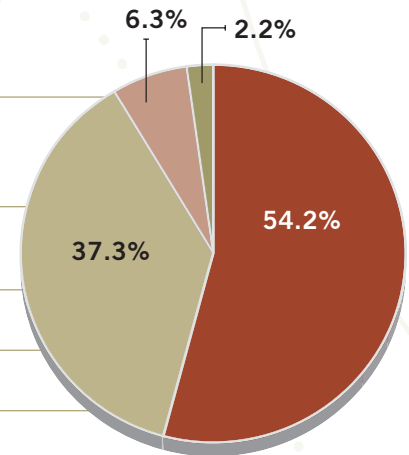


Readership and Purchase Power

DM Review provides you with the platform you need to reach a global network of 75,100 IT decision-makers across various industries and company sizes. Technologists as well as corporate decision-makers read *DM Review* for the information management insight they need to maintain that competitive advantage.

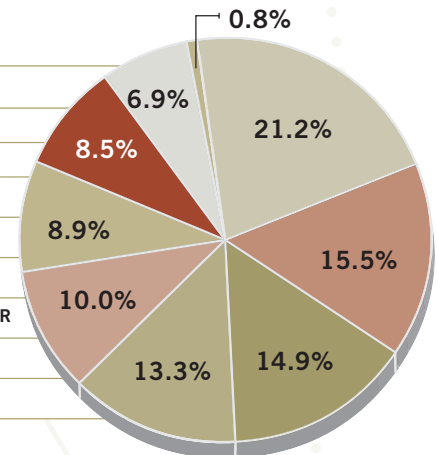
Circulation by Job Title

54.2%	CORPORATE MANAGEMENT Executive Managers, CEO, President, owner, Vice President, Chairman, Partner, General Manager, VP/DIR/Mgr Sales/Marketing/Database Marketing/Customer Service, Financial/Administrative/Manufacturing/Engineering Manager (CFO, VP/Dir Manager of Financial Purchasing, Personnel)
37.3%	IT MANAGEMENT CIO, CTO, CKO, IT Manager/Director/Planner, Database Manager, DBA, DA, Application Manager, Project Manager, Project Leader, DW Architect/Manager/Analyst, Business Analyst
6.3%	IT STAFF DB Specialist/Analyst/Programmer, Applications Developer, Systems Specialist
2.2%	CONSULTANTS/INTEGRATORS Consultants/System Integrators



Circulation by Industry

21.2%	ACCOUNTING/BANKING/FINANCE/INSURANCE
15.5%	MANUFACTURING/CHEMICALS
14.9%	TELE COMMUNICATIONS, TRANSPORTATION/AUTO, TRAVEL ENTERTAINMENT, UTILITIES/ENERGY/ELECTRIC/GAS
13.3%	RETAIL/WHOLESALE/DISTRIBUTION/FOOD
10.0%	HEALTH/MEDICAL/PHARMACEUTICAL
8.9%	EDUCATION/GOVERNMENT
8.5%	CONSTRUCTION/ENGINEERING/ARCHITECTURE, CONSUMER PACKAGED GOODS, CONSULTING/SYSTEMS INTEGRATOR
6.9%	COMPUTER AND DATA PROCESSING/SOFTWARE SERVICES, HARDWARE/SOFTWARE, RESELLER VAR, VAD
0.8%	AGRICULTURE/MINING



June 2007, BPA

Reader Action

97% of our readers reported having taken one or more of these **actions** as a result of reading *DM Review*.

- 72%** Visited an advertiser's Web site
- 62%** Discussed an ad/article with someone else in the company
- 60%** Referred an ad/article to someone else by passing along a tearsheet, photocopy or actual issue.
- 41%** Evaluated a product or service
- 28%** Requested additional information directly from a vendor
- 23%** Recommended the purchase of these products or services
- 13%** Bought products or services advertised
- 12%** Contacted an author or columnist
- 6%** Other

Reader Purchase Influence

99% of all readers reported having **purchase influence** in one or more of these categories.

- 70%** of our readers admit they obtain information for evaluating IT purchases from the pages of *DM Review*
- 61%** Business Intelligence Tools (Query/Reporting, OLAP, Portals)
- 50%** Data Mining/Visualization Tools
- 48%** Database Design (Logical & Physical Design Tools)
- 45%** Analytic Applications
- 41%** Data Warehouse Servers
- 40%** Data Quality/Reconciliation Tools
- 39%** Corporate Performance Management/Balanced Scorecard
- 39%** Data Acquisition/Data Delivery/Middleware
- 38%** Data Warehouse Storage
- 24%** Real Time BI/Business Activity Monitoring/RFID
- 20%** Financial/Budgeting Solutions

Source: September 2007 Harvey AdQ Study