

# READERSHIP & DISTRIBUTION

## Readership

The website is visited by around **50,000 readers** every month and we also send out a weekly e-newsletter to over **30,000 registered subscribers**. Our readers can be broken down into two categories, we have the business community comprising of CEO's, CFO's, MD's and Directors of national and multi-national firms. The second category is the corporate finance advisory community made up of bankers, brokers, consultants, lawyers and accountants.

## Distribution

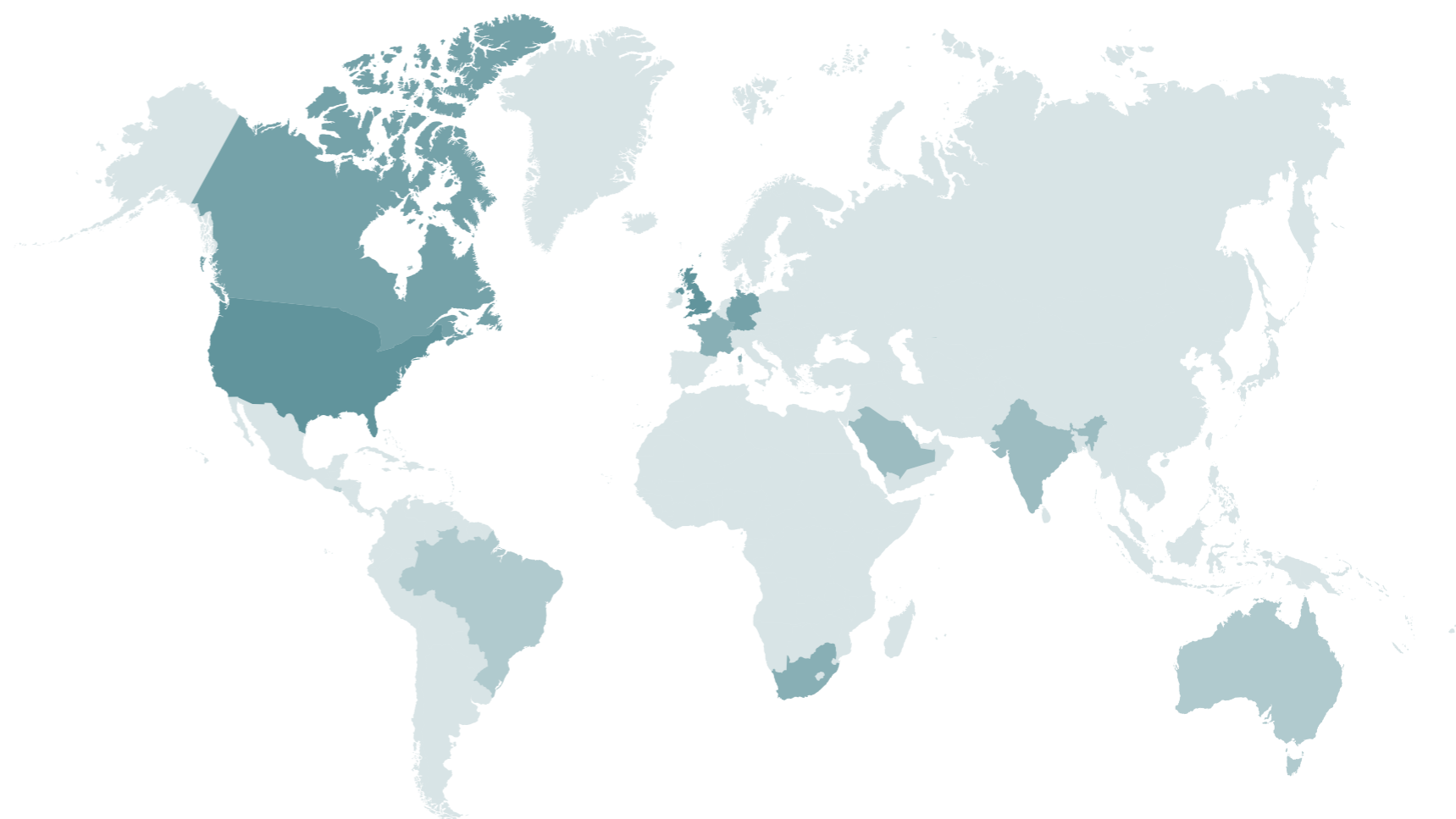
This special edition of the awards guide will be distributed to **business executives** based around the world.

30,000

REGISTERED  
SUBSCRIBERS

50,000

READERS



- |                         |                      |                         |
|-------------------------|----------------------|-------------------------|
| 1. USA – 30%            | 5. France – 6%       | 9. Australia – 2%       |
| 2. United Kingdom – 20% | 6. South Africa – 5% | 10. Brazil – 2%         |
| 3. Canada – 10%         | 7. India – 4%        | Rest of the World – 11% |
| 4. Germany – 7%         | 8. Arabia – 3%       |                         |