TMC®

CUSTOMER INTER@CTION Solutions®

#1 In CRM, Call Centers And Teleservices Since 1982™

2008 Media Kit

Your Global Media Partner Reaching CRM and Contact Center Markets Since 1982

www.cismag.com • 203.852.6800

CUSTOMER INTER@CTION Solutions®

## The Evolution of The Industry's First and Preeminent Publication!

Mission Statement

Since 1982, *Customer Interaction Solutions* (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. We have helped the industry germinate, grow, mature and prosper, and we've been proud to have served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Generations of call center leaders and C-level executives have learned their crafts from the pages of *Customer Interaction Solutions* and rely on it to keep them

up-to-date in the rapidly changing environment of the call center. *Customer Interaction Solutions* is proud to be the herald of the next generation of contact center solutions, called Call Center 2.0, and will continue to educate readers about the latest developments in CRM, call center solutions, IP contact center technology, workforce optimization, speech technologies and teleservices outsourcing.

Customer Interaction Solutions magazine is often imitated but never equaled, and by embracing and demystifying the latest technologies in the dynamic contact center field for readers, it is our goal to help contact centers of every size radically improve the quality of their customer service to the benefit of their employees, their partners and their customers.

The Audience

Enterprise contact center, CRM and teleservices decision makers who depend on reliable information on which to base purchasing decisions.

| 1982 | 1999 | 2002 | 2006 |
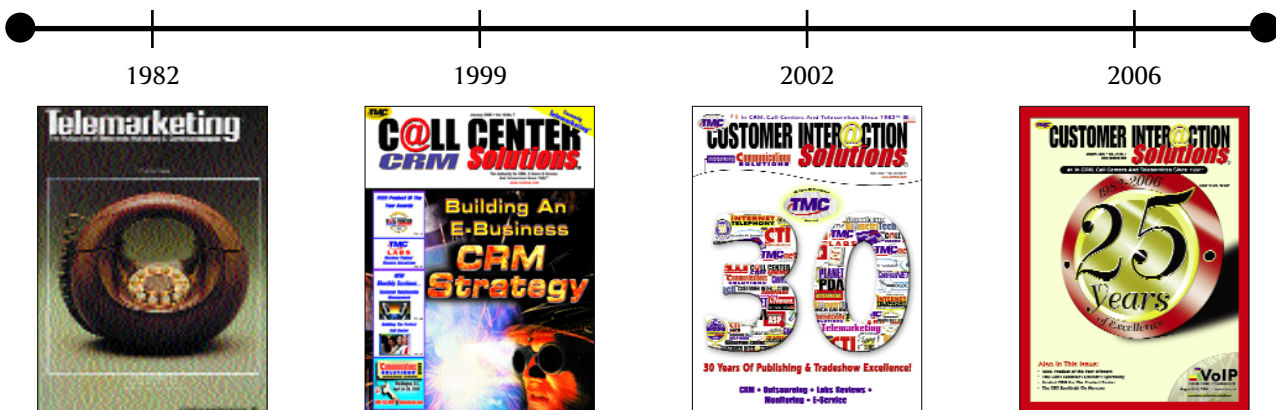
The Industry's First & Only Authoritative Publication, *Customer Interaction Solutions* Delivers The Powerful Audience and Measurable Results You Need Today!

TMC has established numerous "firsts" in the field of technology marketing and media:

- In 1982 TMC launched the call center industry's first publication, *Telemarketing Magazine*.

- In 1986, TMC launched Telemarketing and Business Communications (TBT), the first call center trade show.

- INTERNET TELEPHONY® magazine launched in 1998.

- TMC Labs™ began its mission in early 1996, providing unbiased product reviews from hands-on testing and objective reporting. Every year, TMC Labs produces its "TMC Labs Innovation Awards."

- TMC's Web-based activities center on TMCnet, now the busiest communications and technology site on the Internet.

When you compare, there is NO comparison!

We pioneered the industry, and we can help you build your business!

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Award-Winning Editorial That Pioneered the Contact Center Industry 26 Years Ago in 1982!

TMC's® founder and editor-in-chief of *Customer Interaction Solutions* magazine is an ATA Hall of Fame inductee and the recognized "Father Of The Contact Center Industry."

On behalf of the industry, InfoCision Management Corp. awarded Nadji Tehrani this prestigious plaque recognizing him as "Teleservices Industry Founder, Leader and Visionary."

ATA executive director, Tim Searcy, inducts Nadji Tehrani into the ATA Hall of Fame.
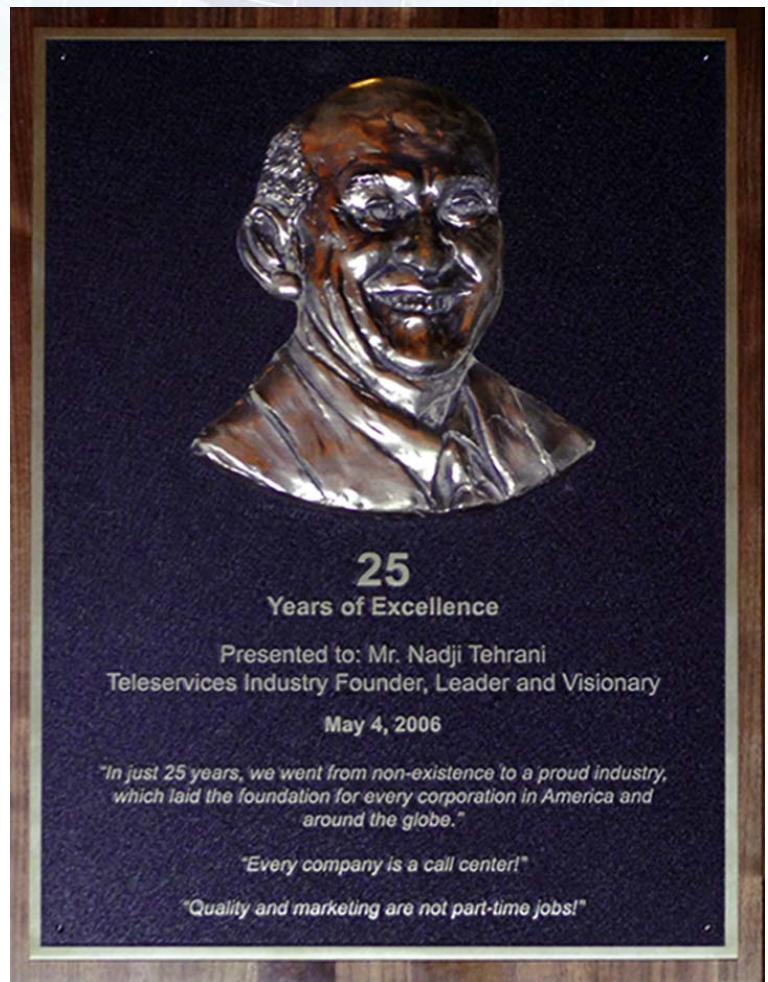
BERKSHIRE HATHAWAY INC.
1440 KIEWIT PLAZA
OMAHA, NEBRASKA 68131

WARREN E. BUFFETT, CHAIRMAN

August 18, 2004

Ms. Tracey E. Schelmetic
Editorial Director
Customer Interaction Solutions Magazine
One Technology Plaza
Norwalk, CT 06854

Dear Tracey:

I've just read your July 27 commentary about GEICO on TMCnet.

Naturally, I love both your conclusions and your writing style. In fact, I'm tempted to have you write the Berkshire Hathaway annual report – but the improvement would be so noticeable that our shareholders would all catch on.

Thanks for all the kind words. You are definitely our policyholder of the year.

Sincerely,

Warren E. Buffett

WEB/db

A letter from Warren Buffet to *Customer Interaction Solutions* Editorial Director Tracey Schelmetic congratulating her for outstanding editorial!

25 Years of Excellence

Presented to: Mr. Nadji Tehrani
Teleservices Industry Founder, Leader and Visionary

May 4, 2006

"In just 25 years, we went from non-existence to a proud industry, which laid the foundation for every corporation in America and around the globe."

"Every company is a call center!"

"Quality and marketing are not part-time jobs!"

The Bible of the industry.
— THE WALL STREET JOURNAL

No other medium even comes close!

If you are serious about reaching the call center market, TMC is your ONLY CHOICE!

Who Reads *Customer Interaction Solutions*® Magazine?

250,000*

Readers Every Month!

"The standard industry source."
- FORTUNE **Magazine**

Corporate & Call Center Management

IT/IS Management

Consultants/ VAR/VAD/other

69% 21% 10%

* 62,000 subscribers plus an average of more than 3 pass along readers per issue.

#1 in Delivering Value to Advertisers

In Print:
- High Return On Investment (ROI)
- Award-winning editorial delivers quality readers
- Guaranteed Lead Program delivers quality prospects
- High-quality, targeted circulation delivers prospects with buying power
- 85 years of editorial staff experience. Relevant, respected perspective engages readers.
- #1 in industry recognition — industry pioneer since 1982!
- Global 360° view delivers successful integrated marketing, marketing support and strategies.
- TMC Labs® — World-renowned in-house labs tests, ranks and writes unbiased reviews of products.

Online:
- Busiest communications and technology Web site on Earth with 30,000,000** page views per month.
- As many as 3,000,000 unique visitors per month.**
- 6x more traffic than 11 other contact center news services combined!
- Targeted and timely electronic newsletters tailored to your specific needs to bring you QUALITY LEADS!

In Person:
- #1 in sponsoring leading-edge industry events such as the Call Center 2.0 Conference.

** Webtrends

CIS Readers Were Asked:

Which of the following products/services do you buy, specify, recommend or approve the purchase of?*

IP Phones	54%
Call Center Software	61%
Headsets	32%
ACD/PBX/IVR/CTI	42%
Call Center Monitoring Systems	44%
Web-based Services	53%
UPS/Power Solutions	39%
IP-PBX	48%
CRM Solutions	54%
e-Learning/Training	31%
3rd Party Remote Call Monitoring	33%
Office Ergonimics/Furniture	19%
Workforce Management	53%
Speech Technology	31%
Logging and Monitoring	29%
Agent Rewards/Incentives	31%
Rural Telecom Solutions	15%
Customer Analysis Software	61%
Visual/Monitoring/Reporting	44%
Agent Testing and Assessments	42%
BPO	22%
Site Selections	18%
Compliance Solutions Contact Center Testing Equipment	17%
Dialing Equipment/Predictive Dialers	18%
Outsourcing/Teleservices/Offshoring	23%

CIS Readers Were Asked:

What best describes your industry?

Enterprise/Government	**56%**
Resellers	**11%**
Telecom Service Providers	**16%**
Developers & Manufacturers	**13%**
Teleservices Agencies	**2%**
Other	**2%**

Reach Senior-Level Decision Makers
who select CRM, call/contact center & teleservices products and services.

46% of readers have been influenced by an advertisement in *Customer Interaction Solutions* magazine in purchasing products or services*

88% of readers find CIS magazine useful*

49% of readers expect budgets for CRM or call center purchases to increase in 2008*

*Source: 2007 Reader Profile Survey

Trust *Customer Interaction Solutions* to Help You Meet Your Marketing Objectives

Your carefully crafted message improves your image, positions your company as an industry leader, and generates leads.

Position Your Company

Let's face it, it is nearly impossible to sell your solutions to propsects who are not familiar with your company and do not know what you sell. Your ad in *Customer Interaction Solutions* establishes your position in your marketplace, defines the value proposition of your offering, and creates immediate brand recognition that helps your sales team open doors more quickly and effectively.

Improve Your Image

Use case studies, testimonials, and success stories in your ads to create the most positive perception of your company and to convey the benefits you offer to potential customers. Since two-thirds of *Customer Interaction Solutions* readers are selecting products and services for their companies, it is critical to your success to develop a favorable impression before this powerful audience.

Create Differentiation

Use your ad in *Customer Interaction Solutions* to convince our powerful readership why they should buy your products rather than those of your competitors.

Generate Quality Leads

In addition to the direct response leads you receive from your ad, TMC will send you a database of interested propsects in each month your ad appears in *Customer Interaction Solutions*. Collected from inquiries on TMCnet and subscription qualification forms, your monthly lead package includes complete contact information for individuals indicating that they are seeking your solutions.

Achieve Thought Leadership

By combining your ad presence with editorial series sponsorships, participation in "round ups", and listings in "Who's Who" sections, you elevate your company from a industry vendor to an industry "thought leader". Proactively extolling the virtues of your solutions helps you control the perception of your company in the marketplace. *Customer Interaction Solutions* offers many thought leadership opportunities that increase the value of your advertising.

1/2 of readers expect their budget for CRM or call center purchases to increase in 2008*

1 in 3 readers have purchased products or services as a direct result of information they saw in an advertisement in CIS magazine*

71% of readers review advertisements to find new products and services for their contact centers*

43% of readers requested more info from an advertiser through its Web site or toll free number*

42% of readers consider CIS magazine to be their primary point of reference for new CRM/contact center product information*

*Source: 2007 Reader Profile Survey

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#1 in Editorial Quality and Industry Experience

87 YEARS of industry-related experience on staff

The *Customer Interaction Solutions*® editors, publishers and TMC® Labs staff boast a combined 85 years of sustained continuity and experience delivering insightful, solutions-focused coverage of the CRM, call/contact center, teleservices and speech technology industries. That's not all. We also deliver the best editorial content in the call/contact center arena through a variety of special editorials in the printed magazine, eNewsletters, Webinars and online at TMCnet.com.

Nadji Tehrani, TMC's founder, is recognized as an industry pioneer. Inducted into the ATA's Hall of Fame in 2003, Mr. Tehrani has been widely credited as the single most influential force driving industry growth for the past two decades. With a deep devotion to originality, he is a visionary who thrives on moving new ideas from the laboratory to the marketplace, in science, business and industry. Mr. Tehrani studied at The Sorbonne in Paris, Randolph Macon College and the University of Virginia.
26 Years' Experience at TMC

Rich Tehrani, currently president and group editor-in-chief, has led TMC® in many capacities since 1982. Contributor of the monthly "High Priority!" column in *Customer Interaction Solutions*®, Rich plays a pivotal role in steering TMC® toward coverage of leading technologies and continues to be a driving force in the creation and implementation of pioneering publications and events. Rich holds a computer engineering degree from the University of Connecticut.
25 Years' Experience at TMC

Tracey Schelmetic, editorial director, has been with TMC® since 1998. In addition to her editorial duties for *Customer Interaction Solutions*®, Tracey contributes regular articles to TMCnet.com. Tracey frequently speaks at trade shows and industry events. She is the MVP Quality awards judge and the chief editor of the CRM Excellence Awards. Tracey holds a bachelor's degree from the Fairfield University School of Business.
10 Years' Experience at TMC

Robert Hashemian is VP of Web technologies and telecommunications at TMC®. He is also a technology editor, TMC® Labs engineer and advisor to *Customer Interaction Solutions*®. Robert holds a computer engineering degree from the University of Connecticut and a master's degree in engineering from Rensselaer Polytechnic Institute. Prior to TMC, he held project leadership positions at Dow Chemical and General Electric.
12 Years' Experience at TMC

Tom Keating, CTO of TMC® and executive technology editor for TMC® Labs, single-handedly helped launch TMC® Labs, the industry's most well known and respected testing lab, and has written hundreds of unbiased and objective reviews covering many technologies, including call center technologies, CRM and IP telephony. Tom also contributes informative and controversial articles to *Customer Interaction Solutions*®. He holds a bachelor's degree in computer science and engineering from the University of Connecticut.
14 Years' Experience at TMC

Awards Are the Key to Your Positioning and Differentiation

10th Annual Product Of The Year

The Product of the Year issue serves as a starting point for the most serious buyers among our readership. Your ad reaches these solution-seekers at the critical point when they're thinking about buying.
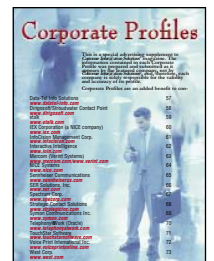
15th Annual MVP Quality Awards

Place your ad in this popular issue that recognizes the teleservices companies that have made a true commitment to high ethical standards, stringent policies and challenging goals relating to customer interaction. Readers count on this issue to decide which outsourcing companies deserve their business.

23rd Annual Top 50 Outbound/Inbound Awards Issues

An ad in these reader-demanded issues gives maximum exposure for teleservices agencies. Each reaches thousands of teleservices buyers looking to evaluate and select the top-ranked agencies in the world. Contact center technology vendors will also benefit, reaching their best prospects — the high-volume-buying teleservices agencies that study the Top 50 issues every year to evaluate the marketplace and size up their competition.

9th Annual CRM Excellence Awards

These popular issues are used as trusted buyers' guides for enterprises looking to purchase high-quality CRM solutions. Make sure your advertising message is there to be seen!

4th Annual IP Contact Center Technology Pioneer Award

These awards are given to only a select few industry innovators who have created successful IP contact center products and services. Advertise your cutting-edge product or service in this special issue.

4th Annual Speech Technology Excellence Award

This unique award recognizes the companies that have developed innovative speech technology solutions that will improve the bottom line. Place your ad in the Speech Technology Award issue and reach thousands of speech technology seekers looking for the best solutions in the market.

Corporate Profiles

Position your company as an industry leader by placing an ad in this unique issue. With your 6x ad schedule, receive a FREE full-page Corporate Profile in this issue.

9th Annual TMC® Labs Innovation Awards

TMC Labs® Innovation Awards are given to only a select group of industry innovators. Special emphasis will be on CRM, workforce optimization, call/contact centers, speech and IP contact center technologies. Make sure your ad is in this special issue!

Teleservices Agencies Who's Who Selection Guide

The definitive guide to providers of outsourced customer care. Our year-round reference for decision makers seeking your teleservices agency's solutions.

Buyers' Guide Issue

A year-round reference for all CRM, call/contact center industry decision makers. If you are taking the time to read and review this kit, then you MUST have an ad in the Buyers' Guide.

#1 in Providing Quality Sales Leads

A golden opportunity to reach the world's leading companies when they are ready to buy your products and solutions

Guaranteed Lead Program™ has revolutionized the lead generation process. This streamlined system will increase your productivity exponentially, delivering targeted prospects from elite companies while allowing you to concentrate on crafting and delivering your sales message. All you have to do is sell! What could be easier?

Here are some elite organizations provided to advertisers in TMC's Guaranteed Lead Program:

- MBNA America Bank, N.A.
- Capital One Services, Inc.
- Dow Chemical Company
- Georgia-Pacific Corp.
- Whirlpool
- Knight Ridder, Inc.
- Microsoft
- AT&T
- MCI
- Intel Corporation
- Citibank
- Toshiba
- Sun Life Financial
- Booz Allen Hamilton
- Siebel Systems, Inc.
- Alcatel USA
- Lucent Technologies
- Gateway
- ING
- Pitney Bowes
- Nortel Networks, Inc.

- Goldman Sachs
- Visa International
- Sprint
- Oracle
- Bellsouth
- Shell
- Foxwoods Resort Casino
- Siemens
- Sun Microsystems
- Avaya
- JP Morgan Chase
- Apple International Group
- Comcast Cable Corp
- 3Com
- Procter & Gamble
- SBC
- Sears
- Verizon
- T-Mobile USA
- Samsung
- United Nations

- Time Warner Cable
- Bank One Corporation
- DOT - Tolls Data Center
- American Airlines
- Johnson & Wales University
- State Of Oregon - DAS
- Accenture
- ADT Security Services
- American Express
- American Gas Association
- Minnesota Timberwolves
- Chicago Transit Authority
- Motorola
- Cole Haan
- Nissan Motor Acceptance Corp.
- Mutual Of Omaha
- Fedex Custom Critical
- Hewlett-Packard
- Officemax
- Qwest Communications
- Charles Schwab & Company

- Yahoo!
- The Honeybaked Ham Co.
- Manhattan College
- GE Consumer Finance
- PNC Bank
- Fidelity Investments
- FTD.COM
- TD Waterhouse
- Jostens
- Empire Bluecross
- Marquette University
- Provident Bank
- DuPont
- United Healthcare
- Kaiser Permanente
- Mercedes-Benz
- Amtrak
- General Motors
- Ameritrade

37% Over 1,000
28% Under 50
33% 50-999
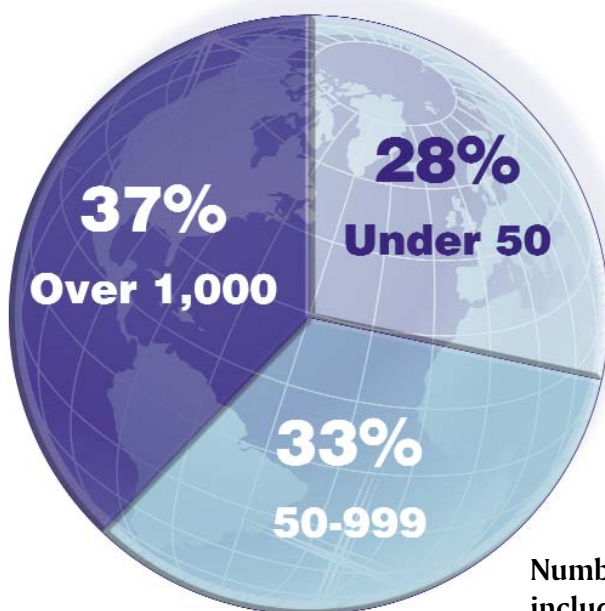
Number of employees including all locations of their company*

1 in 4 readers saved an advertisement in CIS for reference*

84% of readers browsed the Web site or requested more information through the Web site or toll-free number of a company advertised in CIS*

*Source: 2007 Reader Profile Survey

Differentiate Your Products with TMC Labs™ Product Reviews & Innovation Awards

TMC Labs is the crown-jewel of objective product reviews and testing. It is the ONLY in-house testing lab that delivers unbiased product reviews for the contact center/CRM industry.

Staffed by objective engineers, TMC Labs is yet another key differentiator that sets *Customer Interaction Solutions®* magazine apart from all competitors. Readers rely on TMC Labs' unbiased reviews derived from hands-on testing conducted at our facilities in Connecticut.

TMC Labs' engineers highlight technologies they regard as especially "unique and innovative" when they honor leading vendors with TMC Labs Innovation Awards. In addition to bestowing the award, TMC Labs profiles each winning vendor with individual write-ups in the September and October issues of *Customer Interaction Solutions®*.

TMC™ LABS

Tom Keating, CTO of TMC® and executive technology editor for TMC Labs, helped launch TMC Labs, the industry's best-known and most respected testing lab. He has written hundreds of unbiased and objective reviews covering many technologies, including call center technologies, CRM and IP contact center technologies. Tom also contributes informative and controversial articles to *Customer Interaction Solutions®*. He holds a bachelor's degree in computer science and engineering from the University of Connecticut.

INNOVATION AWARD TMC™ LABS

89%
of readers influence purchases

56%
of readers share their copy with others*

81%
of readers spend up to 30 minutes or more time reading CIS*

*Source: 2007 Reader Profile Survey

#1 in CRM & Contact Center Coverage

As the industry's original and leading publication since 1982, we write more comprehensive, meaningful and truly informative CRM and IP contact center editorial than any other publication.

A sample of CRM and IP contact center-specific articles in recent issues:

- Raising The Bar On CRM Standards: Driving Toward A Customer-Centric Call Center And CRM Financial Strategy
- Turning Customers Into Their Own Call Center Agents
- Five Things To Know About IP Call Recording For The Contact Center
- IP, Virtual And Consolidated: The New Standard for Contact Center Technology
- The Nine Circles Of The IVR Inferno

"The CRM coverage in Customer Interaction Solutions® is the best I've seen in any of the 30+ trade publications I read."

— **Bob Fately, Vice President,**

Readers that have purchase influence in the following geographical areas

Region	%
USA	71%
Canada	18%
Europe	19%
Latin America	12%
Africa	7%
Asia	24%
Australia	7%
Middle East	9%

77%

of readers employ between 1,000 - 5,000 people*

*Source: 2007 Reader Profile Survey

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Integrated Marketing – 360° Global Reach

Any way you turn, TMC gives you a full range of advertising opportunities!

What makes TMC stand apart from any other player in the communications and technology business? Our 360° Global Reach in Web, Print and Trade Shows.

TMC is by far the leader in Web, print and trade shows.
Here's the proof:

- TMCnet.com has been ranked among the top **1,200 most visited Web sites** in the world by Alexa.com, an Amazon.com company that monitors Web traffic. **TMCnet.com on average is viewed by as many as 3,000,000 unique visitors with 30 million page views monthly.**

- TMC publishes four print publications: *Customer Interaction Solutions*, INTERNET TELEPHONY, Unified Communications Magazine, and IMS Magazine. **These publications are the leading industry trade magazines in their genre, reaching 600,000 in circulation in total.** TMC's publications are geared toward an audience of high-level decision-makers providing experience and unbiased views of the communications and technology industry.

- TMC has four major trade shows annually, including Call Center 2.0, INTERNET TELEPHONY Conference & Expo, and Call Center 2.0. Why travel the world when TMC can have the world come to you? Thousands of attendees **representing as many as 115 countries** appreciate the targeted focus of TMC's shows, which provide valuable information they can take away and apply to their business.
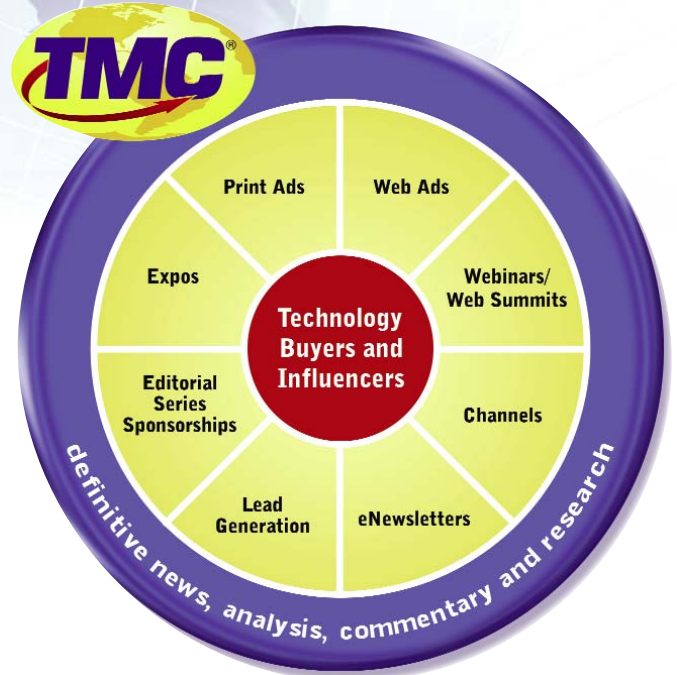
Get 360° Global Reach with TMC and get a qualified audience, highly credible content environments, and simple brand clout that no other name in communications and technology media can deliver! **No other company offers the best service in Web, Print and Trade shows.**

TMC®

Technology Buyers and Influencers

Print Ads · Web Ads · Webinars/Web Summits · Channels · eNewsletters · Lead Generation · Editorial Series Sponsorships · Expos

definitive news, analysis, commentary and research
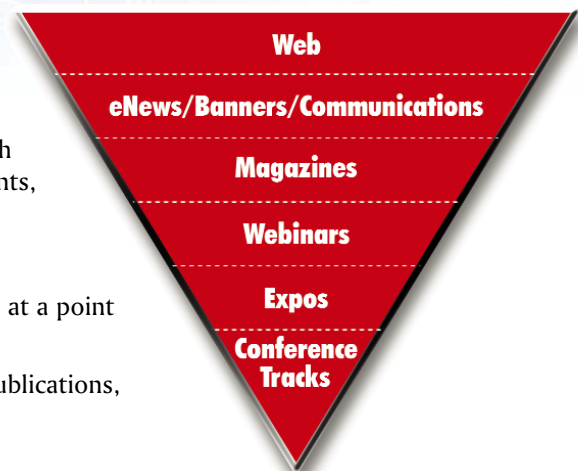
In Print

In Person

Online

Integrated Marketing – A Million to One!

Broad scope or concentrated focus – TMC has an advertising opportunity that's right for you!

Integrated marketing should be the foundation of your marketing program, including online, print and trade shows, etc., to bring appropriate brand recognition and help you maximize your marketing ROI.

From three million visitors on our Web site, down to one-on-one relationship building at a conference track, an integrated marketing program with TMC adds value at any level of advertising.

A custom advertising program for you means:

- A media-appropriate message and content your audience is looking for at each of the particular access points they're using — magazines, Web sites, live events, Web events, newsletters, etc.

- Connecting with your best prospects and customers.

- A large number of business technology executives are delivered your message at a point when those decision makers are thinking about buying.

- A custom-built ad program around the product-focused editorial of all TMC publications, Web sites and conference programs.

- Building awareness.

- Leads! Leads! Leads!

Educate Audiences At Each Level

Web

eNews/Banners/Communications

Magazines

Webinars

Expos

Conference Tracks

TMC®

The choice is yours. Develop a plan on one or every level and see the rewards.

- **Print Advertising**
  Reach key decision makers when buying decision are being made. Product-focused editorial puts readers in the frame of mind to evaluate your products and sevices.

- **Buyers' Guide**
  24/7/365 availability to qualified buyers. Feature your company with an enhanced listing to help you stand out! Found on our Web site plus bonus distribution!

- **Webinars**
  Receive actionable leads from pre-registration, live event attendees, and post-event archive attendees. Complete Turnkey Events, Webinars are single-sponsor events while Web Summits can be sponsored by multiple companies or partners.

- **E-Newsletters**
  Our product-focused e-newsletters deliver your marketing message in an editorial environment. Targeted, editorial-rich, e-mail newsletters can be delivered daily, bi-weekly, or monthly.

- **Trade Shows & Conferences**
  Why travel the world seeking prospects when TMC's respected conferences and trade shows deliver them to you? Thousands of attendees **representing as many as 115 countries** appreciate the targeted focus of TMC events where they can learn about and select new products and services — and form valuable partnerships with vendors and partners.

- **Whitepaper Program**
  Post your whitepapers on TMCnet and receive a constant flow of quality leads. Qualified readers will be driven to your whitepapers through an extensive marketing campaign across TMC's leading media properties and Web sites.

- **Marketing Support & Strategy**
  Armed with years of experience, proven expertise, and unique advertising programs, TMC can turn your marketing vision into results and achieve a better ROI — faster!

- **Global Online Communities (GOCs)**
  TMCnet's GOCs are robust editorial platforms, built with layer upon layer of content in multiple media formats. Each GOC focuses on a specific area of the market, and is populated and designed in conjunction with the community's sponsor. GOCs are vibrant communities that, over time, achieve very high rankings on leading search engines. GOCs appear in the top tabs on each page of TMCnet.

- **TMCnet Channels**
  Become a search engine powerhouse! Optimized keywords will bring qualified prospects from major search engines to your fully customized page.

- **TMCnet Web Advertising**
  Join one of the top .05% most visited Web sites in the world with our banners program. Your message, nine different advertising units, plus run of site options.

Reach Your Target Market

With TMC's Global Media Vehicles!

TMC's Global Media Vehicles reach a community of senior CRM/contact center executives in your key target markets. These decision makers use TMCnet, TMC print publications and trade shows to stay informed and to evaluate and select your products and services.

Reach an audience of more than 3,600,000 communications and technology professionals every month — the largest, highest-quality group of prospects in your target market.

High-level decision makers who use TMCnet products are:

- Corporate Management (CEO, CFO, COO)
- Corporate Executives (President, VP, DIR)
- Management: IT, MIS, Telecom/ Datacom, Call Center, Engineering
- Call Center Management
- CRM Program Directors
- Marketing VPs/Directors/Managers

YOUR GLOBAL TMC® MARKETING PARTNER

Webinars & Web Summits · Web Ads · Magazine Print Ads · Expos · Editorial Series Sponsorships · Channels · eNewsletters · Global Online Communities · Whitepapers · SEO · Lead Generation

35%
of readers have purchased products or services as a direct result of information seen in an advertisement in CIS magazine*

83%
of readers are purchasing decision makers for their companies*

Your Advertisement in CIS Sparks Action Among Readers*

Requested more info from an advertiser through its Web site or toll-free number	43%
Made a note of the information in an advertisement	37%
Used ideas/information found in an advertisement	33%
Saved an advertisement for reference	24%
Referred to and discussed an advertisement with colleagues or customers	28%
Recommended a product or service advertised	20%
Browsed the Web site of a company advertised in CIS	41%

*Source: 2007 Reader Profile Survey

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