



EE Times Network – Engagement and Traffic Report for
November 2010

Focus on: EE Life



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Executive Summary

This report provides a summary for the EE Times Traffic and Audience Engagement for the month of November 2010. The EE Times Network recorded 3.2 million page views in the month with 825 thousand monthly unique visitors, leading to 1.3 million visits to our sites. As the month of November constituted of various holidays (including Thanksgiving in the US), we are pleased to report that the traffic did not see a drop which can be attributed to the diversity of visitors from various countries.

Audience Engagement levels were very pleasing as the wider engineering community posted 1,836 comments/messages on various articles and blogs.

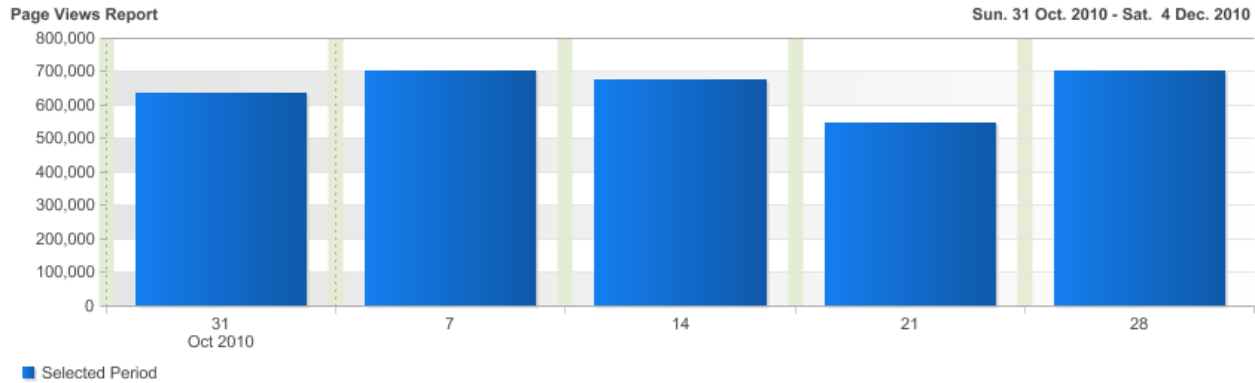
The average time spent on the site was 8.37 minutes with global engineering community engaging with the content and commenting on blogs, etc. This is also an increase from the past month.

In this report, the focus is on the EE Life section which resides at <http://www.eetimes.com/electrical-engineer-community> and also incorporates various blogs and message boards.

We are extremely delighted to introduce EE Times Confidential, a subscription-based premium content publication (available in PDF) that delivers actionable intelligence, insights and proprietary data on the global electronics market. We have a lot more info about this exciting publication on page 24.

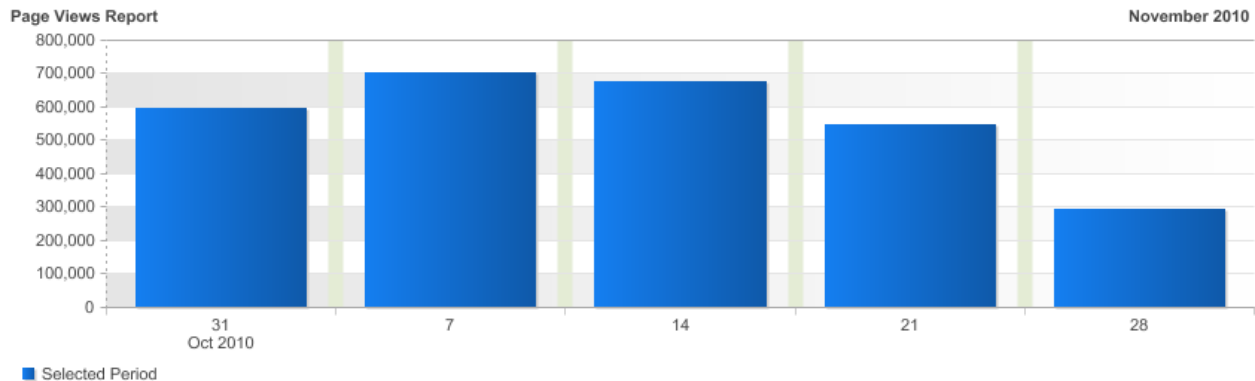
Page Views

The EE Times Network recorded 3.2 million page views and we have seen a steady increase each week. An analysis of the graph (that includes October 31, November and December 1-4, 2010 for week uniformity) below shows the increase in page views week over week (except a minor decrease due to the Thanksgiving break in the US).



Graph Generated by SiteCatalyst using Report Accelerator at 3:51 PM EST, 12 Dec 2010

Date (week beginning)	Selected Period
October 31 + November + December 1-4, 2010 – eetimes.com only	
1. Oct 31, 2010	636,671
2. Nov 7, 2010	704,260
3. Nov 14, 2010	677,115
4. Nov 21, 2010	544,798
5. Nov 28, 2010	701,422
Total	3,264,266



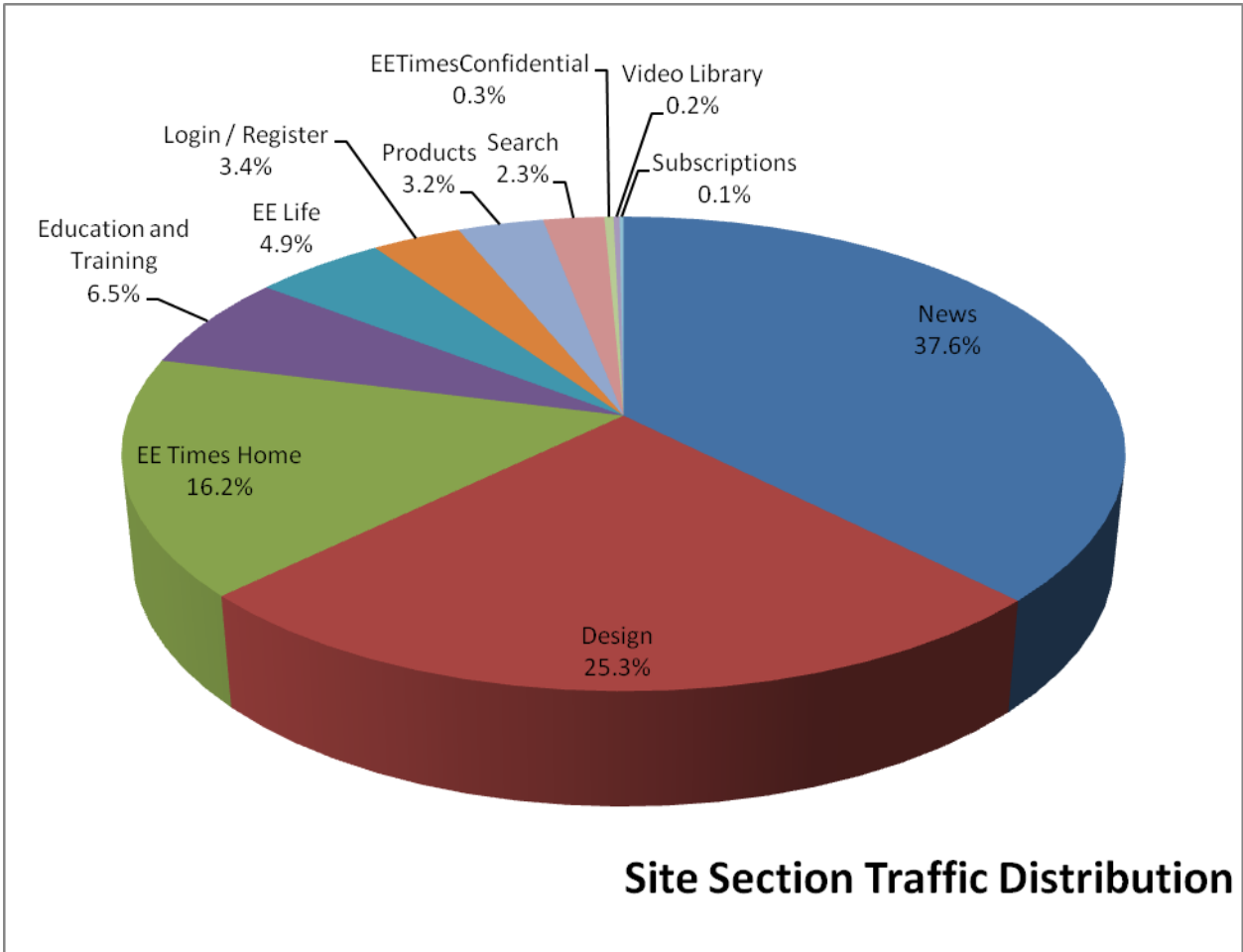
Graph Generated by SiteCatalyst using Report Accelerator at 3:52 PM EST, 12 Dec 2010

Date (week beginning)	Selected Period
November 2010 – eetimes.com only	
1. Oct 31, 2010	594,578
2. Nov 7, 2010	704,260
3. Nov 14, 2010	677,115
4. Nov 21, 2010	544,798
5. Nov 28, 2010	292,679
Total	2,813,430

Site Section Traffic Distribution

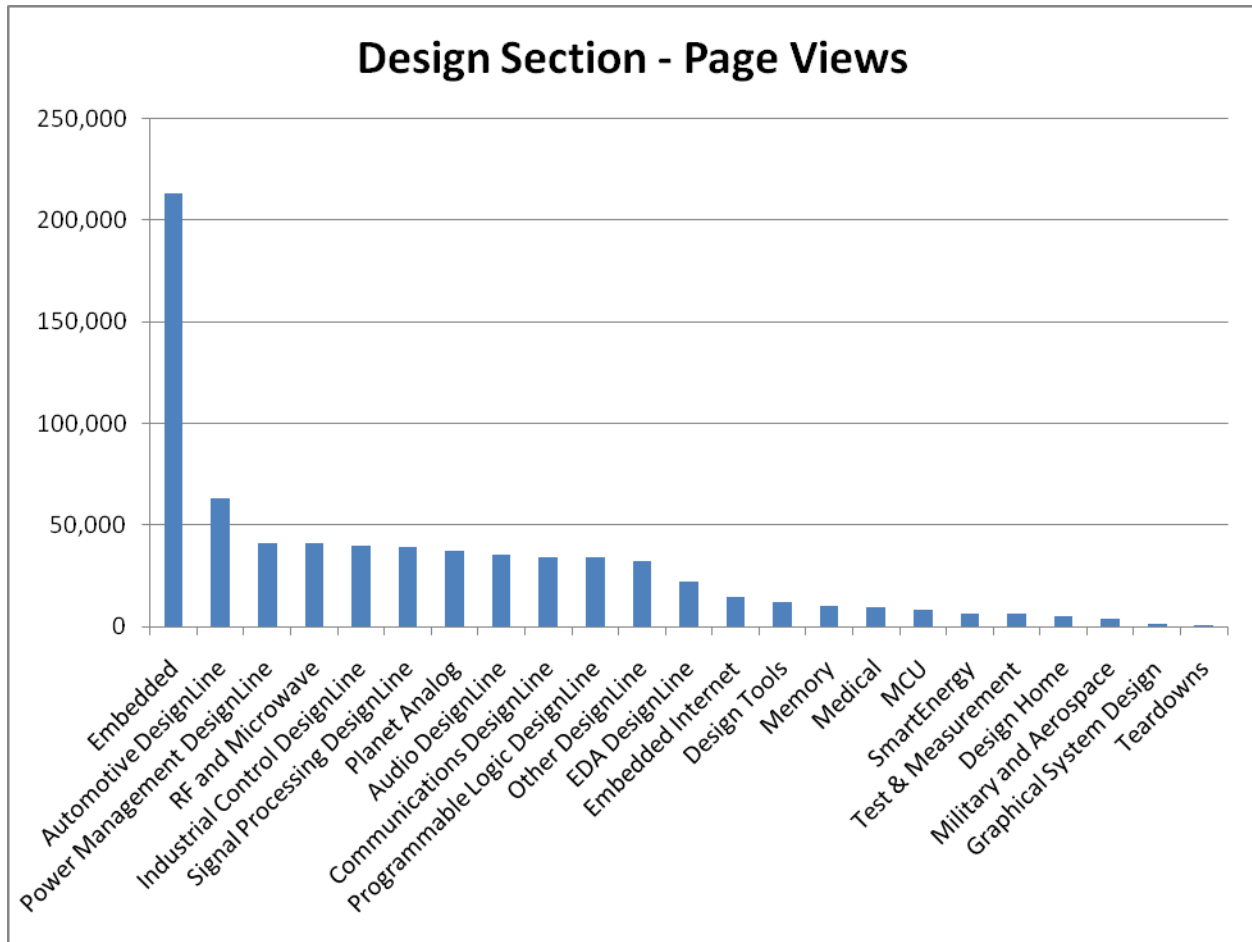
The news section is the most read section followed by Design. The merger of DesignLines, Education-Training and Products with EE Times has increased cross traffic between various sections positioning eetimes.com as the go to place for global engineering ecosystem. This is consistent with our strategy of this major re-design of the website.

The percentage of the traffic to the News and Design section has increased by 1% each and all other sections have shown a strong and steady performance as compared to the previous month. Our readers are very much interested in the detailed technical resources presented in various DesignLines that include in-depth editorial content, code samples, reference designs, development kits, etc.



Design Traffic

For the month of November 2010, the Design Section of EETimes.com got a total of 709,230 page views that were a direct result of 327,182 daily unique visitors and 339,471 visits in total. The merger of all the DesignLines that existed earlier as individual sites has helped EE Times achieve its goal as the go to place for all design-related information. We have seen a large overlap of traffic to and fro between these different site sections and continue to streamline content in order to serve our audience and customers better.



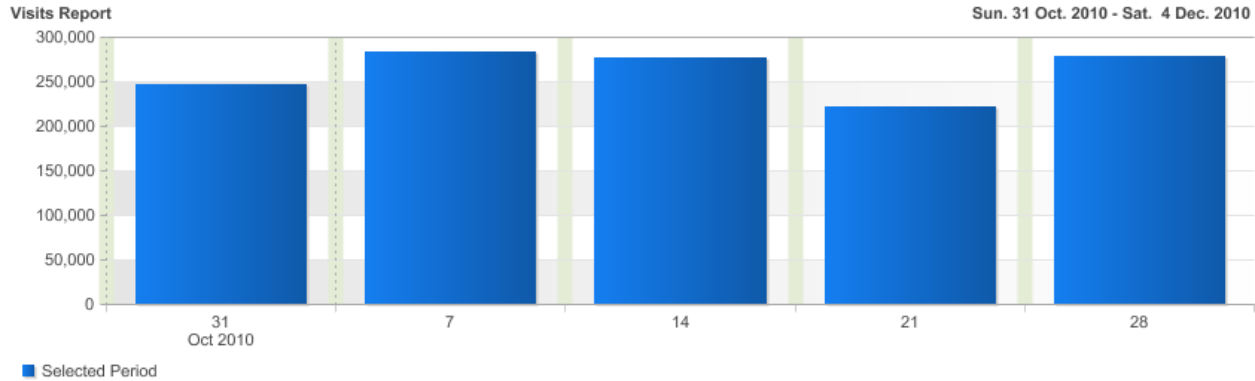
Page Views, Daily Unique Visitors and Total Visits

		Total Page Views	25.23 %	Total Daily Unique Visitors	31.98%	Total Visits	30.63%
Design		709,230		327,182		343,503	
Level 3		Page Views		Daily Vis		Visits	
1.	Embedded	213,272	30.1%	105,289	32.2%	110,640	32.2%
2.	Automotive DesignLine	62,816	8.9%	34,423	10.5%	34,902	10.2%
3.	Power Management DesignLine	41,137	5.8%	24,520	7.5%	24,902	7.2%
4.	RF and Microwave	40,779	5.7%	21,509	6.6%	21,825	6.4%
5.	Industrial Control DesignLine	39,752	5.6%	22,472	6.9%	23,007	6.7%
6.	Signal Processing DesignLine	39,222	5.5%	19,577	6.0%	20,423	5.9%
7.	Planet Analog	37,026	5.2%	23,921	7.3%	24,171	7.0%
8.	Audio DesignLine	35,646	5.0%	17,321	5.3%	17,427	5.1%
9.	Communications DesignLine	34,128	4.8%	23,354	7.1%	23,731	6.9%
10.	Programmable Logic DesignLine	33,842	4.8%	20,211	6.2%	20,807	6.1%
11.	Other DesignLine	31,918	4.5%	18,072	5.5%	18,588	5.4%
12.	EDA DesignLine	22,402	3.2%	10,874	3.3%	11,628	3.4%
13.	Embedded Internet	14,612	2.1%	6,769	2.1%	7,152	2.1%
14.	Design Tools	12,137	1.7%	5,058	1.5%	4,989	1.5%
15.	Memory	10,246	1.4%	5,435	1.7%	5,423	1.6%
16.	Medical	9,271	1.3%	6,510	2.0%	6,493	1.9%
17.	MCU	8,168	1.2%	4,291	1.3%	4,391	1.3%
18.	SmartEnergy	6,436	0.9%	3,764	1.2%	3,809	1.1%
19.	Test & Measurement	6,431	0.9%	3,732	1.1%	3,807	1.1%
20.	Unspecified	5,060	0.7%	3,756	1.1%	3,989	1.2%
21.	Military and Aerospace	3,649	0.5%	2,188	0.7%	2,173	0.6%
22.	Graphical System Design	1,016	0.1%	802	0.2%	784	0.2%
23.	Teardowns	262	0.0%	151	0.0%	165	0.0%
		709,230		327,182		343,503	

Visits and Weekly + Monthly Unique Visitors

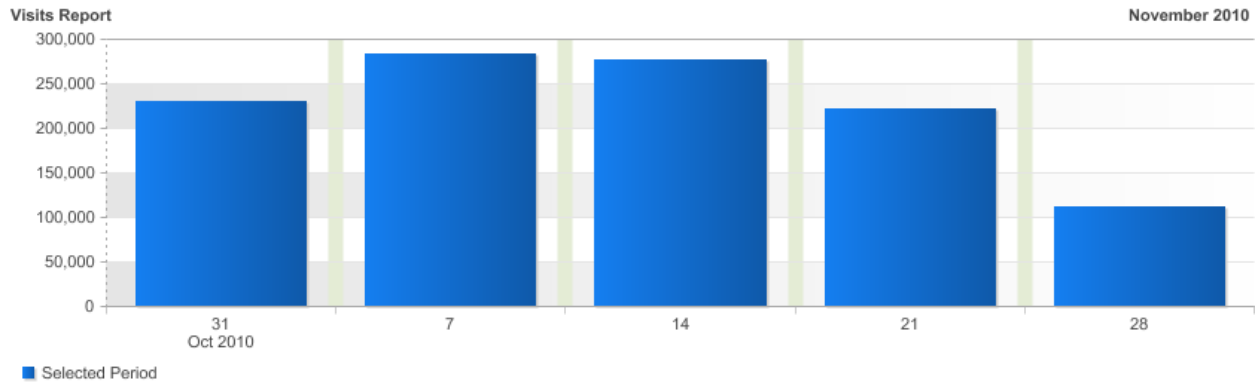
In November 2010, we recorded 1.3 million visits for the EE Times Network which was as a result of 825,372 monthly unique visitors coming to our sites.

Visits



Graph Generated by SiteCatalyst using Report Accelerator at 3:52 PM EST, 12 Dec 2010

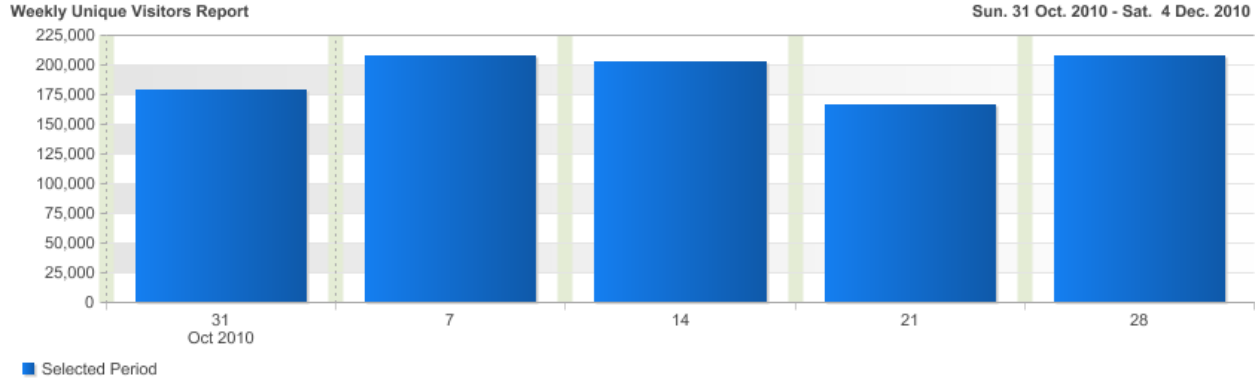
Date (week beginning) Oct 31 + November 2010 + Dec 1-4 – eetimes.com only	Selected Period
1. Oct 31, 2010	247,463
2. Nov 7, 2010	283,994
3. Nov 14, 2010	276,322
4. Nov 21, 2010	222,093
5. Nov 28, 2010	278,741
Total	1,308,613



Graph Generated by SiteCatalyst using Report Accelerator at 3:52 PM EST, 12 Dec 2010

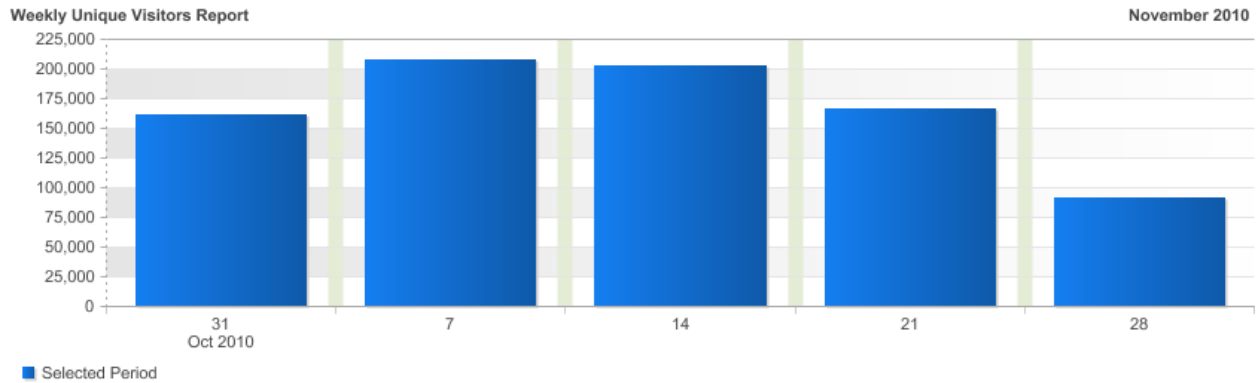
Date (week beginning) November 2010 – eetimes.com only	Selected Period
1. Oct 31, 2010	229,720
2. Nov 7, 2010	283,994
3. Nov 14, 2010	276,322
4. Nov 21, 2010	222,093
5. Nov 28, 2010	112,145
Total	1,124,274

Weekly Unique Visitors



Graph Generated by SiteCatalyst using Report Accelerator at 3:54 PM EST, 12 Dec 2010

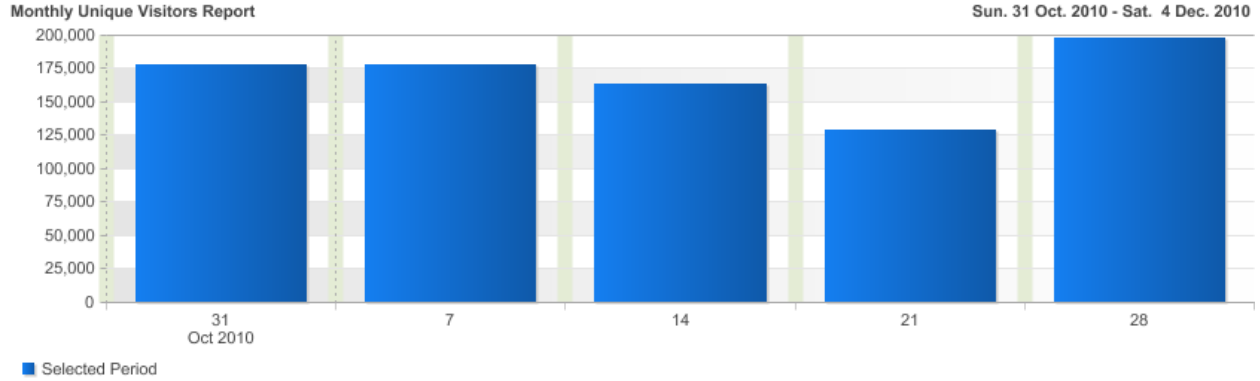
Date (week beginning) Oct 31 + Nov + Dec 1-4, 2010 – eetimes.com only	Selected Period
1. Oct 31, 2010	178,689
2. Nov 7, 2010	207,583
3. Nov 14, 2010	203,033
4. Nov 21, 2010	166,703
5. Nov 28, 2010	207,265
Total	963,273



Graph Generated by SiteCatalyst using Report Accelerator at 3:54 PM EST, 12 Dec 2010

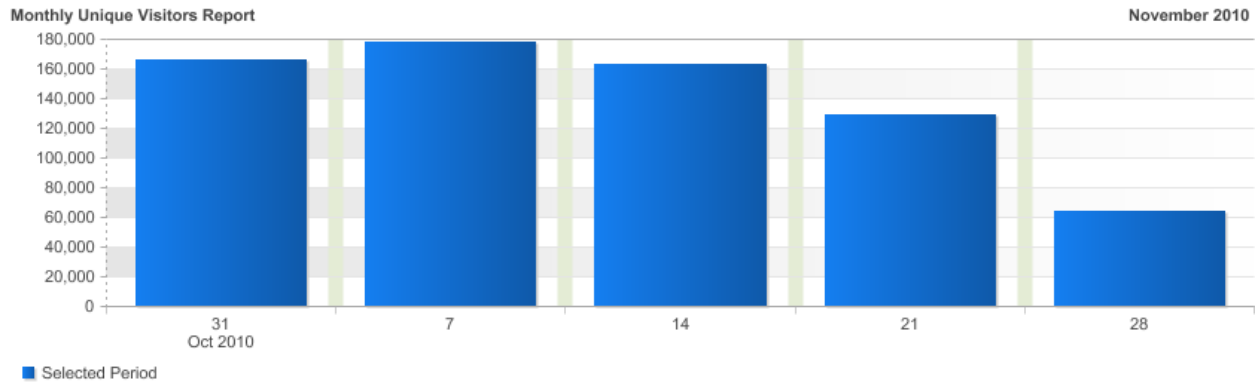
Date (week beginning) November 2010 – eetimes.com Only	Selected Period
1. Oct 31, 2010	161,791
2. Nov 7, 2010	207,583
3. Nov 14, 2010	203,033
4. Nov 21, 2010	166,703
5. Nov 28, 2010	91,040
Total	830,150

Monthly Unique Visitors



Graph Generated by SiteCatalyst using Report Accelerator at 3:53 PM EST, 12 Dec 2010

	Date (week beginning) Oct 31 + Nov + Dec 1-4, 2010 – eetimes.com only	Selected Period
1.	Oct 31, 2010	177,447
2.	Nov 7, 2010	177,624
3.	Nov 14, 2010	163,408
4.	Nov 21, 2010	129,363
5.	Nov 28, 2010	197,675
	Total	845,517



Graph Generated by SiteCatalyst using Report Accelerator at 3:54 PM EST, 12 Dec 2010

	Date (week beginning) November 2010 – eetimes.com only	Selected Period
1.	Oct 31, 2010	165,954
2.	Nov 7, 2010	177,624
3.	Nov 14, 2010	163,408
4.	Nov 21, 2010	129,363
5.	Nov 28, 2010	63,832
	Total	700,181

Focus on: EE Life

The EE Life Community is the centerpiece of the new EETimes.com “restructured Web solution” for the b2b brand. The community supplies user-generated content that is woven into news and analysis as well as how-to solutions and new product announcements.

The effort to integrate social media elements throughout the EE Times Group Web sites is led by the VP of EE Life Community, Karen Field. The EE Life Community acts as a social network for the engineering world to share knowledge.

Featuring a unique mix of user generated content, contests, and career-related editorial, EE Life has sparked a high degree of reader interest and engagement since its launch in July. It complements the focused community initiative across EE Times with real-world descriptions of troubleshooting, design trade-offs, and Dilbert-esque workplace insanities. From the “Are you an engineering rock star?” video competition to “Ingenious Inventions,” we are currently pitching advertisers compelling new programs that will enable them to reach design engineers and associate their brand with a fun and unique environment and help us take EE Life to the next level. Leading the charge as we evolve EE Life into a true community site with cutting edge content and interactive user experiences will be Brian Fuller, who has the journalistic skills and intuitive understanding of multimedia and content delivery mechanisms to reach and engage and broad audience.

Averaging at around 155K page views, 86K total visits and 88K total unique visitors every month, EE Life has emerged as the “Go to Community” for the Global engineering ecosystem.

[EE Times Home](#) > [EE Life](#)

Engineering Pop Culture!

Enter Now! EE Life December 2010 Cartoon Caption Contest
Karen Field
11/22/2010 7:49 AM EST



Get those creative juices flowing and come up with a caption for our newest cartoon! Submit your entry in the "Leave a Comment" form below.

The cartoon featuring the winning caption will be published in the January 17.

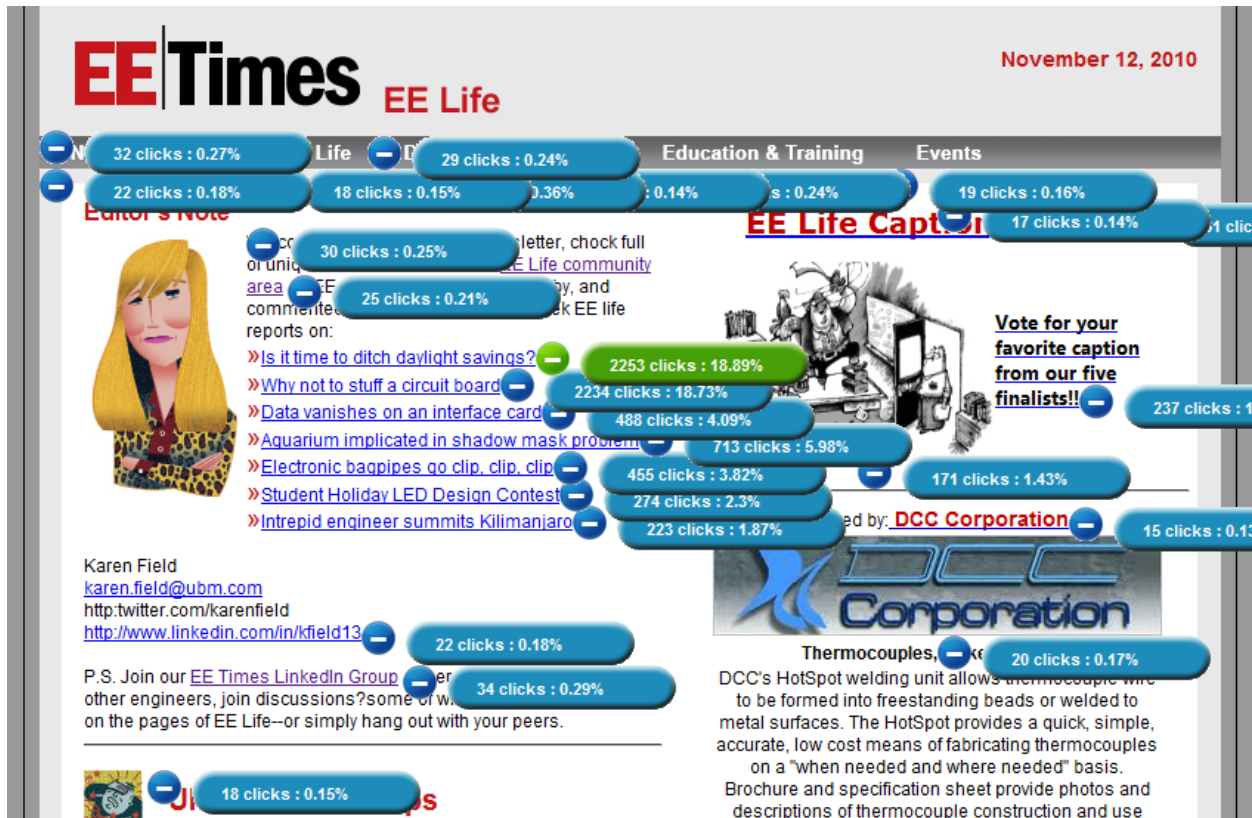
EE Life Newsletters



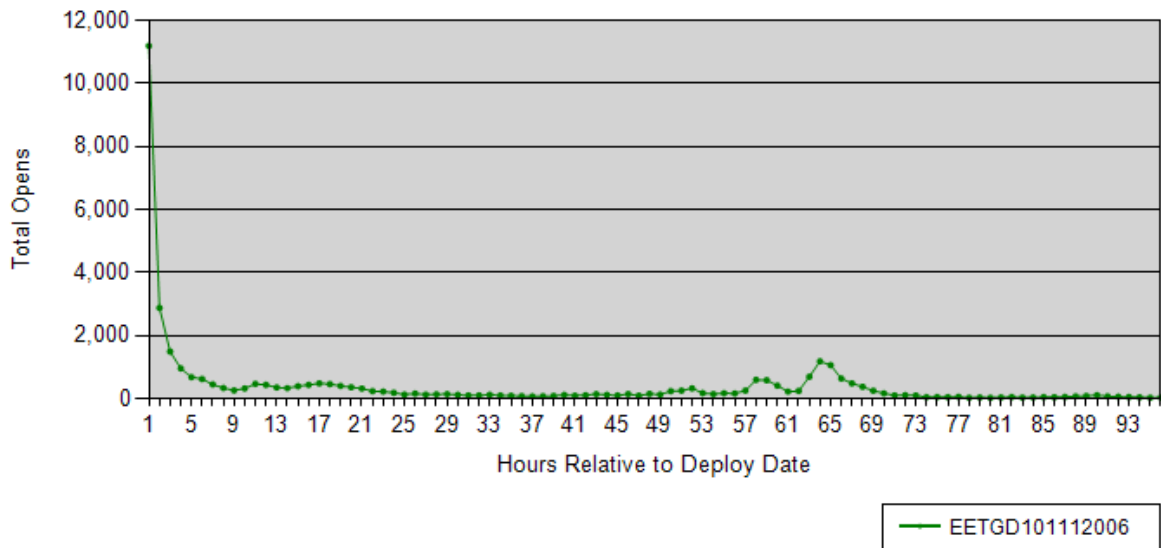
The EE Life newsletter is one of the best performing newsletters with very high engagement stats

Month	Deployment Name / Type	Deploy Date	Delivered	Opens	Opens/Deliv	Clicks	Clicks/Deliv	Clicks/Open
Nov 10	EE Life Newsletter	11/12/2010	52,195	37,621	72.08%	11,842	22.69%	31.48%

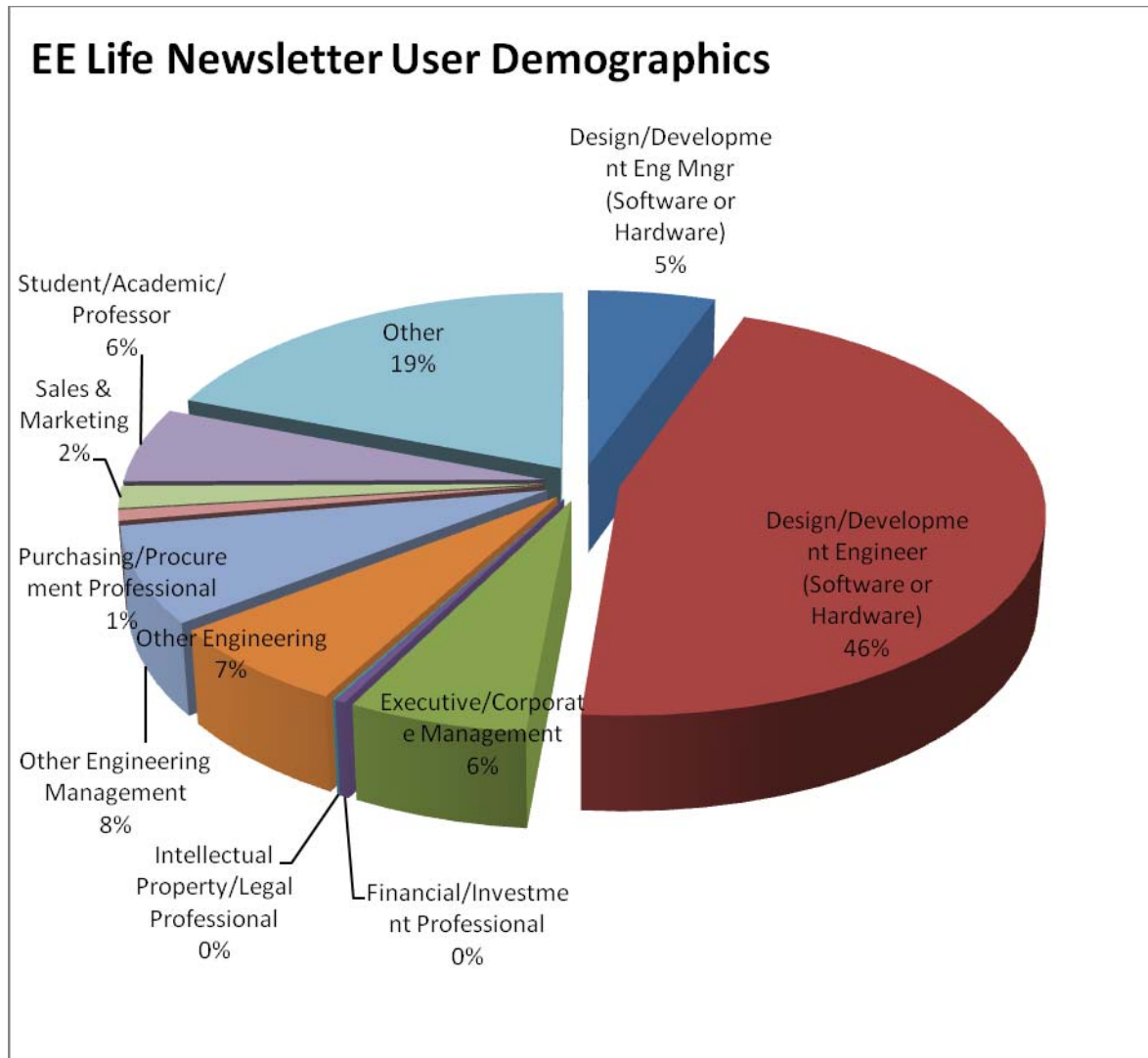
Newsletter Heatmap



Opens by Hour Since Deployment

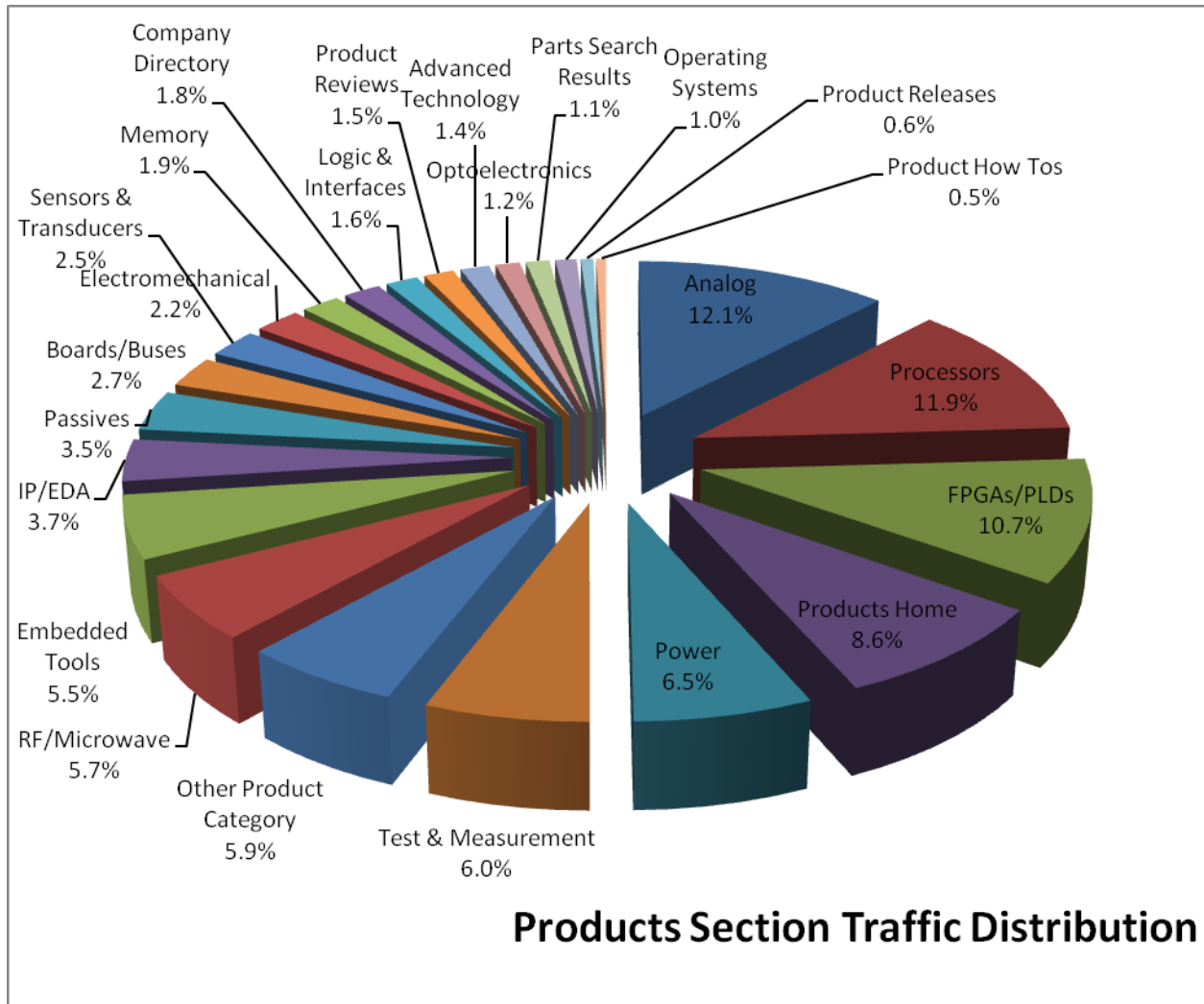


The EE Life newsletter comprises of the following audience:



Products Section

The products section that earlier comprised of a separate site called eproductcenter.com now lives under the products section on the new eetimes.com. Since the launch of this new section the traffic to the products section has grown to more than three times. In his position of a products strategist, Brian Fuller has driven product news, information and community and has also provided engineers and their marketing teams with the assistance they need to bring products to market more effectively, leveraging the breadth of EE Times' capabilities -- from products to e-learning, news, events, courses, webinars and video.



Global Reach

Geographically, almost 50% of our users come from the United States followed by India, UK, Germany, Etc. The table below shows the top 50 countries along with the number of visitors from each. We are the proven medium for our customers to reach global engineering ecosystem.

Countries Report

October 2010



Graph Generated by SiteCatalyst using Report Accelerator at 11:17 AM EST, 9 Nov 2010

United States	487,997	47.6%	Switzerland	5,413	0.5%
India	57,933	5.7%	Philippines	3,940	0.4%
United Kingdom	48,881	4.8%	Turkey	3,863	0.4%
Canada	40,332	3.9%	Romania	3,812	0.4%
Germany	40,047	3.9%	Denmark	3,614	0.4%
France	30,537	3.0%	Mexico	3,613	0.4%
Taiwan	25,676	2.5%	Norway	3,288	0.3%
China	22,661	2.2%	Czech Republic	3,140	0.3%
Japan	22,603	2.2%	Portugal	3,031	0.3%
Netherlands	17,409	1.7%	South Africa	2,847	0.3%
Singapore	17,193	1.7%	Greece	2,811	0.3%
Australia	13,456	1.3%	Pakistan	2,789	0.3%
Korea - South	12,726	1.2%	Thailand	2,731	0.3%
Italy	12,035	1.2%	New Zealand	2,723	0.3%
Brazil	9,456	0.9%	Austria	2,712	0.3%
Hong Kong	8,299	0.8%	Viet Nam	2,655	0.3%
Spain	8,157	0.8%	Hungary	2,539	0.2%
Israel	7,870	0.8%	Iran (Islamic Republic of)	2,448	0.2%
Malaysia	7,743	0.8%	Egypt	2,324	0.2%
Sweden	7,690	0.8%	Indonesia	2,303	0.2%
Russian Federation	6,975	0.7%	Ukraine	2,224	0.2%
Belgium	6,419	0.6%	Argentina	2,098	0.2%
Finland	6,177	0.6%	Bulgaria	1,932	0.2%
Poland	5,718	0.6%	Colombia	1,560	0.2%
Ireland	5,435	0.5%	Slovenia	1,529	0.1%

Engagement

Return frequency measures the number of return visits by users to our sites within a month or more. The following graph shows percentages for November 2010 which clearly depicts that the high level of engagement for our audience with 47% of the visits happening in less than a day.

Return Frequency Report
Legend

- less than 1 day
- 1 to 3 days
- 3 to 7 days
- 7 to 14 days
- longer than 1 month
- All Other Return Frequencies



November 2010

Graph Generated by SiteCatalyst using Report Accelerator at 6:28 PM EST, 12 Dec 2010

Return Frequency

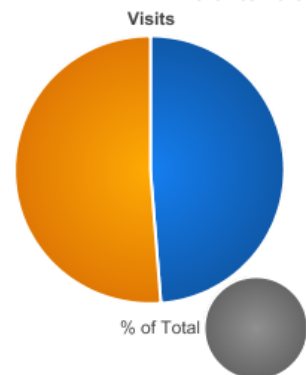
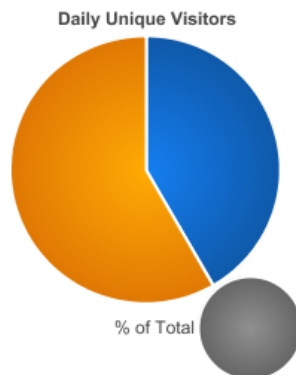
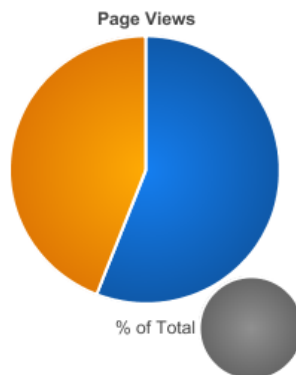
1. less than 1 day
2. 1 to 3 days
3. 3 to 7 days
4. 7 to 14 days
5. longer than 1 month
6. 14 days to 1 month

Visits

- 46.4%
- 17.4%
- 14.7%
- 8.2%
- 6.8%
- 6.5%

Repeat Visitors Report
Legend

- Repeat
 - New
- Showing □ Remaining

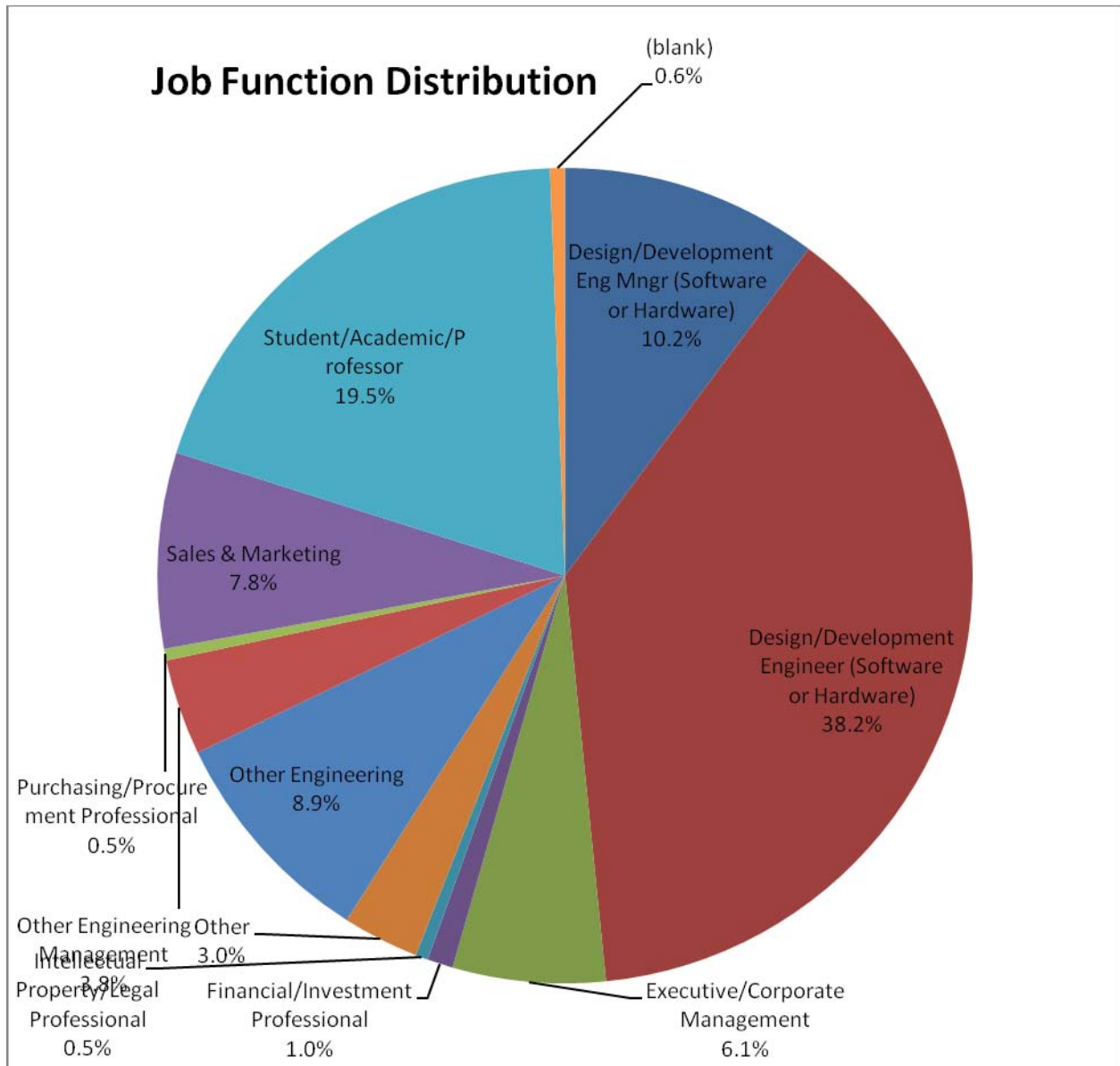


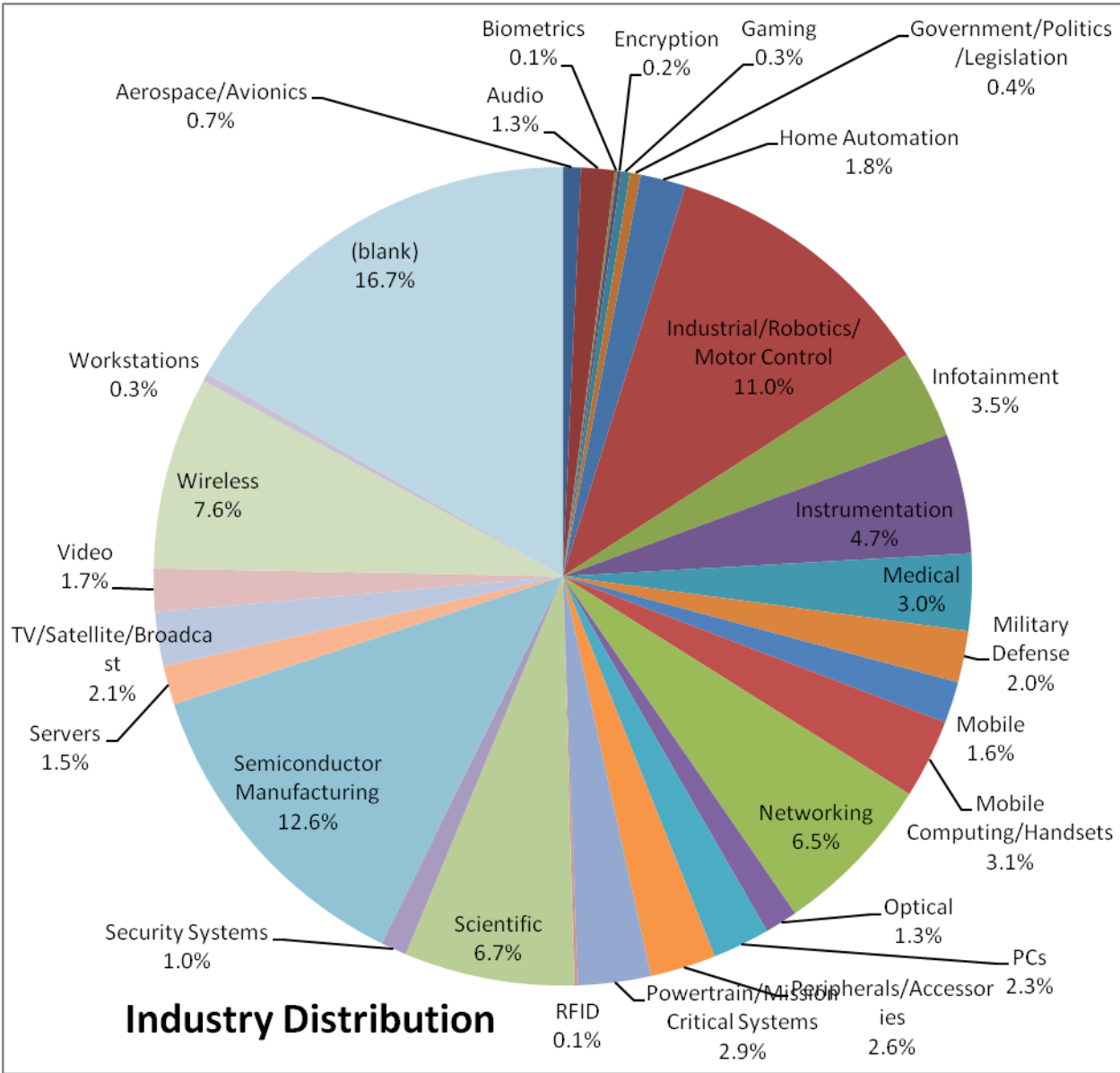
Graph Generated by SiteCatalyst using Report Accelerator at 6:29 PM EST, 12 Dec 2010

More than 55% of the page views are generated by repeat visitors and the remaining by new visitors to the site in a given month. This is a result of 49% of visits to the website by repeat visitors.

Registration

Registrations have more than doubled before the site launch. Since the site launch, we have over 35,000 new registrations and profile updates happening on the website.





Print and Digital Circulation

The print and digital circulation numbers are as follows for EE Times and Embedded Systems Design:

Please note that 99% of the print magazines are delivered in the US only.

EE Times:



Print	63,869
Digital	141,427

Embedded Systems Design



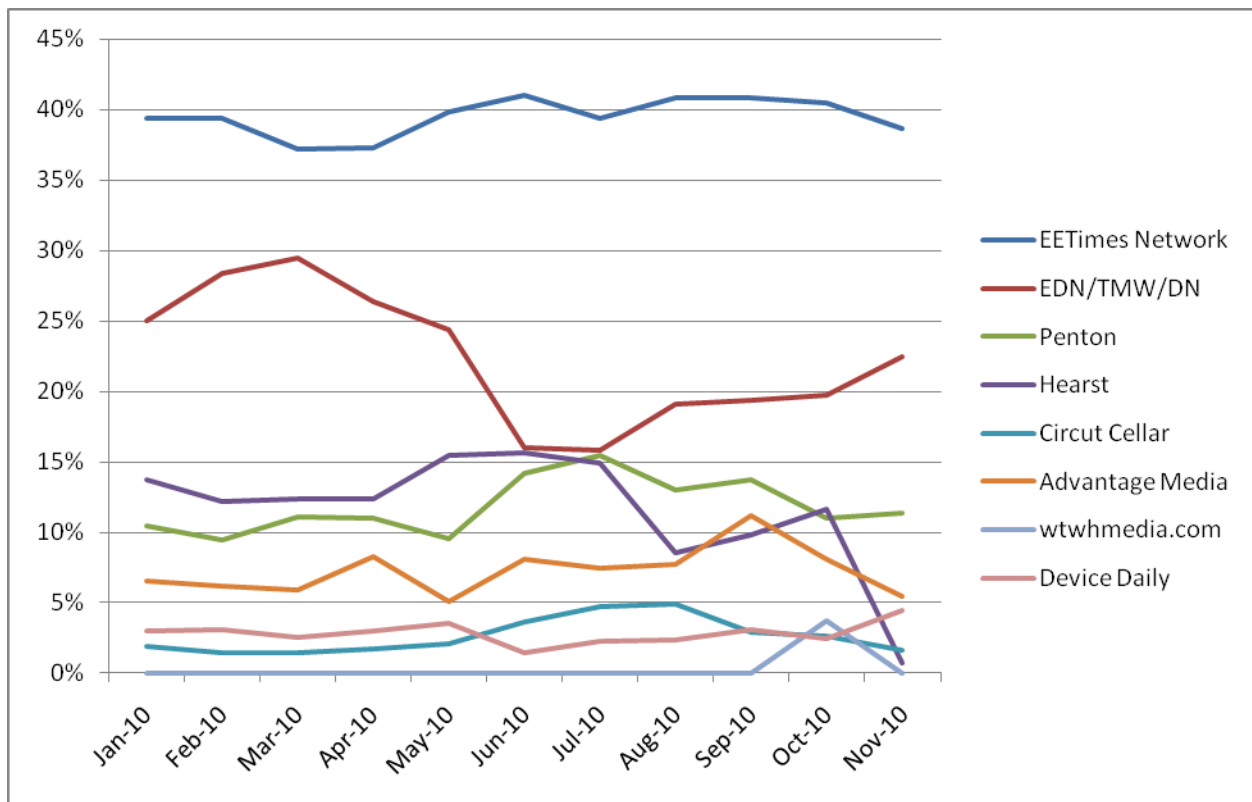
Print	27,184
Digital	71,722

Competitive Analysis

The competitive Hitwise analysis shows the total visits market share between EE Times and all other competitors. Hitwise collects aggregate usage data from a geographically diverse range of ISP networks and opt-in panels, representing all types of Internet usage, including home, work, educational and public access. To ensure this data is accurate and representative, it is weighted to universe estimates in each market.

It is interesting to see that we lost some market share in terms of visits in July but this was quickly ramped up in August 2010 and stays steady for September, October and November 2010. We do understand that the new site design and change can lead frustrations and angst but all feedback is being taken very seriously and is reflected in the work done by the various teams to address concerns and make rapid improvements where necessary.

EE Times Network and EDN/TMW/DN amount to about 61% of the total market share in our segment.



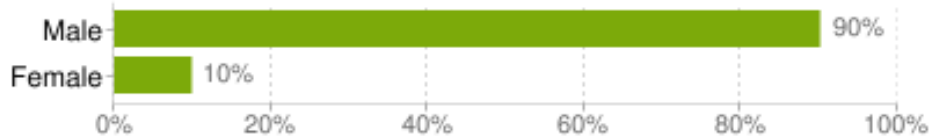
Google Statistics

Google Ad Planner provides vital statistics about eetimes.com that depict the audience profiles, etc from an independent third party.

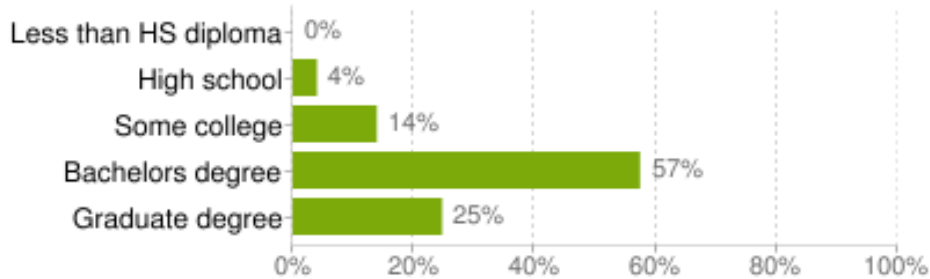
Audience Interests

Interest	Affinity ?
Dominica	312.6x
Electronic Components	61.0x
Test & Measurement	60.9x
Chips & Processors	57.7x
Optoelectronics & Fiber	51.8x
Engineering & Technology	46.6x
Data Sheets & Electronics Reference	41.7x
Electronics & Electrical	35.2x
C & C++	35.2x
Power Supplies	34.6x

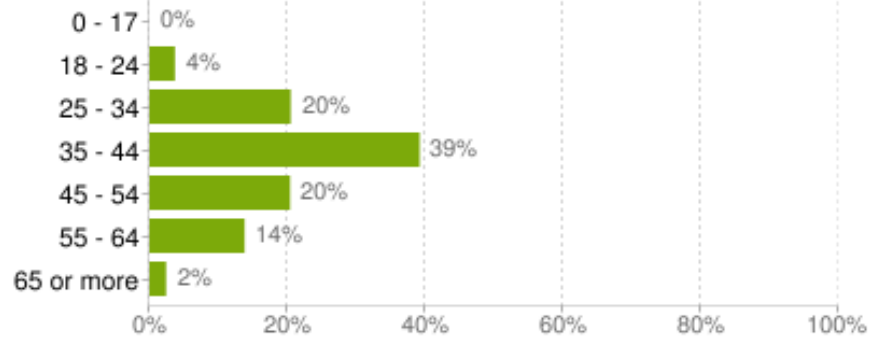
Gender



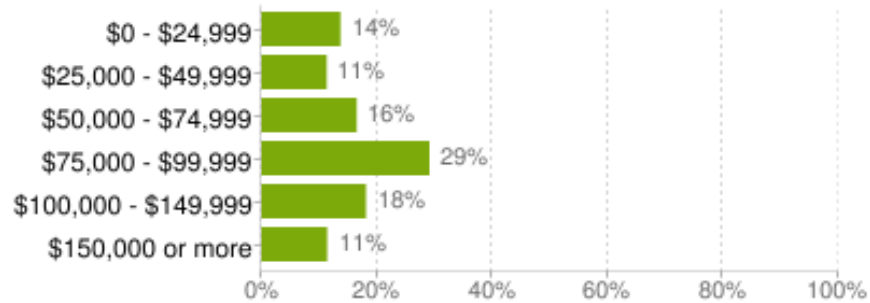
Education



Age



Household income



Audience Interests

Interest	Affinity ?
Electronic Components	104.8x
Chips & Processors	97.6x
Test & Measurement	72.9x
Data Formats & Protocols	64.9x
Data Sheets & Electronics Reference	49.7x
Optoelectronics & Fiber	49.2x
Engineering & Technology	49.0x
Communications Equipment	45.6x
C & C++	40.7x
Electronics & Electrical	40.5x

EE Times Confidential



EE Times Confidential FAQ

- [What is EE Times Confidential?](#)

EE Times Confidential is a subscription-based premium content publication (available in PDF) that delivers actionable intelligence, insights and proprietary data on the global electronics market.

- [How often is EE Times Confidential published?](#)

EE Times Confidential is currently issued on a monthly basis. It will become a twice-a-month publication beginning in the second quarter of 2011.

- [Who should read EE Times Confidential?](#)

Business executives, investors, strategic marketers and financial analysts should read EE Times Confidential. Our intelligence report is tailored to a specific segment of the current and future EE Times audience: C-level executives, business decision makers and those who aspire to become leaders in the global electronics industry.

Our core audience could be described as “recovering engineers” (who have read EE Times throughout their careers, and who have great affinity for the EE Times brand). These are professionals who no longer focus on the details of “design engineer,” having moved to management positions. These managers are simply too busy to visit www.eetimes.com to follow industry news, but continue to seek a “leg up” on competitors regarding market and technology trends and new applications that present an opportunity to leverage current technologies to expand their revenue.

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 - EE Times Confidential targets readers who job it is to generate revenues from the application of technologies.
 - 2) Content/presentation
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 - EE Times Confidential provides proprietary analysis and proprietary market data. We offer analysis that can't be Google-ed on the web. We present a concise overview designed to give busy business executives a quick but complete rundown on a particular market, technology or business issue.
 - 3) Delivery
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 - EE Times Confidential is available in a downloadable PDF format from www.eetimesconfidential.com
 - 4) Frequency
 - EE Times is updated throughout every business day
 - EE Times Confidential is currently a monthly publication, switching to twice a month in Q2 2011
 - 5) Free vs. Paid
 - EE Times is free.
 - EE Times Confidential is paid subscription-only.

- What's inside EE Times Confidential?

EE Times Confidential includes following sections:

- i. The BIG Idea

An exploration of new business models, hot companies (including “company teardowns”), technology trends that will shape business models and industry ranking or positioning

- ii. Lay of the land

Technology and business eco-system coverage, including areas like solar, batteries, medical electronics, electric-cars and emerging smart infrastructures.

- iii. EET on the QT

Exclusive reports from an insider perspective, including business deals and new technology partnerships, personnel changes and analysis of what's behind the news.

- iv. VC Watch

Tracking of VC investment trends, startup births and deaths as well as identifying new industry trends.

- v. Market Data

Exclusive market intelligence provided by “strategic knowledge partners” of EE Times Confidential.

Newsletter Behavior Stats – November 2010

Following are the stats for the newsletter behavior for EE Times in the month of November. 20% of the total traffic on the site is driven by these newsletters.

EE Times - EE Times						
Month	Deployment Name / Type	Delivered	Opens	Opens/Delivered	Clicks	Clicks/Open
Nov 10	<i>Audio DesignLine Newsletter</i>	24,130	7,003	29.02%	2,530	36.13%
Nov 10	<i>Automotive DesignLine Newsletter</i>	24,567	5,138	20.91%	1,179	22.95%
Nov 10	<i>Communications Newsletter</i>	69,017	10,277	14.89%	1,965	19.12%
Nov 10	<i>EBN Newsletter</i>	32,105	6,523	20.32%	1,226	18.80%
Nov 10	<i>EDA DesignLine Newsletter</i>	35,814	5,632	15.73%	1,026	18.22%
Nov 10	<i>EE Times Daily Newsletter</i>	102,543	40,619	39.61%	9,899	24.37%
Nov 10	<i>EE Times Products Newsletter</i>	34,286	7,730	22.55%	1,781	23.04%
Nov 10	<i>Embedded Newsletter</i>	101,370	20,390	20.11%	6,859	33.64%
Nov 10	<i>Embedded Internet Design Newsletter</i>	53,268	10,668	20.03%	2,278	21.35%
Nov 10	<i>Featured Tech Paper Newsletter</i>	176,091	24,462	13.89%	4,210	17.21%
Nov 10	<i>Industrial Control DesignLine Newsletter</i>	26,672	5,325	19.96%	1,392	26.14%
Nov 10	<i>MCU Designline Newsletter</i>	52,634	10,576	20.09%	3,523	33.31%
Nov 10	<i>Medical Newsletter</i>	8,738	2,211	25.30%	653	29.53%
Nov 10	<i>Memory DesignLine Newsletter</i>	23,392	4,333	18.52%	1,161	26.79%
Nov 10	<i>Mil-Aero DesignLine Newsletter</i>	10,032	2,691	26.82%	1,098	40.80%
Nov 10	<i>Planet Analog Newsletter</i>	58,553	11,797	20.15%	4,568	38.72%
Nov 10	<i>Power Management DesignLine Newsletter</i>	37,024	6,971	18.83%	2,045	29.34%
Nov 10	<i>Programmable Logic DesignLine Newsletter</i>	56,116	10,988	19.58%	3,765	34.26%
Nov 10	<i>RF & Microwave DesignLine Newsletter</i>	85,893	13,793	16.06%	3,040	22.04%
Nov 10	<i>TechOnline India Newsletter</i>	24,541	1,634	6.66%	280	17.14%
Nov 10	<i>Test & Measurement DesignLine Newsletter</i>	33,024	5,931	17.96%	1,190	20.06%
Nov 10	<i>TOL Spotlight Newsletter</i>	177,033	26,530	14.99%	6,004	22.63%
Nov 10	<i>Weekly Webinar Calendar Newsletter</i>	158,877	18,062	11.37%	888	4.92%
Nov 10	<i>EE Life Newsletter</i>	52,195	37,988	72.78%	11,924	31.39%

Summary

The results reported above are very pleasing and are moving in the right direction. We here at the EE Times Network are encouraged by these numbers and hope you are too. We intend to continue and invest in our products and services along with monitoring and reporting our performance. Our strategic focus also includes in gathering deeper analytics about our users which will enable us to intelligently anticipate their needs and expectations ahead of time. We appreciate the support of the industry and our customers, and welcome any feedback that accelerates our commitment to continual improvement.

About EE Times Network (<http://electronics.ubm.com>)

EE Times Network is the global leader in media and marketing solutions for the electronics industry. EE Times Network delivers results for the key influencers and decision makers involved in the design, development and commercialization of technology through its market leading brands, peer communities and professional education services. More than 1.1 million engineering professionals engage with EE Times Network brands across the globe to accelerate technology sales. The international electronics community gathers at EE Times Network's market leading events such as the Embedded Systems Conferences, DesignCon and ARM Technology Conference to share, learn, discuss, and advance the critical issues and challenges facing the electronics industry. Additionally, EE Times Network provides end-to-end services ranging from next-generation marketing, integrated media, custom solutions and research. EE Times Network is part of UBM (UBM.L) a global provider of media and information services for professional B2B communities and markets.

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UBM (UBM.L) focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetization of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities -- from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists -- with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organized into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently. For more information, go to www.ubm.com

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