

DEMOGRAPHICS

Print, Online & E-News Broadcast – three unparalleled connections to the decision makers advertisers need to reach!

ABF JOURNAL

PRINT CIRCULATION: 7,000

FREQUENCY: 8 issues annually

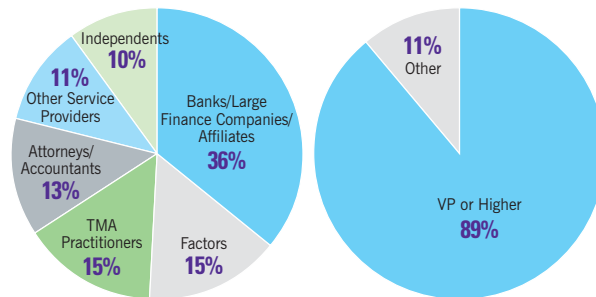
ABF Journal is published 8 times annually, and is the print publication of choice attracting more advertisers than any other publication in the asset-based lending, factoring, commercial finance and turnaround management industries. ABF Journal's 7,000 subscribers are comprised of a diverse community of asset-based lenders, factors, commercial finance professionals, turnaround managers, legal and accounting firms, service providers and other finance professionals in the vast commercial finance industry.

A recent survey* of ABF Journal readers revealed the following:

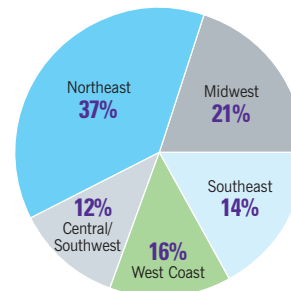
- 89% of ABF Journal readers hold **VICE PRESIDENT OR HIGHER** positions.
- 91% of ABF Journal readers **INFLUENCE PURCHASING & OUTSOURCING DECISIONS** within their organizations.
- 81% of ABF Journal readers have **DISCUSSED, REFERRED OR INQUIRED** about a company after reading an ad in ABF Journal.
- 60% of ABF Journal readers have actually **CONTACTED AN ADVERTISER** after reading an ad in ABF Journal.
- 90% of readers polled rank their **OVERALL SATISFACTION** with ABF Journal as **"HIGH."**

*ABF Journal reader survey conducted July 2009.

READERSHIP COMPOSITION



CIRCULATION CONCENTRATIONS BY REGION



INDUSTRY-WIDE BONUS DISTRIBUTION

Each year, ABF Journal issues are distributed at more than 20 industry conferences and seminars across the country, expanding advertisers' reach even further!

CONTACT DENISE FINEGAN AT 800.708.9373 X120 FOR THE MOST CURRENT DISTRIBUTION INFORMATION ON EACH ISSUE.

ABFJOURNAL.COM

REDESIGNED FEATURING NEW, MORE POWERFUL ADVERTISING OPTIONS!

abfjournal.com consistently reaches the widest audience of professionals in the commercial finance community each month. A recent WebTrends® analysis demonstrated average **MONTHLY** traffic to abfjournal.com as 18,000 unique visitors generating over 63,000 visits and 107,000 page views.

ABFJOURNAL.COM'S DAILY E-NEWS UPDATE

abfjournal's E-News Update is the only **DAILY** e-news broadcast delivered via e-mail to 6,000 registered subscribers every day. A unique advertising product, Daily E-News Update sponsorships provide advertisers the consistent ability to reach subscribing commercial finance professionals every business day with a company message, logo and hotlink to their company's website.

REACH THE EQUIPMENT LEASING & FINANCE INDUSTRY!

CROSS-SELLING OPPORTUNITIES — Discounts are available for advertisers looking to reach prospects in the equipment leasing and finance industry with our trade publication affiliate, the *Monitor* and its companion website, *monitordaily.com*

ABF Journal Readers and abfjournal.com Visitors Are Seeking Information About...

- ASSET-BASED & SPECIALTY LENDERS
- FACTORS
- TURNAROUND & BANKRUPTCY PROFESSIONALS
- FIELD EXAMINATION/AUDIT SERVICES
- COMMERCIAL COLLECTION SERVICES
- LIQUIDATION/RECOVERY SERVICES
- CREDIT/INSURANCE PRODUCTS
- REAL ESTATE LENDERS
- INVESTIGATIONS SPECIALISTS
- WORKOUT SPECIALISTS
- SOFTWARE SOLUTIONS PROVIDERS
- CONSULTANTS
- APPRAISALS/VALUATIONS SERVICES
- SEARCH/FILING/DOCUMENTATION PRODUCTS