TOTAL REACH & AUDIENCE BREAKDOWN PERCENTAGE

INDUSTRY	AUDIENCE COUNT	% AUDIENCE
Accounting	492,201	0.72%
Advertising, Marketing, PR	856,256	1.26%
Aerospace, Defense	773,498	1.14%
Architecture, Engineering, Construction	2,235,465	3.29%
Automotive, Transportation	1,363,843	2.01%
Business Services, Consulting	8,226,145	12.11%
Agriculture, Farming	1,397,441	2.06%
Consumer Goods, Services	1,591,757	2.34%
Education, Training	4,323,968	6.37%
Energy (Oil, Gas, Coal, Renewable), Utilities	1,010,833	1.49%
Financial Services, Banking	5,119,401	7.54%
Food, Beverage	941,981	1.39%
Government	2,812,502	4.14%
Healthcare, Medical	6,925,283	10.20%
Insurance	1,048,525	1.54%
Legal, Law Firms	730,003	1.08%
Managed Service Providers (MSPs), Value-Added Resellers (VARs)	2,352,568	3.46%
Manufacturing, Materials	2,347,435	3.46%
Media, Entertainment	1,000,972	1.47%
Non-Profits, Organizations, Associations	3,618,932	5.33%
Other	854,774	1.26%
Pharmaceutical, Biotech	927,202	1.37%
Publishing	177,145	0.26%
Recreation, Hospitality	1,112,269	1.64%
Retail, Ecommerce	4,232,115	6.23%
Semiconductors	183,938	0.27%
Staffing, HR Services	491,915	0.72%
Technology - Consulting, Service Providers	2,431,085	3.58%
Technology - Hardware	860,683	1.27%
Technology - Internet	690,785	1.02%
Technology - Software	2,606,639	3.84%
Telecommunications	3,201,422	4.71%
Travel	278,541	0.41%
Wholesale, Warehousing, Distribution	687,351	1.01%
TOTAL	**67,904,873**	**100.00%**

JOB FUNCTION	AUDIENCE COUNT	% AUDIENCE
Information Technology	7,459,836	19.50%
Marketing, Sales	4,408,299	11.52%
Administrative	3,907,681	10.21%
Finance	3,207,487	8.38%
C-Suite, Executives	2,375,346	6.21%
Operations	2,196,129	5.74%
Medical, Scientific	2,075,075	5.42%
Research, Development	2,044,490	5.34%
Education, Training, Professional Services	2,036,983	5.32%
Customer Experience	1,950,553	5.10%
Human Resources, Talent	1,336,630	3.49%
Applications, Software, DevOps	1,198,943	3.13%
Project Management	763,642	2.00%
Legal, Compliance	749,674	1.96%
Accounting	531,236	1.39%
Purchasing, Planning, Procurement	529,369	1.38%
Public Relations	513,889	1.34%
Supply Chain, Logistics	228,612	0.60%
Media, Advertising	556,810	1.46%
Student, Retired, Other	189,190	0.49%
TOTAL	**38,259,874**	**100.00%**

JOB LEVEL	AUDIENCE COUNT	% AUDIENCE
Staff / Associate / Analyst / Admin / Other	15,982,044	41.77%
Manager	12,862,102	33.62%
Director	5,713,229	14.93%
Vice President / EVP	2,245,932	5.87%
C-Level / Executive Management	1,456,567	3.81%
TOTAL	**38,259,874**	**100.00%**

COMPANY SIZE (REVENUE)	AUDIENCE COUNT	% AUDIENCE
< $1 Million	2,681,506	6.46%
$1 Million - $9 Million	6,337,606	15.26%
$10 Million - $99 Million	11,158,846	26.86%
$100 Million - $499 Million	6,324,272	15.22%
$500 Million - $999 Million	2,485,597	5.98%
$1+ Billion Annual Revenue	12,553,222	30.22%
TOTAL	**41,541,049**	**100.00%**

COMPANY SIZE (EMPLOYEES)	AUDIENCE COUNT	% AUDIENCE
1 to 9	1,854,696	4.46%
10 to 49	4,403,689	10.60%
50 to 99	1,087,632	2.62%
100 to 249	4,704,403	11.32%
250 to 499	3,443,723	8.29%
500 to 999	3,135,336	7.55%
1000 to 4999	8,722,267	21.00%
5000 to 9999	2,303,061	5.54%
10,000+ Employees	11,886,242	28.61%
TOTAL	**41,541,049**	**100.00%**