



**University Business Magazine ..... 70,145**  
**Print ..... 34,335**  
**Digital ..... 35,810**

**UNIVERSITY BUSINESS** is a B2B publication that serves higher education professionals in the executive office, the business/financial office, and in technology, facilities, enrollment, academic affairs, and legislative matters; and others allied to the field. **UNIVERSITY BUSINESS** serves higher education management nationwide at U.S. colleges and universities, two-year and four-year, public and private.

### Breakout by Title/Management Groups

Classification by title	Print	Digital	Total
President	2,872	407	3,279
Provost	1,754	435	2,189
Chief Financial Officer	404	87	491
Chief Technology Officer	941	202	1,143
Chief Marketing Officer	88	36	124
Chief Business Officer	125	31	156
VP/Director of Securities	259	332	591
VP Human Resources	298	9	307
VP Facilities & Operations	666	491	1,157
VP Admissions	88	49	137
VP Enrollment	661	404	1,065
VP Advancement	750	442	1,192
VP/Director of Procurement/Planning	572	75	647
Business/Finance Management	6,678	7,162	13,840
Technology Management	3,109	2,540	5,649
Facilities/Operations Management	3,447	2,862	6,309
Academic Management	8,056	8,807	16,863
Other	3,567	11,439	15,006
<b>TOTAL CIRCULATION</b>	<b>34,335</b>	<b>35,810</b>	<b>70,145</b>

## Geographical Breakout

State	Print	Digital	Total Qualified
Maine (039-049)	214	287	501
New Hampshire (030-038)	193	192	385
Vermont (050-059)	128	201	329
Massachusetts (010-041)	827	1,307	2,134
Rhode Island (028-029)	188	206	394
Connecticut (060-069)	464	417	881
<b>NEW ENGLAND</b>	<b>2,014</b>	<b>2,610</b>	<b>4,624</b>
New York (005-149)	2,607	2,746	5,353
New Jersey (070-089)	737	892	1,629
Pennsylvania (150-196)	2,193	1,634	3,827
<b>MIDDLE ATLANTIC</b>	<b>5,537</b>	<b>5,272</b>	<b>10,809</b>
Ohio (430-459)	1,495	1,288	2,783
Indiana (460-479)	960	636	1,596
Illinois (600-629)	1,742	1,354	3,096
Michigan (480-499)	803	1,139	1,942
Wisconsin (530-549)	784	581	1,365
<b>EAST NO. CENTRAL</b>	<b>5,784</b>	<b>4,998</b>	<b>10,782</b>
Minnesota (550-567)	700	846	1,546
Iowa (500-528)	607	493	1,100
Missouri (622-658)	795	832	1,627
North Dakota (580-588)	198	151	349
South Dakota (570-577)	161	178	339
Nebraska (680-693)	242	411	653
Kansas (660-679)	566	542	1,108
<b>WEST NO. CENTRAL</b>	<b>3,269</b>	<b>3,453</b>	<b>6,722</b>
Delaware (197-199)	131	91	222
Maryland (206-219)	507	811	1,318
D. C. (200-205)	211	208	419
Virginia (201-246)	980	827	1,807
West Virginia (247-268)	254	377	631
North Carolina (270-289)	1,329	1,252	2,581
South Carolina (239-301)	653	695	1,348
Georgia (300-398)	1,066	1,014	2,080
Florida (320-349)	1,148	1,430	2,578
<b>SOUTH ATLANTIC</b>	<b>6,279</b>	<b>6,705</b>	<b>12,984</b>

State	Print	Digital	Total Qualified
Kentucky (400-427)	683	492	1,175
Tennessee (370-385)	793	724	1,517
Alabama (350-369)	560	660	1,220
Mississippi (386-397)	294	472	766
<b>EAST SO. CENTRAL</b>	<b>2,330</b>	<b>2,348</b>	<b>4,678</b>
Arkansas (716-755)	501	416	917
Louisiana (700-714)	267	685	952
Oklahoma (730-749)	457	446	903
Texas (750-799)	2,119	2,165	4,284
<b>WEST SO. CENTRAL</b>	<b>3,344</b>	<b>3,712</b>	<b>7,056</b>
Montana (590-599)	186	197	383
Idaho (832-838)	198	147	345
Wyoming (820-834)	68	93	161
Colorado (800-816)	462	490	952
New Mexico (870-884)	248	265	513
Arizona (850-865)	317	390	707
Utah (840-853)	136	226	362
Nevada (890-898)	112	105	217
<b>MOUNTAIN</b>	<b>1,727</b>	<b>1,913</b>	<b>3,640</b>
Alaska (995-999)	99	97	196
Washington (980-998)	698	556	1,254
Oregon (970-979)	464	457	921
California (900-961)	2,555	3,436	5,991
Hawaii (967-968)	174	151	325
<b>PACIFIC</b>	<b>3,990</b>	<b>4,697</b>	<b>8,687</b>
<b>UNITED STATES</b>	<b>34,274</b>	<b>35,708</b>	<b>69,982</b>
US Terr	61	100	163
Canada	0	2	0
<b>TOTAL CIRCULATION</b>	<b>34,335</b>	<b>35,810</b>	<b>70,145</b>

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