

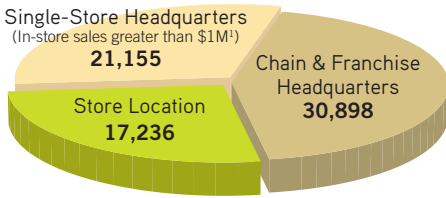
from the corner office to the store floor, CSNews gives you more influential retailers

Convenience Store News gives you comprehensive access to every point of influence, including the chain HQ executives and single-store owners who make major buying decisions, as well as the store managers who wield buying influence and drive sales at the store level.¹

clearly defined reach into the largest chains

Convenience Store News is the only brand that:²

- Delivers 100% coverage of chain headquarters.
- Provides 100% coverage of single stores.
- Provides circulation in detail by chain size and title.



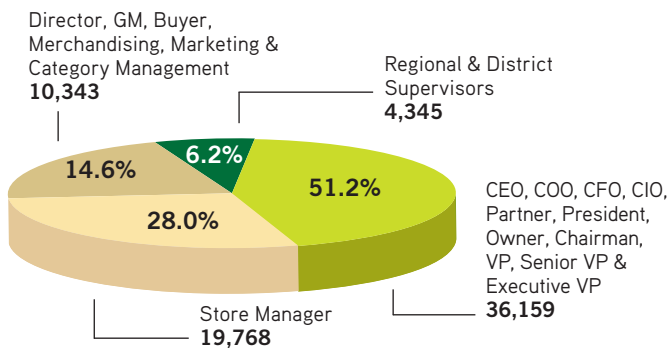
Pie Chart Source: June 2009, BPA Statement

circulation by chain size

Chain Size	Circulation
More than 500 stores	11,396
201-500 stores	6,737
101-200 stores	4,199
51-100 stores	3,567
26-50 stores	3,885
11-25 stores	4,270
4-10 stores	5,113
2-3 stores	6,930
Chain total	46,097
Single-store operators	23,903
Paid circulation	615
TOTAL CIRCULATION	70,615³

Source: June 2009, BPA Statement

circulation by title

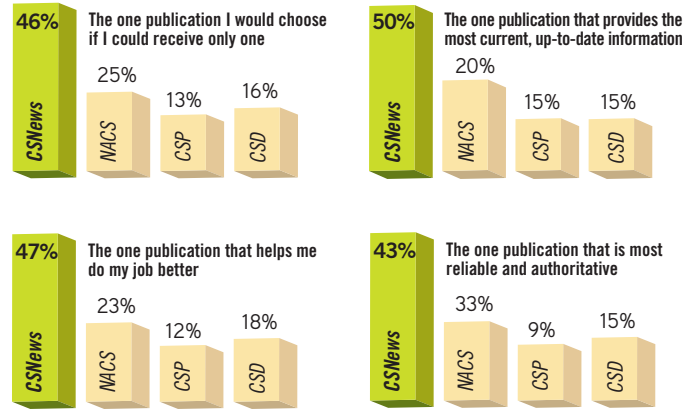


Pie Chart Source: June 2009, BPA Statement

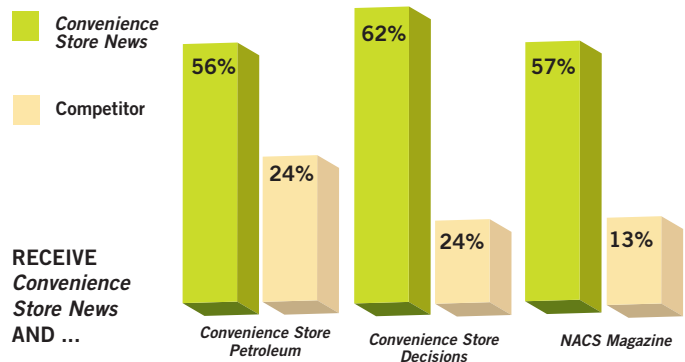
unrivaled readership

An independent 2009 Convenience Industry Media Usage Study shows conclusively that *Convenience Store News* is rated #1 by retailers.

editorial preference¹



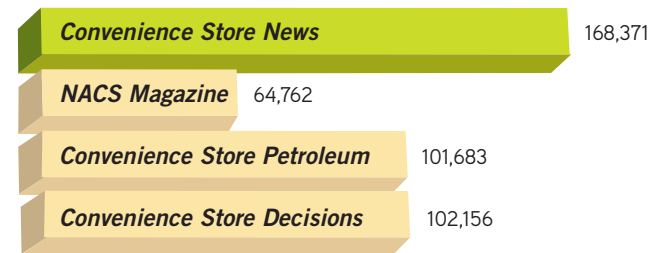
the publication preferred among those receiving Convenience Store News and another publication²



RECEIVE Convenience Store News AND ...

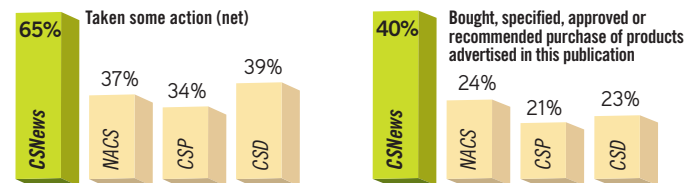
more reach & readership for maximum ad action

reach³



advertising action¹

What actions have you taken as a result of advertising?



¹Source: Publisher's own data

²Source: Nielsen TDLinx, June 2009

³Includes paid circulation

¹Source: 2009 Convenience Industry Media Usage Study conducted by Preston/Rogers Assoc. Inc.

²Source: 2008 Convenience Store News Information Needs Study conducted by Preston/Rogers Assoc. Inc.

³Reach calculated as total circulation plus % who pass issue along multiplied by pass-along rate, as determined by 2009 Convenience Industry Media Usage Study