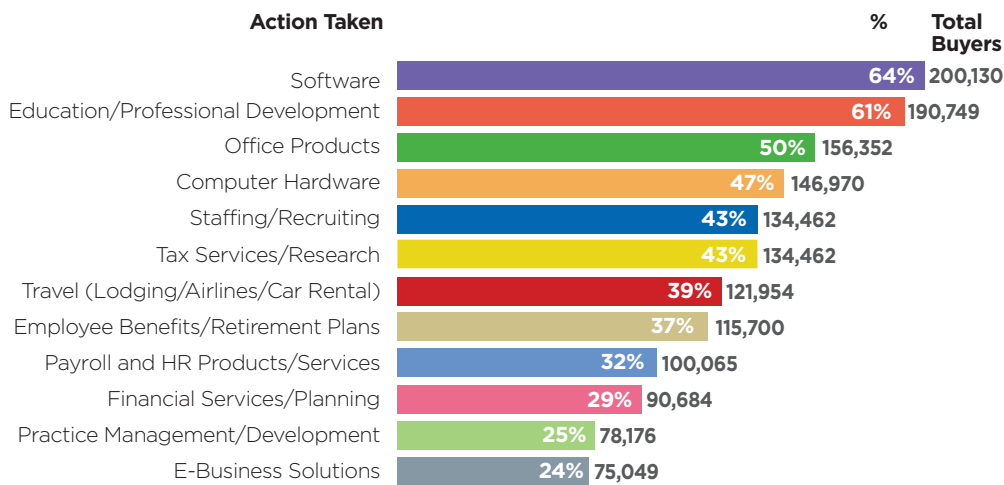




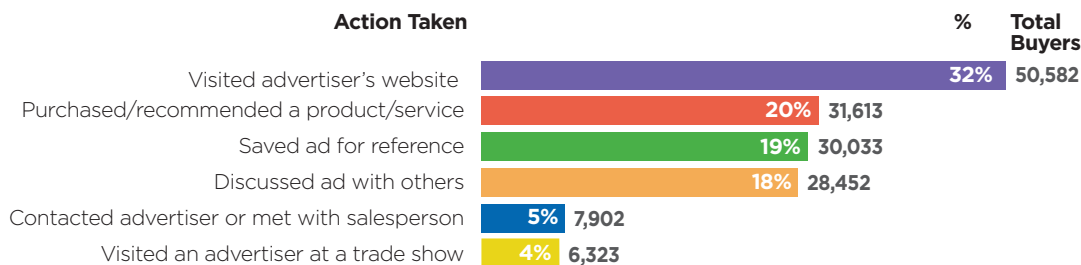
## Purchasing Channels

**91%** of respondents to a recent study of *JofA* subscribers reported having purchase influence in one or more of the following product categories:



## Response to Advertising

**46%** of study respondents took one or more of the following actions during the past year as a result of seeing an advertisement and/or article in the *JofA*:



Source: On Target Studies, Readex Research, February & June 2008  
BPA Audit Statement, June 2008