

MIX®

Mix November 2009 Audience Engagement Report



Mix
A Penton Media Brand
6400 Hollis St., Ste 12
Emeryville, CA 94608-1052
(800) 624-5212
mixonline.com

 **PENTON**
Penton Media, Inc
249 W 17th Street
New York, NY 10011
(212) 204-4200
Pentonmedia.com

Purpose

The quarterly Audience Engagement Report provides an integrated view of the *Mix* community. The data provided within is obtained via internal and third party sources, including Omniture, Yesmail, and ESP Computer Services.

Audience Served

The *Mix* professional community is involved in Commercial and Private Recording Studios, Sound Reinforcement, Independent Audio Production, Engineering and Technical companies, Sound-for-Picture Production and Post Production companies, Radio/TV Broadcast Production, Sound/Video Contractors, Mastering/Authoring/Replication, Acoustics/Design Consulting, Record companies, Music/Recording Schools, Retail/Mfg Rep/Distributors, Equipment Manufacturing, Media and other related businesses.

Mix users are Presidents/Owners, Managers, Chief Engineers, Staff Mixing Engineers, Independent Engineers, Other Engineers and Technical titles, Producers/Directors, DJ/Turntablist, Educators, Distributors, Sales/Administrative Personnel and others.

Mix Total Annual Exposures

Element	Audience	Frequency	Total
Mix Print and Digital Editions	30,482	12	365,784
MixLine E-newsletter	29,900	24	717,600
MixLine Live E-newsletter	25,200	24	604,800
MixTech E-newsletter	29,900	24	717,600
Mix Events (Nashville) E-newsletter	36,200	7	253,400
Mix Show News (NAMM, AES) E-newsletters	75,312	14	1,054,368
mixonline.com Average Monthly Unique Visitors*	227,085	12	2,725,020
Total			6,438,572

Note: mixonline.com Total Annual Page Views is 7,833,419*

Source and further details on pages 2-7

Mix Print and Digital Readers

Updated October 2009

Business Involvement	Total	Percent of Responses	Print Edition	Digital Edition
Commercial Recording Studio	3,079	17.2%	3,016	63
Private Recording Studio	3,478	19.4%	3,358	120
Sound Reinforcement	1,560	8.7%	1,522	38
Independent Audio Production Company	1,841	10.3%	1,749	92
Independent Audio Engineering/Technical Company	1,172	6.5%	1,124	48
Sound-for-Picture: Production Company	295	1.6%	284	11
Sound-for-Picture: Post-Production Company	743	4.2%	720	23
Radio/TV Broadcast Production	870	4.9%	845	25
Sound/Video Contractor	688	3.8%	676	12
Mastering/Authoring/Replication	279	1.6%	269	10
Acoustics/Design Consulting Company	372	2.1%	360	12
Record Company	322	1.8%	305	17
Music/Recording School	785	4.4%	763	22
Retail/Mfg Rep/Distributors	542	3.0%	530	12
Equipment Manufacturing	510	2.8%	499	11
Media	209	1.2%	196	13
Other	1,152	6.4%	1,092	60
Total Responses to question	17,897	100.00%	17,308	589
No Response or Paid Readers	12,585		11,357	1,228
Total Subscribers	30,482		28,665	1,817
Percent			94.0%	6.0%

Print edition is mailed via the US Postal Service. Digital editions are delivered using Yesmail.

Source: ESP Computer Services

Job Title	Total	Percent of Responses	Print Edition	Digital Edition
President/Owner	7,285	49.4%	7,071	214
Manager	711	4.8%	691	20
Chief Engineer	1,224	8.3%	1,171	53
Staff Mixing Engineer	516	3.5%	502	14
Independent Engineer	1,299	8.8%	1,235	64
Other Engineer or Technical Title	562	3.8%	543	19
Producer/Director	1,348	9.1%	1,263	85
DJ/Turntablist	143	1.0%	128	15
Educator	582	3.9%	561	21
Distributor	71	0.5%	67	4
Sales/Administrative Personnel	332	2.2%	322	10
Other	683	4.6%	631	52
Total Responses to question	14,756	100%	14,185	571
No Response or Paid Readers	15,726		14,480	1,246
Total Subscribers	30,482		28,665	1,817
Percent			94.0%	6.0%

Source: ESP Computer Services

Mix Subscribers

The following list represents a sample of actual *Mix* subscribers – by title and company

20Th Century Fox	Re-Recording Mixer
ABC Television	Post Production Audio
American Zoetrope	Chief Engineer
Avatar Media Design LLC	Senior Producer
Bear Creek Studio & Music	Producer
Bellagio Hotel & Casino	Audio Engineer
Berklee College	Studio Supervisor
Berklee College Of Music	Director Of Production
Billy Graham Evangelistic Assn	Director Of Tv & Event Production
Canadian Broadcasting Corp	Sr. Post Production Audio Engineer
Capitol Records	Mastering Engineer
CBS Paramount Television	Post Production Supervisor
Cirque Du Soleil	Audio Engineer
Clear Channel Radio	Commercial Production Director
Crescendo Studios	Senior Engineer
Dog House Studio	Owner
Fenix Studios Studio	Chief Engineer
Germano Studios, Inc.	President/Owner
Hit Factory	Technical Director
Kampo Studios	Staff Engineer
Long View Farm Studios	General Manager
Luxor	Head Sound - Atrium Showroom
Mammoth Audio	President
Manhattan Center Studios	Chief Engineer
Marcussen Mastering	Mastering Engineer
Margarita Mix Hollywood	Mixer
MGM Grand	Head Sound
MGM Mirage	Sound Manager
NASA-TV / Tessada	Audio Engineer
NBC/Universal	Supervising Sound Editor
Nightingale Conant Corp	Director Audio/Video Engineer
Ocean Way Recording	General Manager
Paramount Pictures	Sound Engineer
Record Plant	President
Redemption Studios	Studio Manager
Sirius Satellite Radio	Sr. Manager Studio Operations
Skip Saylor Recording Co Inc	Owner
Sony Music Studios	Mastering Engineer
The Club House Recording Studio	President
The Walt Disney Company	Editorial Engineer
Universal Mastering Studios W	VP Studio Operations
Universal Studios	Supervising Sound Editor
Universal Studios	Director Sound Editorial
Warner Bros	Prod Mixer
Warner Bros Studios	Re-Recording Mixer
Westlake Audio Inc	General Manager

Mix E-newsletter Report

MIX	Audience	Frequency
MixLine	29,900	1st and 3rd Tuesdays
MixLine Live	25,200	1st and 3rd Wednesdays
MixTech	29,900	2nd and 4th Tuesdays
Mix Events	36,200	7x in conjunction with Mix Nashville
Mix Show News	75,312	7x each, in conjunction with NAMM, NAB, AES

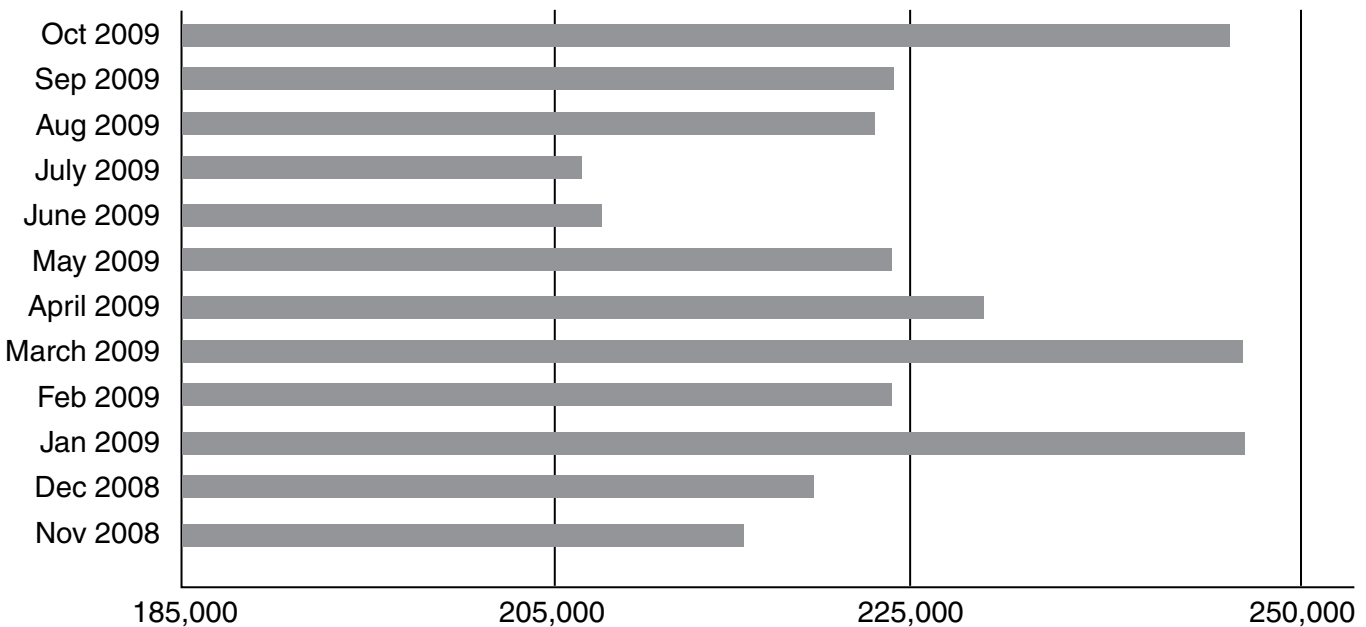
Source: Yesmail

mixonline.com Online Report

Date	Unique Visitors	Page Views
October 2009	245,530	645,573
September 2009	223,549	601,606
August 2009	221,536	606,484
July 2009	209,906	574,266
June 2009	212,231	597,304
May 2009	223,462	714,771
April 2009	230,152	801,485
March 2009	246,406	926,250
February 2009	223,476	658,336
January 2009	247,999	621,140
December 2008	219,638	547,950
November 2008	221,139	538,254

Source: Omniture

Monthly Uniques



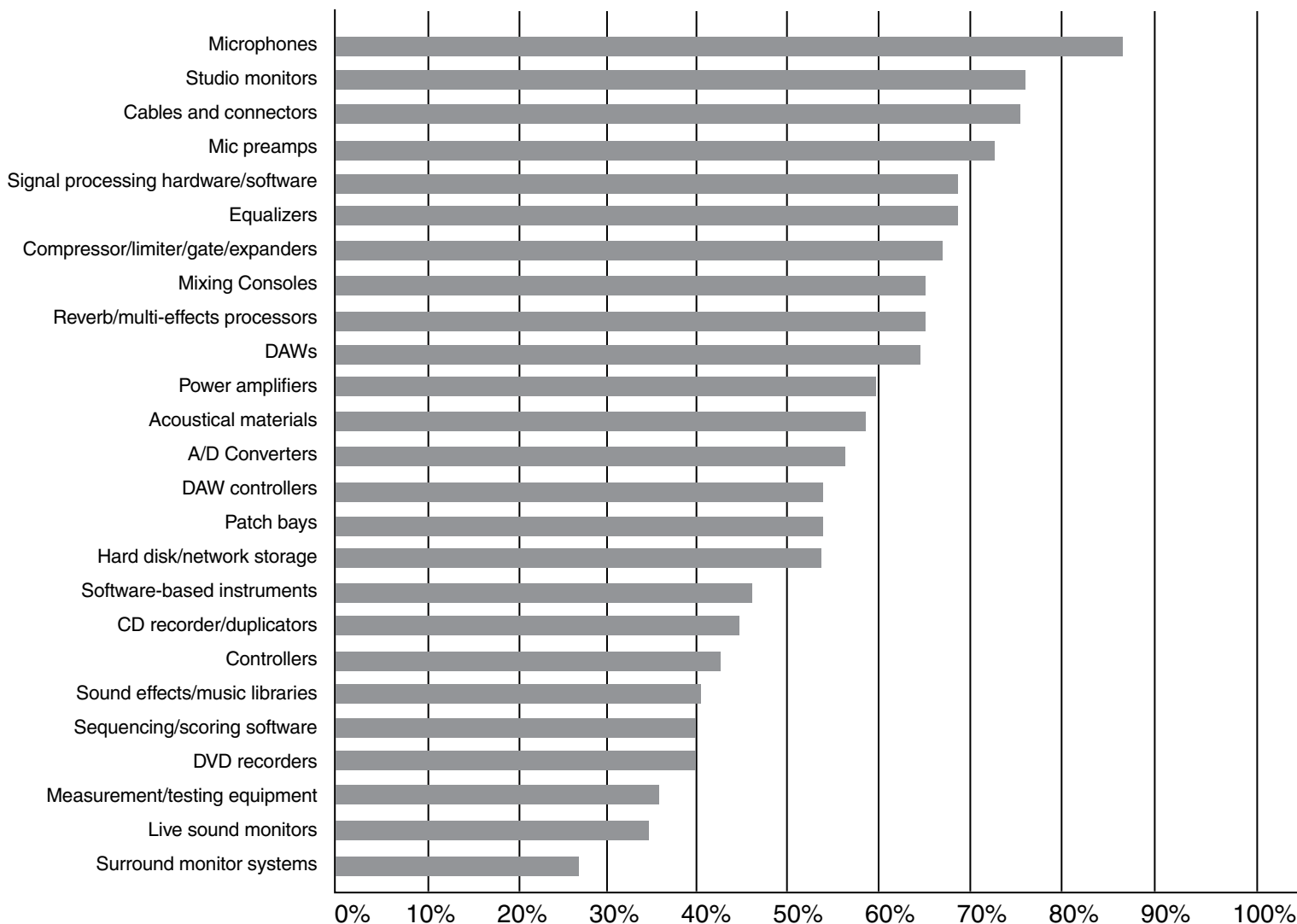
Source: Omniture

Mix Online Demographics

Business Involvement	Percent of Responses
Studio/Recording Production	34.5%
Independent Engineer/Producer	12.2%
Music Composition/Performance	11.5%
Sound Reinforcement	6.1%
Audio Post-Production for Film/Video	5.4%
Facility Design/Acoustics	4.1%
Recording School or Program	3.4%
Equipment Sales/Rental	3.4%
Broadcast Production	2.7%
Audio Production for Film/Video	2.7%
Mastering	2.0%
Sound/Video Contracting	2.0%
Remote Recording	1.4%
Corporate Audio/Video Production	1.4%

Job Title	Percent of Responses
Owner	34.5%
Studio Engineer/Mixer	18.9%
Musician Artist	13.5%
Producer	5.4%
Manager	5.4%
Live Sound Engineer/Mixer	4.7%
Educator	3.4%
Audio Editor for Film/Video	2.7%
Designer/Acoustics	2.7%
Technician	2.0%

mixonline.com visitors are empowered to specify, recommend, approve, purchase or influence the purchase of:



mixonline.com readers spend, on average, \$33,800+ on music related products per year.

Mix Nashville 2009 attracted 620 unique registrants over the course of two days. Of these, more than 91% are qualified audio- and music-industry professionals, including producers, engineers, live-sound personnel and songwriters. And roughly 88% of responding attendees do their primary audio work in a studio. Mix Nashville attendees represent a strong cross-representation of the industry, as well as a highly qualified lead base for event partners.

What is your primary reason for attending Mix Nashville?

Expert panels on the music business and the art of music production and performance	24%
Networking opportunities with established music recording professionals	31%
Free classes covering popular music-production software and hardware	23%
Personalized walkthroughs of the latest music hardware and software with expert staff members	22%

What is your level of involvement in the recording industry?

Full-time pro.....	37%
Part-time pro.....	19%
Aspiring pro	39%
Enthusiast.....	5%

Where do you do your primary work?

Commercial studio.....	19%
Private studio.....	18%
Home-based studio	51%
Live sound venues.....	10%
Post-production facility.....	2%

What do you consider to be your primary musical activity?

Producer	25%
Engineer	37%
Live sound/production professional	11%
Songwriter	19%
Music enthusiast.....	8%

What platform do you use for music production?

Mac.....	52%
PC.....	29%
Both equally.....	17%
None	2%

What is the likelihood that you will attend future Mix Nashville events?

Certain - 99% to 100% sure	34%
Very probable - 75% to 98% sure.....	30%
Probable - 50% to 74% sure.....	24%
Possible - 25% to 49% sure.....	5%
Slightly possible - 5% to 24% sure	2%
Not possible - less than 5% sure	4%

OMNITURE™



About Omniture

Omniture, Inc., headquartered in Orem, Utah, is the pioneer of next-generation web analytics technology and is the most experienced provider of adaptable solutions to large, complex websites. Omniture develops and markets SiteCatalyst, which has been designed specifically for the needs of enterprise companies to monitor visitor and commerce activity, identify specific points of change, and drive business decisions that increase ROI. Cutting-edge technology has resulted in an impressive client list, which includes AOL Time Warner, Gannett, Microsoft, Maytag Corporation, Media News Group, VeriSign and Hewlett Packard. <http://www.omniture.com>



About Yesmail

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