

# NASDAQ

## International Magazine

The magazine for international investment

mediapack 2003



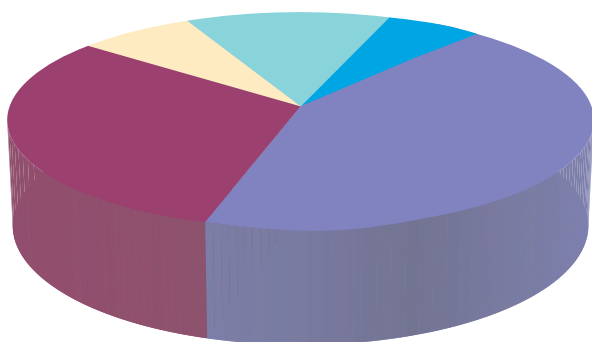
## Why Nasdaq International Magazine

- Unique dedication to the global institutional investment community
- Unrivalled access to the C-Suite of NASDAQ listed companies
- In-depth insight into the thinking of top CEO's within the global economy
- Highly researched and audited readership
- Excellent outreach to high net worth individuals

For the last nine years the NASDAQ International Magazine has dedicated itself to providing an insight into the business strategies being deployed by the CEO's of NASDAQ listed companies – some of the world's most dynamic growth corporations spanning all major industry sectors.

No other publication can justifiably claim to be closer to the thinking, aspirations and achievements of these key players in the world economy. With this compelling mix of editorial insight and analysis, the NASDAQ International Magazine commands the attention of institutional investment professionals across all time zones.

## TOTAL CIRCULATION 38,000

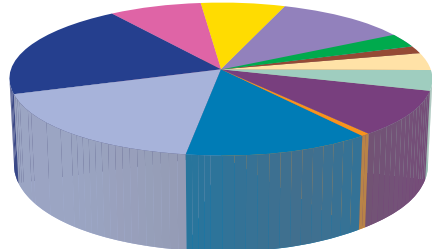


USA	19,988	53%
Europe & ROW	9,657	25%
NY Shuttle	2,275	6%
Nasdaq Roadshows	4,180	11%
International Airlines	1,900	5%

## The Nasdaq 100

ADC Telecommunications, Inc.  
 Adobe Systems Incorporated  
 Altera Corporation  
 Amazon.com, Inc.  
 American Power Conversion Corporation  
 Amgen Inc.  
 Apollo Group, Inc.  
 Apple Computer, Inc.  
 Applied Materials, Inc.  
 BEA Systems, Inc.  
 Bed Bath & Beyond Inc.  
 Biogen, Inc.  
 Biomet, Inc.  
 Broadcom Corporation  
 Brocade Communications Systems, Inc.  
 C.H. Robinson Worldwide, Inc.  
 CDW Computer Centers, Inc.  
 Cephalon, Inc.  
 Check Point Software Technologies Ltd.  
 Chiron Corporation  
 CIENA Corporation  
 Cintas Corporation  
 Cisco Systems, Inc.  
 Citrix Systems, Inc.  
 Comcast Corporation  
 Compuware Corporation  
 Converse Technology, Inc.  
 Costco Wholesale Corporation  
 Dell Computer Corporation  
 DENTSPLY International Inc.  
 Dollar Tree Stores, Inc.  
 eBay Inc.  
 EchoStar Communications Corporation  
 Electronic Arts Inc.  
 Expeditors International of Washington, Inc.  
 Express Scripts, Inc.  
 Fastenal Company  
 First Health Group Corp.  
 Fiserv, Inc.  
 Flextronics International Ltd.  
 Gentex Corporation  
 Genzyme Corporation  
 Gilead Sciences, Inc.  
 Henry Schein, Inc.  
 Human Genome Sciences, Inc.  
 ICOS Corporation  
 IDEC Pharmaceuticals Corporation  
 Intel Corporation  
 Interactive Group

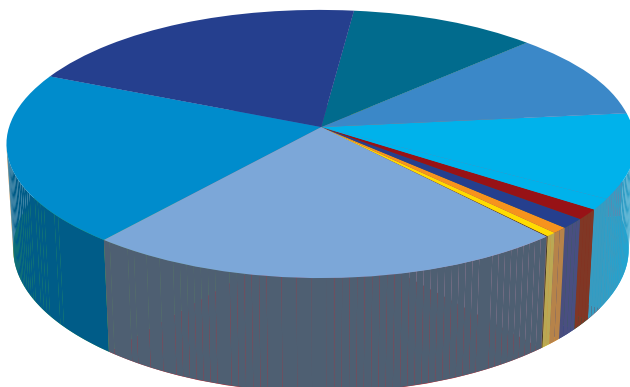
## DISTRIBUTION BY READER TYPE



Companies	13%
Officials	2%
Media	4%
Internal	3%
Issuers	10%
Academics	1%
Nasdaq Roadshows	11%
Investors	18%
Bankers	19%
Professionals	8%
New York Shuttle	6%
Int'l Airlines 1st & Bus Class Lounges	5%

## DISTRIBUTION BY ACTIVITY TYPE

Corporations	22%	Venture Capitalists	2%
Investment Banks	20%	Government bodies	2%
Investment Management	20%	New York Stock Exchange	1%
Nasdaq	11%	Consultants	1%
Nasdaq-listed	10%	Insurance	.5%
Trading/Brokerage	10%	Investment/Asset Management	.5%

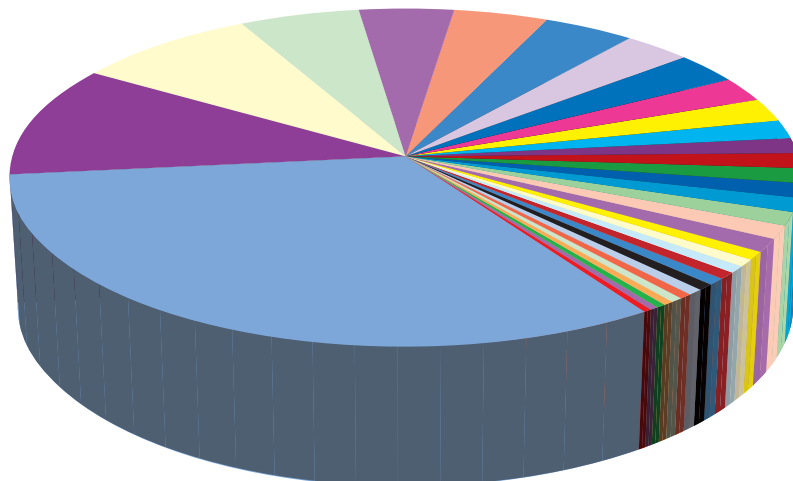


## The Nasdaq 100

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 Teva Pharmaceutical Industries Ltd  
 VeriSign, Inc.  
 VERITAS Software Corporation  
 Whole Foods Market, Inc.  
 Xilinx, Inc.  
 Yahoo! Inc.

## CIRCULATION EUROPE AND REST OF WORLD (by country)

United Kingdom	3134	China	128
Japan	1032	Republic of Ireland	123
Switzerland	808	North Korea	122
India	533	Spain	122
Germany	421	South Africa	75
France	419	Finland	65
Hong Kong	404	Denmark	64
Netherlands	301	Mexico	64
Israel	289	Malaysia	63
Australia	227	Norway	57
Belgium	215	Luxembourg	54
Taiwan	173	Austria	45
Sweden	141	New Zealand	43
Brazil	139	Thailand	36
Italy	136	Greece	33
Singapore	132	Argentina	30
		Portugal	29





## Advertising Rates

	1x	3x	6x
<b>Full Page</b> (4 col)	\$9,000	\$8,250	\$7,500
<b>Half Page</b> (4 col)	\$6,000	\$5,500	\$5,000
<b>Double Page Spread</b> (4 col)	\$17,500	\$16,250	\$14,750
Guaranteed position	+ 20%	Sponsorship	price on application
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## In each issue....

- Up to 10 major features based on CEO interviews with leading NASDAQ companies
- News updates covering innovative new product and service developments among NASDAQ companies.
- Special reports on leading edge product/service areas among NASDAQ companies - for example IT, biotech, finance, retail, security.
- In depth analysis of innovation on NASDAQ.
- Expert news and analysis of market related issues

### Recent Nasdaq International Magazine Cover Features:

May 2003	Carlos Ghosn, CEO, Nissan
March 2003	Tim Donahue, CEO, Nextel
January 2003	George Schaefer, CEO, Fifth Third Bank
November 2002	Larry Ellison, CEO, Oracle
September 2002	Howard Schultz, Chairman, Starbucks
July 2002	William P. Roelants, CEO, Xilinx
May 2002	Scott McNealy, CEO, Sun
January 2002	Steve Ballmer, CEO, Microsoft

# Mechanical Specifications for NASDAQ International Magazine

## PAGE SIZES

DPS bleed	306mm(h) x 466mm(w)
DPS trim	300mm(h) x 460mm(w)
DPS type area	259mm(h) x 438mm(w)
FULL PAGE bleed	306mm(h) x 236mm(w)
FULL PAGE trim	300mm(h) x 230mm(w)
FULL PAGE type area	259mm(h) x 208mm(w)

## COPY REQUIREMENTS

**FILM** Four Colour, positive separations, right reading, emulsion side down, screen 150. A Cromalin must be supplied.

**DATA** Should be supplied on CD in the following formats; Quark Express, Photoshop or Illustrator including all images (must be high resolution), screen fonts and printer fonts.

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## COPY DATES

Sept/Oct 2003	17th July 2003
Nov/Dec 2003	15th Sep 2003
Jan/Feb 2004	13th Nov 2003
Mar/Apr 2004	15th Jan 2004
May/June 2004	15th Mar 2004

## DELIVERY ADDRESS

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