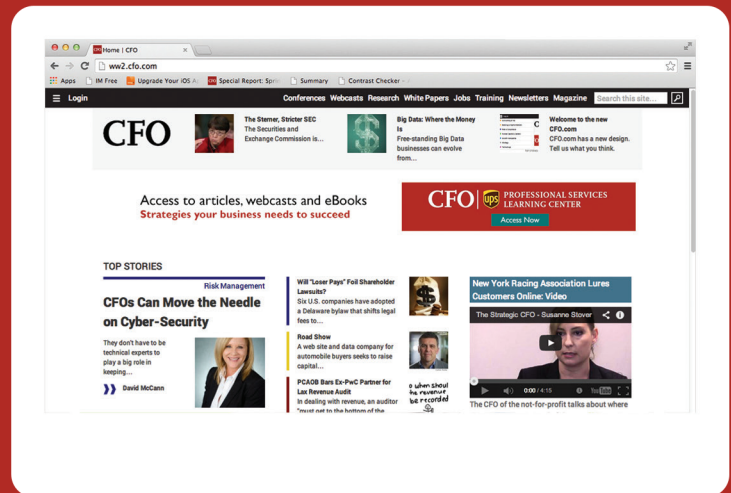
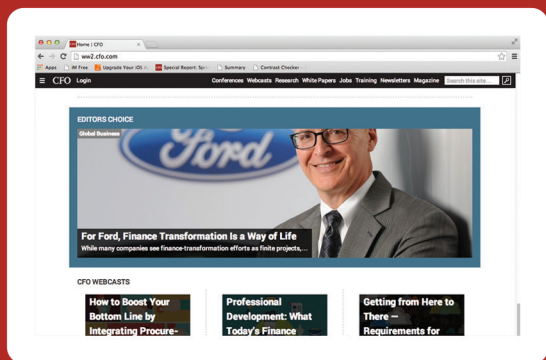
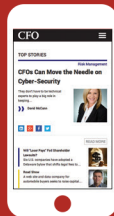
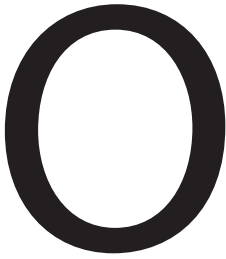


# CFO

MEDIA KIT  
2014





ur goal at CFO Publishing is to keep CFOs and senior finance executives well-informed and updated on best practices and current events in the financial world.

For over 25 years, our flagship, CFO Magazine, has been delivering senior finance executives high quality, relevant content. CFO is the most established authority on matters of importance to senior finance executives and is recognized as a must-have staple for readers who depend on reliable reporting.

What separates us from our competitors is our seniority– our established place in the market. Our editors are subject matter experts with nearly 130 years experience combined and always in the know on topics such as new health care, tax laws, government regulations, technology, business applications, fraud and security risks, and employee benefits that affect our finance executives. And, because we know first–our readers know first!

Throughout our span of nearly three decades, we have created a relationship with our 1.4 million readers based on communication. We listen to our audience and meet their information needs by designing and producing products beyond our magazine. We deliver content through an integrated approach (print, online and events) that can be accessed across all devices at any time, from any place.

CFO delivers your message to key financial decision makers across the U.S. and beyond.

# Why Target The CFO?

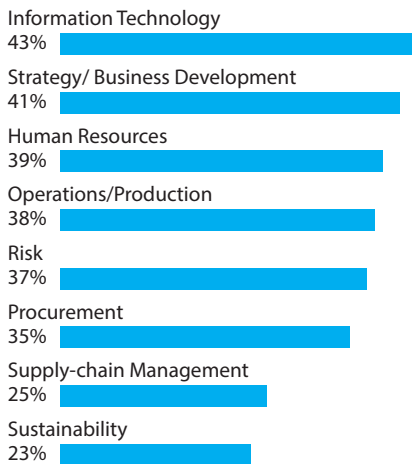
## The CFO's Role As Business Decision Maker



Two different studies were conducted by Gartner FEI and Accenture examining the role of the CFO. Both studies showed the increasing influence in purchasing decisions by CFOs across the enterprise.

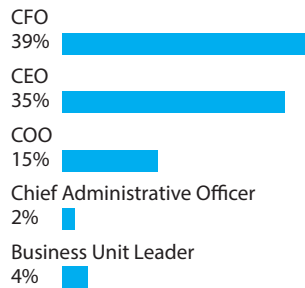
### Gartner

#### CFOs Assumed Additional Responsibilities In:



### accenture

#### CFOs Own the IT Function. IT Reports To:



In large and small businesses, CFOs are partnered with other C-level execs to make the most strategically sound decisions. 97% of CFOs say their overall level of strategic influence has increased.

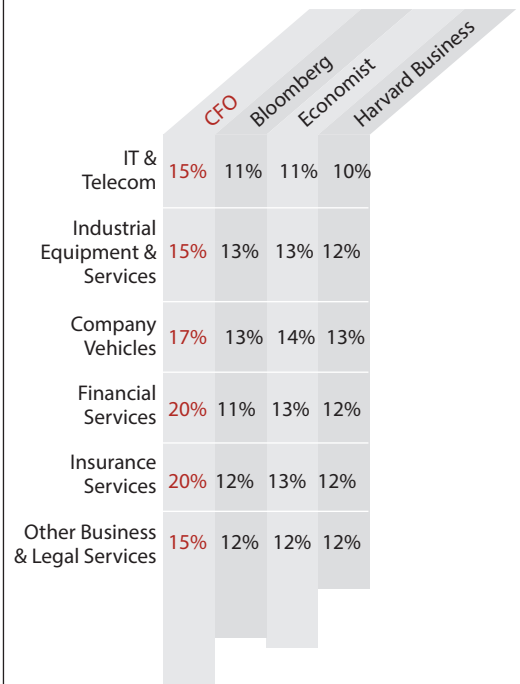
Financial executives rely on trusted third-party sources like CFO to validate strategies and decisions.

Ipsos Business Elite is a survey that measures the media consumption, business and personal profile of the United States' most influential business executives.



#### CFO Audience Has More Purchasing Authority than Many Top Brands:

According to the Ipsos Business Elite survey, CFO outranks the following publications when it comes to their audience authorizing the purchase of IT & Telecommunication, Industrial Equipment & Services, Company Vehicles, Financial Services, Insurance Services and Other Business & Legal Services:



# Market Coverage: Four Key Segments

## Senior Finance Executives

The core audience of CFO consists of senior level financial executives including CFOs, VPs, Controllers and General Managers

## Fortune 500

CFO's subscriber base includes reach into more than 98% of Fortune 500 companies **98%**

We reach 100% of the 75 largest U.S. companies **100%**

CFO's subscribers include reach into more than 95.6% of Fortune 250 companies **95.6%**

## Small & Medium Business

By 2015, the SMB market is projected to cross the trillion dollar mark in IT spending (SMB Insights, The Business Journals)

Over 67% of our audience reach is small & midsize companies **67%**

The SMB market generates an estimated \$31 trillion in annual sales in the U.S.

Publishers Own Data

## Affluents:

Annual household income	
Less than 50,000	6.3%
\$50,000-\$100,000	11.2%
\$100,000-\$200,000	39.8%
\$200,000-\$300,000	22.8%
\$300,000-\$500,000	13.6%
More than \$500,000	6.8%

Value of primary home	
Less than \$100,000	5.8%
\$100,000-\$250,000	21.4%
\$250,000-\$400,000	23.8%
\$400,000-\$650,000	20.4%
\$650,000-\$1 million	15%
Over \$1 million	13.6%

Value of investment portfolio	
Less than \$100,000	21.8%
\$100,000-\$500,000	37.4%
\$500,000-\$1 million	22.3%
\$1 million-\$2 million	10.7%
Over \$2million	8.3%

Personal credit card	
American Express Platinum Card	28%
American Express Gold Card	27.4%
MasterCard Gold	26.3%
MasterCard Platinum	23.4%
Visa Gold	32%
Visa Platinum	32%

Own or lease car	
Own	87.1%
Lease	15.8%

Hotel nights/year typically used for non-business travel	
1-5	29.1%
6-14	44.2%
15-25	19.4%
More than 25	7.3%

Ipsos Business Elite is a survey that measures the media consumption, business and personal profile of the United States' most influential business executives.

According to this survey, CFO outranks or matches our competitors in C-Suite coverage:

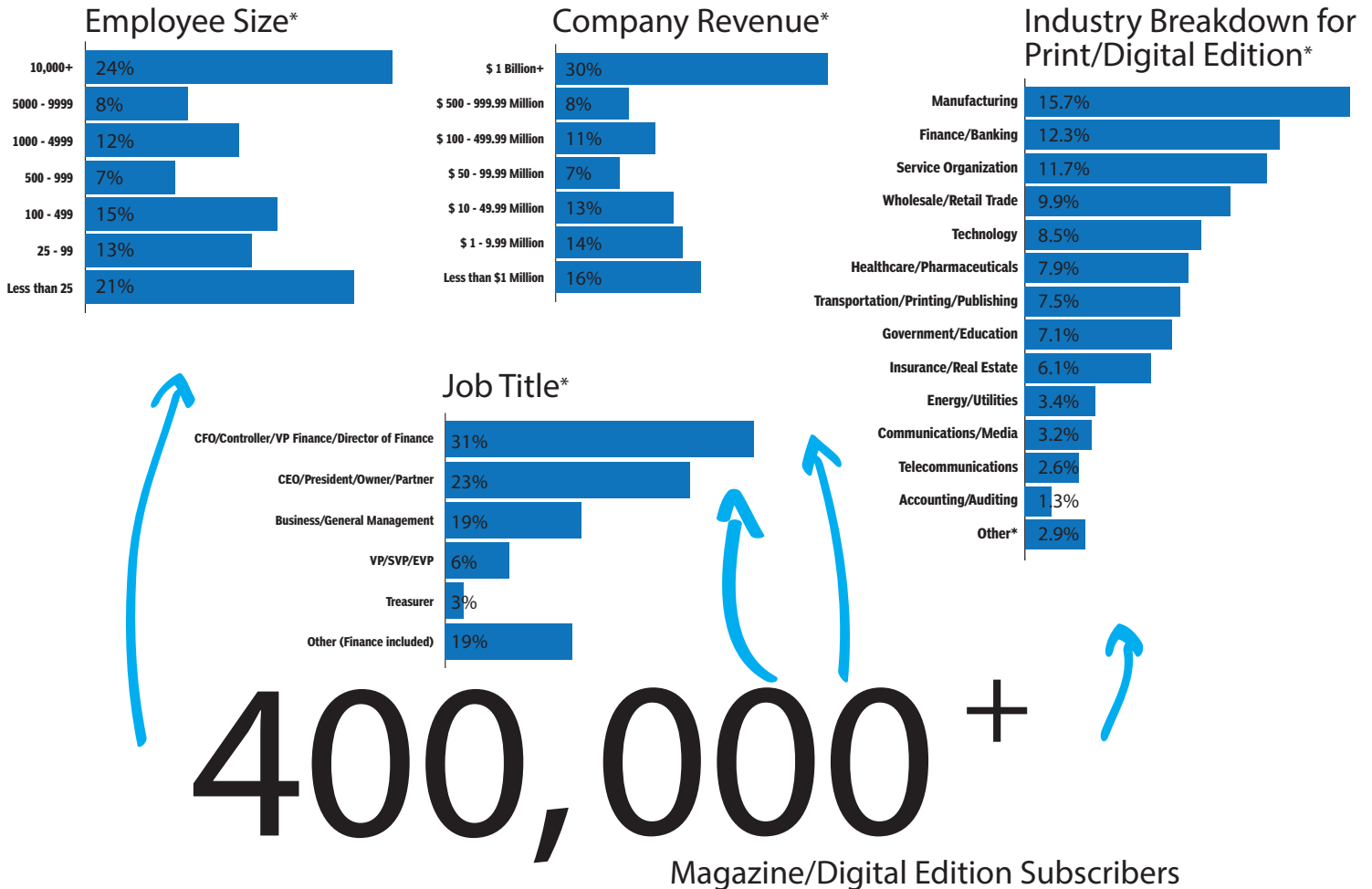
CFO	<b>17%</b>
Bloomberg Businessweek	12%
Harvard Business Review	12%
The Economist	13%
Fortune	17%
New York Times	17%

According to the 2013 Ipsos Business Elite survey, CFO outranks or matches our competitors in SMB reader coverage:

CFO	<b>12%</b>
Bloomberg Businessweek	8%
Harvard Business Review	8%
The Economist	9%
Fortune	12%
New York Times	9%

# Audience Reach:

The Largest, Most Established Community of Senior Finance Executives



\*Publisher's Survey Data

## CFO.com(website)\*

Average page views per month:

578,882

Average unique page visitors per month:

300,000

Readers average time spent on CFO.com:

0:04:58

Total annual page views (September 2012-September 2013):

7,997,692

Total annual unique visitors (September 2012-September 2013):

2,430,714

## CFO eNewsletters

Delivered to:

220,000 subscribers

## Mobile

30,000 subscribers

## Tablet

- Launched late 2013
- Available at the Apple store
- Opt-in subscribers

\*Google Analytics

# Editorial

CFO Magazine and its associated products provide corporate finance content unparalleled in its depth, practicality, comprehensiveness and focus on the world of senior finance executives.

CFO writers, editors, and designers have received numerous awards for journalistic and visual excellence, including those presented by:

**A | S | B | P | E**  
Fostering B2B editorial excellence

American Society of Business Press Editors (ASBPE): Magazine of the Year (twice), Multi-Platform Presentation of the Year and Lifetime Achievement Award

**FOLIO:**

Folio: Year's Best Business-And-Finance Publication

new york state society of  
**NYSSCPA**  
certified public accountants

New York Society of Certified Public Accountants: Excellence in Online Journalism

CFO's major areas of coverage are Accounting, Tax, Banking, Capital Markets, Risk Management, Compliance, Human Capital, CFO Careers, Growth Companies, Technology, and Strategy.

## Print/Digital Calendar

	Theme:	Feature:	Special Report:	Special Section:	Survey:	Bonus Distribution:	Ad Close:	Materials Due:
January	2013 Year in Review	Review by Beat Plus Expanded Coverage; The Social Media Sell				Corporate Performance Management Summit	12.30.13	12.31.13
February	Supply Chain/ logistics	Supply Chain/ logistics (efficiencies, costs, risks)	New Directions in Financial Reporting		The 2013 CFO Tax Survey		1.13.14	1.14.14
March	Talent Management	Soft Skills, Hard Numbers	Portrait of a Finance Team		Deep Dive	CFO Rising East	2.10.14	2.11.14
April	Risk & Compliance	Risk & Compliance	Making A Sustainability Pay		Duke/CFO Business Outlook Survey	RIMS	3.6.14	3.7.14
May	Finance	Core Finance: Accounting standards update (FASB, private company GAAP); Budgeting, Planning & Forecasting	Accounting; Revenue Recognition		Deep Dive	AICPA; Treasury Management Summit	4.10.14	4.11.14
June		Shaking Up Audit Seeing the Future	Technology Spending: Big Data, Big Spending			Corporate Performance Management West; FEI Summit; IMA; SHRM	5.16.14	5.19.14
July	Technology	State of Finance in the Cloud	Technology Spending Survey	Buyer's Guide –ERP or Cloud or Software	Duke/CFO Business Outlook Survey		6.17.14	6.18.14
August (Digital Edition only)	SMB	Growth Strategies, Pricing Strategies					7.17.14	7.18.14
September	Banking	Banking	Corporate tax Roundup		Deep Dive	Risk Management Summit; Compliance & Regulation Summit	8.18.14	8.19.14
October	Health Care Benefits				Duke/CFO Business Outlook Survey	CFO Rising West; Corporate Venturing Summit; Start Ups & The CFO Summit; MIT Sloan CFO Conference	9.17.14	9.18.14
November	Risk Management	Insurance Control	Risk Management Loss Control		Deep Dive	Big Data for Finance Summit; CFO Playbook; Controller Summit	10.17.14	10.20.14
December	Annual Outlook		Benefit/Pensions: Tuning Up the 401k	Deals of the Year (M&A, IPO, etc.)			11.17.14	11.18.14

# CFO ADVERTISING SOLUTIONS

Get Your Message Seen By The CFO Community With Advertising & Sponsorship Opportunities



## CFO MAGAZINE

For over 25 years, our magazine has been delivering award winning content exclusively for senior finance executives. Each month, CFO Magazine consists of a timely cover story, feature articles and reporting on topics of importance to the financial world. Our principle areas of coverage include: Accounting & Tax, Human Capital & Careers, Risk and Compliance, Technology, Growth Companies, Banking & Capital Markets, and Strategy. CFO Magazine also includes monthly special reports and surveys.

**FACT:** The 2012/13 Magazine Media Factbook reports that more than 60% of print magazine readers took action as a result of a magazine ad. Digital magazines also drive response, with 91% taking action after reading a digital issue. Studies show that 43% of magazine readers make online purchases vs. 21% of non-readers.



Call your sales representative for pricing & packages.

### Distribution:

Print	100,000
Digital	340,000

### Print Opportunities Include:

- Display Advertising
- Survey Sponsorships
- Special Report Sponsorship
- Polybag Ride Alongs
- Bellybands
- Advertorials & Native Advertising
- Inserts



## POLYBAG

Polybags are an effective branding opportunity for your message to be displayed independently but packaged with CFO Magazine in a clear polybag mailer for high visibility.

Call your sales representative for pricing.



## MARKETPLACE SECTION ADVERTISING

Introducing CFO's display section designed for companies on a limited budget or those simply interested in company listings. Display ads will be run in a non editorial environment and appear in our back of book section. Rates also include online exposure.

### Business Profiles

- Available sizes are 1/4, 1/2 and full pages
- All ads are 4 color
- CFO will provide production services. Simply provide a logo and text up to maximum word count

### Marketplace Ads

- Also available in 1/4, 1/2 and full pages
- All ads are 4 color
- Provide artwork according to specs

For more information contact Alicia Upchurch at 646-556-7653.

# CFO ADVERTISING SOLUTIONS



## TABLET EDITION LAUNCHED SEPTEMBER 2013

CFO content is delivered monthly in an interactive, rich media format, creating a high level of engagement. CFO's tablet edition is distributed by Apple through it's newsstand application enabling access beyond the CFO opt-in audience. Content is data driven and "web first". Content will always appear in the tablet prior to print.



Call your sales representative for pricing.

A variety of creative units are available including high impact ads:

Full Page Slideout-Advertorial	1536x1848 @264dpi
1/2 Page Windowshade	1538x956 @264dpi
Full Page Ads	1536x1848 @264dpi
1/8 Page Banner	1536x140 @264dpi
1/2 Page Pull-Out Ad (1/2 page vertical)	1538x956 @264dpi
Interstitials	1184x736 @264dpi

**FACT:** 73% of readers read/tap on ads appearing on electronic magazines (2012/13 Magazine Media Factbook)

## Tablet Editorial Calendar

	Theme:	Ad Close:	Materials Due:
January	Disruption & Innovation	12.30.13	1.6.14
February	Financial Mismanagement	1.27.14	2.3.14
March	The Next Generation	2.24.14	3.3.14
April	Money & Capital	3.31.14	4.7.14
May	The Cloud	4.28.14	5.5.14
June	Reputations	5.26.14	6.2.14
July	Global Direction	6.30.14	7.7.14
August	Social Networks	7.28.14	8.4.14
September	The Decisions Issue	8.25.14	9.1.14
October	Predicting & Anticipating	9.29.14	10.6.14
November	Startups	10.27.14	11.3.14
December	Payments / Revolutions	11.24.14	12.1.14

# CFO ADVERTISING SOLUTIONS



## CFO.COM

CFO.com is a powerful portal for brand building and connecting to the senior finance community. Named in 2012 as one of the top ten vertical sites by BtoB Magazine, CFO.com includes the following channels: Accounting & Tax, Human Capital & Careers, Risk and Compliance, Technology, Growth Companies, Banking & Capital Markets, and Strategy.

**FACT:** Each Month, CFO.com attracts 300,000 unique visitors.

As a result of visiting CFO.com, our audience has:\*

- 55.8% Investigated a product or service
- 50.6% Passed along information about a product or service
- 55.8% Filed information for the future

\*Publishers Own Survey 2013



Ad Units		
Leaderboard	728x90 (30k max)	\$75 CPM
Banner	300x250 (30k max)	\$85 CPM
Banner	970x90, 960x66 (50k max)	\$100 CPM
Skyscraper	160x600 (30k max)	\$100 CPM
Skyscraper	300x600 (30k max)	\$200 CPM
Home Page Road Block		\$20,000/day
Homepage Takeover		Custom Quote
Rich Media	728x90, 300x250, 160x600, 300x600	
Targeting	728x90, 300x250, 160x600, 300x600	

### High impact units include:

• Interstitials	800x400	\$200 CPM
• Welcome Page	800x400	\$200 CPM
Rising Stars		
• Billboard	970x250	\$175 CPM
• Filmstrip	300x600	\$175 CPM
• Portrait	300x1050	\$175 CPM
• Pushdown	970x90	\$175 CPM
• Sidekick	300x250, 300x600, 970x250	\$175 CPM
• Slider	970x90	\$175 CPM
• Expandable Rich Media	728x90, 728x180	\$175 CPM



## ENEWSLETTERS

Readers stay on top of the market through CFO's weekly newsletter, The Weekly Briefing. Content includes coverage of all channels on CFO.com. Each section is sponsorable. The Weekly Briefing is supplemented with breaking news Daily Alerts which will be included with your sponsorship. Topic Sponsorships: Accounting & Tax, Human Capital & Careers, Risk and Compliance, Technology, Growth Companies/SMB, Banking & Capital Markets, and Strategy.



CFO newsletter distribution:	<b>220,000 subscribers</b>	Daily Alert:	Monday - Friday
Weekly distribution date:	Saturday	Ad Units:	728x90 (leaderboard & anchor), sponsored content
Ad Units:	728x90 (leaderboard & anchor)		
Section Sponsorship:	120x60 (logo), 550x150 (image/text/both)		
Price:	\$6000/section sponsorship		
	\$18000/entire eNewsletter		
	\$10000/header and footer banners		

# CFO ADVERTISING SOLUTIONS



## WHITE PAPERS

CFO will host and market your white paper to our audience of financial decision makers.

White Paper Library sponsorship packages:

New Business Starter Package: \$2,250

Posting of up to two of your white papers for three months, including:

- 25 qualified leads—full contact info (name, email, phone, address, job title, industry, and company size)

Gold Standard Package: \$6,500

Posting of up to three of your white papers for one year, including:

- 75 qualified leads—full contact info
- One “Featured Vendor” spot in the White Paper eNewsletter

Platinum Premier Package: \$10,000

Posting up to five of your white papers for one year, including:

- 100 qualified leads—full contact info
- One “Featured Vendor” spot in the White Paper eNewsletter
- One permission-based marketing e-mail to 5,000 names

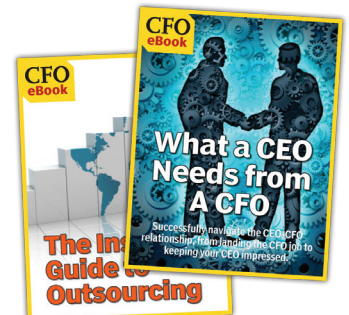


**FACT:** A recent study shows that 72% of enterprise respondents consumed a white paper to evaluate a technology purchase. 56% ranked white papers as “very” to “extremely influential” during purchasing decisions (Eccolo Media 2012 B2B Technology Collateral Survey Report).



## EBOOKS

Each month, CFO creates a limited number of eBooks available for sponsorship. Advertisers generate leads and position themselves as solutions providers within the topic area. eBooks are promoted through email blasts to drive traffic and produce leads. eBooks focus on topics currently affecting the finance community and are pertinent to the CFO role. Custom eBooks are also available.



### Three eBook Sponsorship Opportunities

#### 1) Editorial:

CFO edit team creates all content for the sponsor to deliver.

#### 2) Custom:

CFO editors collaborate with advertisers to create an eBook.

#### 3) Vendor:

Advertisers provide their own eBook and CFO delivers the content through our channels.

### Editorial eBook Topics

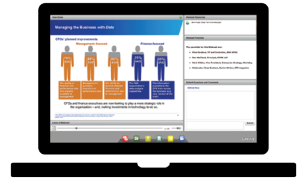
Month	Editorial eBook Topics
January	The CFO's Role in HR • Strategic Social Media
February	Insurance • Budgeting
March	Leveraging Cloud and Mobile for Your Organization • Banking
April	Data Security • Hiring Top Finance Talent
May	Making Mobile Strategic • IPOs
June	Using Technology for Growth • Risk Management
July	Travel Expense Management • Becoming a Strategic Partner with IT
August	Finance Looks to the Future of Accounting
September	Financial Reporting • Data Mining
October	Investing in Tax • Expanding Overseas
November	401 (k)s • Cash Flow
December	Why IT Matters • Latest Health Benefits Developments

# CFO ADVERTISING SOLUTIONS



## WEBCASTS

Sponsor a live webcast and align your brand with one of our turnkey presentations on topics of interest. By sponsoring a webcast, advertisers generate leads and secure a platform for thought leadership. Our webcasts include a 6-week promotion schedule to drive traffic and produce leads that includes 6 email blasts and banners on the CFO website as well as newsletters and social media.



### Three Webcast Sponsorship Opportunities

#### Editorial

The CFO edit team will create all the content for advertisers to sponsor. This webcast has a lead guarantee of 150 and will stay on demand for 60 days after it airs. For additional leads, CFO will rebroadcast this webcast for \$2,500. Soft leads and Marketplace ads are available at a 30% discount.

Price - \$15,000

#### Custom

The CFO edit team will collaborate with advertisers on content. This webcast has a lead guarantee of 200 and will run as an on demand webcast for 90 days. Receive a 50% discount on soft leads and/or a Marketplace ad.

Price - \$25,000

(includes edit consulting services)

#### Vendor Webcasts

The advertiser provides CFO with all content in a presentation ready format. Any consulting by CFO is limited to the topic only. Vendor webcasts have a 125 lead guarantee and will stay on demand for 30 days. A rebroadcast is available for an extra \$2,500 with all leads generated going to the vendor. Soft leads and a Marketplace ad are available at 20% off.

Price - \$10,000 base

### Webcast Topics

Month	Topic
January	How HR Technology Can Help CFOs
February	The Latest Insurance Developments and What They Mean for CFOs
March	How to Unlock Capital
April	Keeping Your Data Safe
May	Why Mobile Matters for CFOs
June	Using Technology for Growth
July	Strategic Expenses
August	Accounting for Accounting Skills
September	The Latest Financial Reporting Developments
October	New Tax Developments
November	New 401(k) Options
December	Becoming a Strategic Partner with IT



## EMAIL BLASTS

Choose from job titles or company size to reach your specific target. You control the messaging for this turnkey list rental opportunity delivered by CFO.

#### Domestic

- Dedicated email blast
- \$325 CPM + selection filter charge of \$15 per thousand per filter plus a set-up fee of \$175
- Minimum 5000 names

#### International

- \$425 CPM + selection filter charge of \$20 per thousand per filter plus setup fee of \$175
- Geographic targeting is an additional \$15 per thousand
- Minimum 5000 names



# CFO ADVERTISING SOLUTIONS



## LIST RENTAL

Access our list of CFO magazine subscribers by: postal, email and telemarketing contact information.

### Email:

- \$325/m (2 filters only)
- \$15/m for additional filters
- \$175/flat for set up
- Minimum order: 5,000

### Postal:

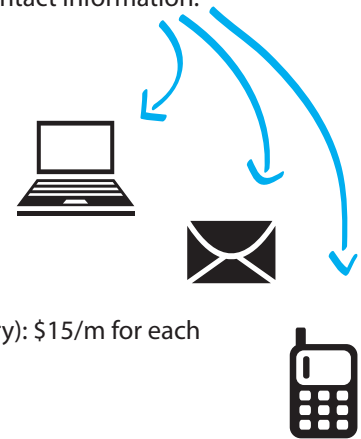
- Base: \$170/m
- Demographic filters (title, employee size, annual sales, business industry): \$15/m for each
- Geography/region: \$10/m
- Shipping: \$150/flat

### Telemarketing:

- Base: \$170/m+ \$75/m = \$245/m
- Demographic (title, employee size, annual sales, business industry): \$15/m for each
- Geography/region: \$10/m
- Shipping: \$150/flat

Note: ALL OFFERS MUST BE APPROVED BY CFO

Contact your sales representative for more information.



## THE LEAD BANK

Every month, CFO accumulates a surplus of leads from our various products. We are offering these warm leads for your use. Our surplus provides you a continuous and constant flow of prospects for marketing your products and services.

### Pricing for Leads:

<u>Time Period</u>	<u>Cost</u>
Within the last 30 days	\$50 per lead
30-60 days	\$25 per lead
60+ days	\$15 per lead

Contact your sales representative for more information.



## THE LEAD STREAM

Sign a three month to one year contract and give us your lead goal. CFO will produce a lead generation program to meet your goals and fill your pipeline. Continuous branding and promotions throughout your contract.

# CFO ADVERTISING SOLUTIONS



## CONFERENCES

We are proud to announce the integration of CFO's traditional events and those of sister company, Innovation Enterprise (IE). CFO and IE's combined event portfolio offers software & solutions providers, consultancies, advertisers & agencies the opportunity to connect with senior finance executives across multiple industries and company sizes.

For more detailed information, visit our full summit calendar at: <http://theinnovationenterprise.com/summits/calendar>

### CFO FLAGSHIP EVENTS

Corporate Performance Management East  
January 27 & 28, New York

CFO Rising East  
March 12 - 13, Miami

Corporate Performance Management West  
June 18 - 19, San Diego

CFO Rising West  
October 21 - 22, San Francisco

CFO Playbook for Private Companies  
November 19 & 20, Miami

### CFO SUMMITS

Payment Summit  
June 11 & 12, Chicago

Treasury Management Summit  
July 10 & 11, Boston

Risk Management Summit  
September 11 & 12, Boston

Compliance & Regulation Summit  
September 11 & 12, Boston

Corporate Venturing Summit  
October 21 - 23, San Francisco

Start Ups & The CFO Summit  
October 21 - 23, San Francisco

Big Data for Finance Summit  
December 3 - 4, Boston

Controller Summit  
December 3 & 4, Boston



Contact Patrick Lewis at [patricklewis@cfo.com](mailto:patricklewis@cfo.com).



# CFO ADVERTISING SOLUTIONS

## RESEARCH STUDIES

Engage senior finance executives through highly credible, objective, co-branded research, conducted by our team of expert researchers, analysts, and editors.



### Global study

- Survey of 200+ senior finance executives around the world
- Interviews with 12+ senior finance executives around the world
- Deep analysis of regional and country-level research results
- Extraordinarily rich data, information, and analysis to inform global thought-leadership, PR, and marketing efforts

### Full research study

- Survey of 150+ senior finance executives based in the United States
- Interviews with 8 to 10 senior finance executives in the United States
- Rich data, information, and analysis to inform thought-leadership, PR, and marketing efforts

### Quantitative (survey-based) study

- Survey of 150+ senior finance executives
  - Rich data to inform thought-leadership, PR, and marketing efforts
- ### Qualitative (interview-based) study
- Interviews with 12+ senior finance executives and other highly credible sources
  - Particularly well suited for reporting on best practices and cutting-edge process, technology, and organizational innovations

### Omnibus Survey

- 10-15 question survey of U.S. based finance executives
- Option to add sponsored questions and receive the exclusive rights to the answers from our respondents

### Published deliverables

A wide range of final deliverables is available, suitable for publication across a variety of CFO Publishing and other channels—from substantial PDF reports (from eight to 20+ pages in length) to articles for online distribution to streaming video to infographics to in-person presentations.

### Sponsors' statements

Research sponsors have the opportunity to include a one- to two-page sponsors' statement with research

### Demographic reach

CFO Publishing is able to reach executives holding a wide variety of titles and a wide range of company sizes. Our reach among senior finance executives at large companies is unparalleled. Please contact us for more information about our services and reach.

Contact John Weber at [johnweber@cfo.com](mailto:johnweber@cfo.com) for more information.



## CUSTOM CONTENT

According to the Custom Content Council, content marketing not only creates branding, but drives leads and traffic. Let CFO's expert team assist you in the creation of high quality content and delivery through our distribution channels.

CFO has myriad solutions for our advertisers in custom content :

- Editorial Consulting
- Advertisorials
- Whitepapers
- eBooks
- Webcasts

Contact your sales representative for more information.

### FACTS:

- 61% of people are more likely to buy from a company that delivers custom content (Custom Content Council)
- 90% of consumers find custom content useful and 78% believe that organizations providing custom content are interested in building good relationships with them. (TMG Custom Media)

# Contact Information



## Senior Vice President, Sales:

Katie Brennan	katiebrennan@cfo.com	646.277.6476
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## Advertising Sales Contacts:

Northeast Haley Moore	haleymoore@cfo.com	646.277.6478
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MidAtlantic/Southeast Jo Ben-Atar	jobenatar@cfo.com	646.237.4101
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Midwest & Pacific Northwest Shelly Schmeling	shellyschmeling@cfo.com	312.932.9392
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West Coast Judy Hayes	judyhayes@cfo.com	925.736.7617
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Canada, Central/Central MidAtlantic Lissa Short	lissashort@cfo.com	212.488.4721
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## Conferences:

Patrick Lewis	patricklewis@cfo.com	415.992.7632
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## Research:

John Weber	johnweber@cfo.com	203.747.0626
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## Marketplace/Directories/Recruitment:

Alicia Upchurch	aliciaupchurch@cfo.com	646.556.7653
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