



## FOR IMMEDIATE RELEASE

# VERIFIED AUDIT INTRODUCES INTEGRATED MEDIA AUDIT REPORT REPRESENTING MEDIA BRAND'S TOTAL AUDIENCE REACH

**Larkspur, CA - February 9, 2010** - Verified Audit Circulation, Inc. (VAC), an industry leader in Circulation Auditing, Research and Verification of Delivery services to the publishing and advertising industries, has released the initial round of Integrated Media Audit Reports for Questex Media Group, LLC. The reports include measurement of the integrated audience across all engagement channels - print, online, e-newsletters, events and webinars. The reports also include website activity for a six month period.

"We are pleased to now share the integrated audience audit with our marketing clients," says Tony D'Avino, Executive Vice President of Questex Media Group, "It is no longer enough for media buyers to simply evaluate and choose between competing print media based on traditional print metrics. In a multi-channel world, B2B companies must first seek to align marketing investment where their customers and prospects are spending their time. As media partners we have to generate the insights that can power that kind of analysis."

Providing both duplicated (gross) and unduplicated (net) reach for a single issue/day/period, the reports illustrate the sum of a publisher's touchpoints with their audience as well as the unique audience. The report dives in more deeply and breaks down the audience by business/industry classification giving a more complete picture of its makeup. It answers the important questions and tells us who the audience is, how they are engaged by the brand and through which channels.

"In this increasingly diverse media landscape, the objective of the integrated media audit is to aid publishers in demonstrating the total scope of their brand reach," according to Tim Prouty, Verified's CEO. "The integrated media report will emerge as a standard for audit reports in short order once advertisers see the wealth of information provided."

"As we move into the future we see only an intensification of innovation," says Prouty. "Verified will be ready to meet those demands as mobile, tablet and other emerging technologies offer publishers additional opportunities to reach their audience."

The September 2009 Integrated Media Audit Reports are being released for the following Questex media brands: Hotel & Motel Management, Hotel Design, Nightclub & Bar, GPS World, LPGas, Response, Pit & Quarry, Travel Agent, Pest Management Professional, Landscape Management. The December 2009 Integrated Media Audit

Reports are being released for Golfdom, American Spa and American Salon.

### **About Verified Audit Circulation**

[Verified Audit Circulation](#) (VAC) has been in the business of circulation auditing and research for nearly 60 years. Verified has been an industry innovator providing a variety of services for publishers across a variety of media, including traditional print, Yellow Page directories, direct to door and electronic media delivery. The company is known for innovation, accuracy and integrity and for quickly adapting to industry trends by providing new services tailored to the needs of publishers, marketing, advertising, and media professionals.

### **About Questex Media Group**

[Questex Media Group](#), LLC is a global, diversified business-to-business media organization serving multiple industries including hotel and hospitality, travel, technology, beauty, spa, among numerous other specialty industries with its well established, market-leading, events, publications, digital and interactive media, research, and other marketing and media related services. The company's combined operations include approximately 400 employees in offices throughout North America, South America, Asia and Europe.

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