


**INTERACTIVE
AUDIT REPORT**



**Audit Bureau
of Circulations
ABCinteractive**

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Client Number: 09-0103-0 / IA

INVESTMENTNEWS WEB SITE ACTIVITY

Primary URL:

<http://www.investmentnews.com>

Publisher:

InvestmentNews
711 Third Avenue
New York, NY 10017
Phone: (212) 210-0100

Publisher's Description:

InvestmentNews.com is designed to provide financial advisers with the news, information, and investment tools relevant to their business. The site features breaking news throughout the day, as well as weekly issue content, research, data, conference calendars, and searchable archives. The site also provides access to InvestmentNews e-mail updates, such as the Investment News Daily, the Weekly Issue Alert, and the monthly Regulatory Alert. InvestmentNews.com attracts a variety of visitors, ranging from investment advisers and financial planners to securities brokers and broker-dealers.

InvestmentNews

1. AVERAGE NUMBER OF PAGE IMPRESSIONS, VISITS AND UNIQUE USERS FOR TWO MONTHS ENDED AUGUST 31, 2009:

JULY	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Home Page, See Par 6	64,737	2,088	2,638	509
All Other	674,763	21,767	27,551	5,136
Grand Total	739,500	23,855	30,189	5,645
Visits	318,196	10,264	13,035	2,300
Unique Users, See Par 6	171,978	9,151	11,578	2,172
Average Duration per Unique User Visit: 11 minutes 43 seconds.				
AUGUST	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Home Page, See Par 6	72,017	2,323	3,142	604
All Other	702,678	22,667	30,617	5,973
Grand Total	774,695	24,990	33,759	6,577
Visits	330,403	10,658	14,463	2,669
Unique Users, See Par 6	178,691	9,474	12,782	2,527
Average Duration per Unique User Visit: 12 minutes 26 seconds.				
GRAND TOTALS	Total	Daily Average	Mon. to Fri.	Sat. & Sun.
Home Page, See Par 6	136,754	2,206	2,879	562
All Other	1,377,441	22,217	29,013	5,601
Grand Total	1,514,195	24,423	31,892	6,163
Visits	648,599	10,461	13,716	2,505
Unique Users, See Par 6	321,994	9,312	12,153	2,369

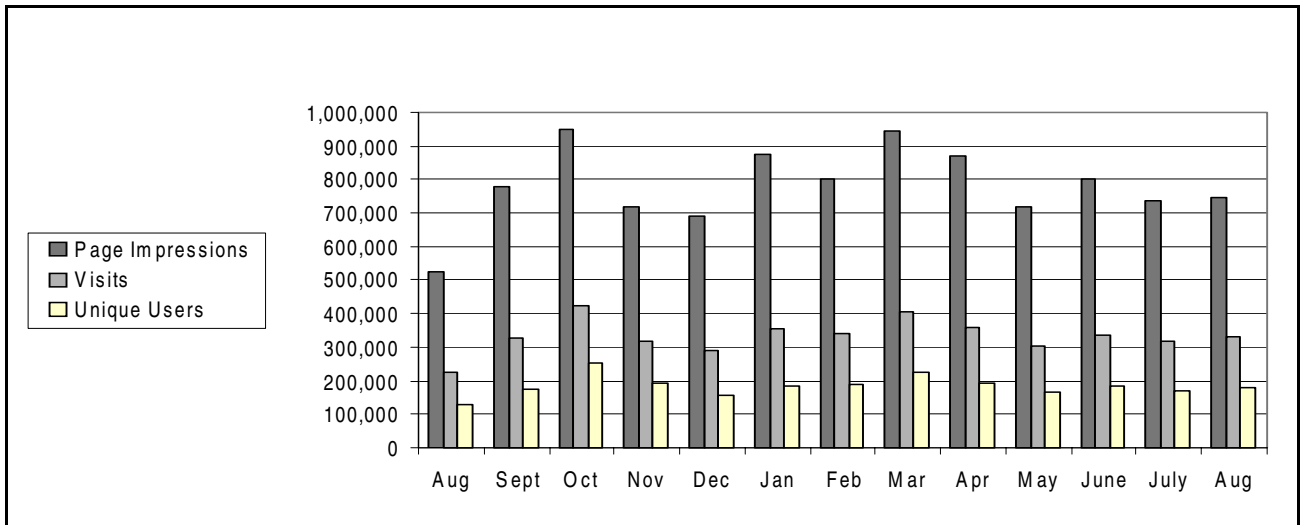
2. TOTAL ACTIVITY BY DAY FOR TWO MONTHS ENDED AUGUST 31, 2009:**JULY**

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	22,213	9,880	8,892	11	4,020	1,756	1,675	21	36,962	15,487	13,889
2	21,740	9,736	8,837	12	7,598	3,114	2,947	22	33,137	14,280	12,701
3	4,946	2,066	1,955	13	41,919	18,427	15,977	23	25,595	11,355	10,206
4	2,357	1,007	938	14	30,453	12,868	11,388	24	24,177	10,931	9,959
5	4,152	1,861	1,770	15	37,834	16,830	14,718	25	5,280	2,057	1,956
6	27,946	12,488	11,092	16	32,336	14,918	13,427	26	7,462	3,004	2,827
7	28,524	12,739	11,028	17	27,732	11,772	10,444	27	36,614	16,025	13,993
8	29,796	13,581	12,418	18	5,343	2,075	1,977	28	45,004	15,724	13,820
9	26,963	11,933	10,759	19	8,947	3,526	3,284	29	39,631	17,101	15,105
10	20,820	9,396	8,544	20	42,764	18,100	15,466	30	33,012	13,795	12,370
								31	24,223	10,364	9,309

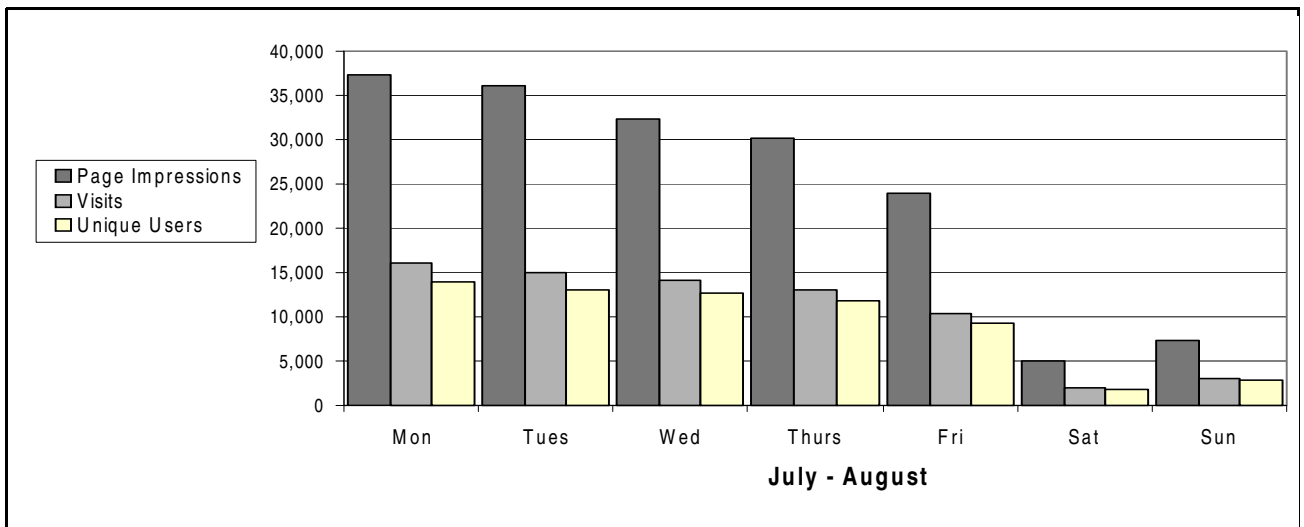
AUGUST

Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users	Date	Page Impressions	Visits	Unique Users
1	4,697	1,789	1,695	11	31,631	13,176	11,776	21	33,913	14,413	13,095
2	6,223	2,646	2,491	12	31,579	14,233	12,750	22	6,830	2,641	2,505
3	33,325	14,664	12,857	13	33,146	13,890	12,458	23	9,351	4,065	3,850
4	33,978	15,074	13,103	14	30,939	12,742	11,297	24	46,854	19,898	17,158
5	33,034	14,449	13,041	15	6,264	2,366	2,246	25	38,575	15,731	13,826
6	31,773	13,752	12,360	16	7,885	3,242	3,078	26	29,520	12,693	11,337
7	23,730	10,405	9,348	17	36,936	16,060	13,858	27	36,087	15,556	13,973
8	4,951	1,971	1,859	18	43,420	18,830	16,065	28	25,304	11,261	10,149
9	8,393	3,490	3,297	19	34,665	14,694	13,006	29	4,955	2,116	2,018
10	34,895	14,630	12,646	20	31,287	13,028	11,614	30	6,219	2,359	2,232
								31	34,336	14,539	12,715

3a. TOTAL ACTIVITY BY MONTH FOR THIRTEEN MONTHS ENDED AUGUST 31, 2009:



3b. AVERAGE DAILY USAGE BY DAY OF THE WEEK:



3c. TOTAL ACTIVITY BY WEEK FOR TWO MONTHS ENDED AUGUST 31, 2009:

Week Beginning	Page Impressions	Visits	Unique Users
June 29, 2009	124,572	54,353	40,818
July 6, 2009	145,667	65,007	44,044
July 13, 2009	184,564	80,416	53,474
July 20, 2009	175,377	75,214	52,155
July 27, 2009	189,404	77,444	53,211
August 3, 2009	169,184	73,805	49,345
August 10, 2009	176,339	74,279	50,855
August 17, 2009	196,402	83,731	55,864
August 24, 2009	187,514	79,614	55,407
Weekly Averages	172,114	73,763	50,575

4. MOST POPULAR PAGES WITHIN THE SITE:

Description	Page Impressions	Daily Average	% of Grand Total
Home Page	136,754	2,206	9.0
Advanced Search Page	45,379	732	3.0
Latest News for Financial Advisers	42,900	692	2.8
Mobile Edition	27,103	437	1.8
Latest News	15,907	257	1.1
Most eMailed Articles	12,526	202	0.8
Table of Contents	11,216	181	0.7
Subscriber Log In Page	10,937	176	0.7
Finra to reps and execs: Think twice before selling 529s	10,615	171	0.7
The RIA Giants	9,067	146	0.6
\$740M Morgan Stanley Smith Barney team bolts for independence	8,663	140	0.6
Michael Vick ordered to hire a financial planner	7,959	128	0.5
Court overturns rule to treat equity index annuities as securities	7,598	123	0.5
The new Merrill mantra: We want brokers, brokers, brokers	7,443	120	0.5
Consuelo Mack Wealthtrack	7,215	116	0.5
Update Account Information	6,418	104	0.4
LPL to pull plug on Pershing clearing platform	6,283	101	0.4
Morgan Stanley Smith Barney starts a round of staff cuts	6,128	99	0.4
Merrill brokers: Sontag's sayonara stings	6,112	99	0.4
Adviser who stole identity of dead baby pleads guilty to fraud	5,912	95	0.4
Democrats skeptical of consumer protection agency	5,811	94	0.4
Opinion Poll	5,520	89	0.4
Advisers' paychecks rise in dismal year	5,002	81	0.3
Consumer prices jump 0.7% in June	4,808	78	0.3
SEC rule on 'naked' short-selling now permanent	4,781	77	0.3

5. PROFILE OF TOP USERS BY DOMAIN:

Domain	Company	Page Impressions
1 Known ISP's and Broadband Service Providers	misc.	574,291
2 edwardjones.com	Edward Jones	21,202
3 fidelity.com	Fidelity Investments	16,470
4 wachovia.com	Wachovia Corporation	14,892
5 sunamerica.com	AIG Retirement Services	11,374
6 rbcdain.com	RBC Dain Rauscher	5,969
7 bankofamerica.com	Bank of America	5,860
8 wells Fargo.com	Wells Fargo Bank	5,787
9 embarqhsd.net	Embarq Holding Company	5,010
10 rwbaird.com	Robert W. Baird & Co	3,292
11 principal.com	Principal Financial	3,217
12 prudential.com	Prudential Insurance	2,654
13 chase.com	JPMorgan Chase & Co.	2,587
14 gs.com	The Goldman Sachs Group	2,559
15 genworth.com	Genworth Financial	2,526
16 massmutual.com	Massachusetts Mutual Life Insurance Company	2,367
17 westernsouthernlife.com	Western-Southern Life Assurance Company	2,099
18 jhancock.com	John Hancock	2,057
19 allianzlife.com	Allianz Life Insurance Company	2,045
20 jacksonnational.com	Jackson National Life	1,891
21 db.com	Deutsche Bank Group	1,681
22 metlife.com	Metropolitan Life Insurance Company	1,583
23 csfb.com	Credit Suisse Worldwide	1,536
24 Educational Institutions	Various .edu	1,524
25 delinvest.com	Delaware Investments	1,515

5. PROFILE OF TOP USERS BY DOMAIN: (Continued)

Domain	Company	Page Impressions
26 troweprice.com	T. Rowe Price	1,398
27 bankone.com	J.P. Morgan (Bank One)	1,296
28 newyorklife.com	New York Life	1,219
29 swst.com	Southwest Securities	1,184
30 enta.net	LOOK UP !!!	1,179
31 sunlife.com	Sun Life Assurance Company of Canada	1,146
32 aimfunds.com	Invesco Aim Distributors	1,137
33 bbandt.com	Branch Banking and Trust Company	1,132
34 amvescap.com	AMVESCAP PLC	1,095
35 mellon.com	Mellon Bank	1,044
36 uboc.com	Union Bank of California	1,037
37 thrivent.com	Thrivent Financial for Lutherans	1,016
38 vanguard.com	The Vanguard Group Inc.	967
39 saionline.com	Securities America	833
40 russell.com	Russell Investment Group	829
41 afginc.net	Great American Insurance Group	812
42 americancentury.com	American Century Investments	738
43 harrisbank.com	Harris Bank	735
44 ftportfolios.com	First Trust Portfolios L.P.	675
45 wedbush.com	Wedbush Morgan Securities	661
46 sourcemia.com	Source Media, Inc.	642
47 scottstringfellow.com	Scott & Stringfellow, Inc.	637
48 frk.com	Franklin Templeton Investments	630
49 micorp.com	Marshall & Ilsley Corporation	616
50 mmc.com	Marsh & McLennan Companies	572
51 money-media.com	Money Media	546
52 mutualservice.com	Mutual Service Corporation	539
53 nationwide.com	Nationwide Mutual Insurance Company	525
54 nextfinancial.com	NEXT Financial Group	497
55 cnlgroup.net	CNL Intellectual Properties, Inc.	493
56 investdavenport.com	Davenport & Company LLC	488
57 investorscapital.com	Investors Capital Corporation	488
58 sbl.com	Securities Benefit	483
59 allfirst.com	Allfirstfinancial.com	481
60 gwl.com	The Great-West Life Assurance Company	481
61 glic.com	Guardian Insurance Company	434
62 janus.com	Janus International Holding LLC	430
63 fpanet.org	Financial Planning Association	423
64 pacificlife.com	Pacific Life	416
65 hargray.net	Hargray Communications Group	411
66 royalbank.com	RBC Royal Bank	411
67 profunds.com	ProFunds Group	402
68 kpmg.com	KPMG International	397
69 ici.org	Investment Company Institute	392
70 advent.com	Advent Software, Inc	374
71 nationallife.com	National Life Insurance Company	371
72 nacm.com	Nicholas-Applegate	367
73 nomura.com	Nomura Holdings Inc.	367
74 bloomberg.com	Bloomberg Financial	364
75 evergreeninvestments.com	Evergreen Investment Management Company, LLC	362

6. EXPLANATORY:

(a) Par. 1: Home Page consists of 136,754; index.html.

(b) Par. 1: This site uses the Cookie-based method to measure Unique Users.

Note: The Total number of Unique Users is adjusted to remove duplicate Visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period in Par. 1.

The Daily average represents the number of Unique Users that visited the site each day as shown in Par. 2, added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily averages but limited to weekdays and weekends respectively.

JULY

Average Duration per Visit: 6 minutes 9 seconds. This calculation excludes 205,775 visits for which duration could not be measured due to only one request during a particular user's session.

Average Duration per Unique User Visit: 11 minutes 43 seconds. This calculation excludes 112,997 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration.

Total Monthly Duration per Unique User: 22 minutes 19 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

AUGUST

Average Duration per Visit: 6 minutes 18 seconds. This calculation excludes 211,209 Visits for which duration could not be measured due to only one request during a particular user's session.

Average Duration per Unique User Visit: 12 minutes 26 seconds. This calculation excludes 118,238 Unique Users for which duration could not be measured due to only one request during a particular user's session. A Unique User may be categorized in both users with duration and users without duration.

Total Monthly Duration per Unique User: 24 minutes 31 seconds. This calculation is defined by taking the ratio of visits to unique users with duration multiplied by the average duration per Unique User Visit.

DEFINITIONS:

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Communication Errors: The failure of a web browser/web server to successfully request/transfer a document is considered a communications error. ABC Interactive only measures successful communications.

HTML Page: A Hyper Text Markup Language document is stored in a directory on a web server and/or created dynamically at the time of the request for the purpose of satisfying that request. In addition to text, an HTML page may include graphics, video, audio and other files.

Internal Page Impressions: Web site activity that is generated by individuals with IP addresses known to be associated with the web site. This activity is excluded from the Audit Report.

Nonqualifying Activity: Unsuccessful transfers of requested documents. Also, successful transfers of requested documents where evidence suggests that browsers were not in use (i.e., a human was not viewing the page at the time of the request), are considered nonqualifying and have been deducted from reported figures.

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

User/Visitor: A unique IP address with heuristic.

Visits: A series of interactions by a visitor with a site without 30 consecutive minutes of inactivity.

From the Audit Bureau of Circulations:

We have examined the activity records and other data presented by this Web Site for the period covered by this Audit Report. Our examination was made in accordance with the Bureau's established procedures, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the Web Site activity shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to the activity.

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Audit Bureau of Verification Services, Inc.

(InvestmentNews Web Site, Page #6 - #221470)

September, 2009

09-0103-0

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