



MACWORLD DOMINATES IN AVERAGE ISSUE AUDIENCE

Award-winning publication bests rival MacAddict by 86% in reach to business purchase influencers.

SAN FRANCISCO, CA—November 21, 2006— *Macworld*, the world’s foremost Mac authority in print and on the Web, again leads competitor *MacAddict* in reach to business purchase influencers, according to the recently-released IntelliQuest CIMS, Fall 2006 Business Study. This represents a 13% growth in *Macworld*’s audience size since the IntelliQuest CIMS, Fall 2005 Business Study.

**Macworld vs. MacAddict
IntelliQuest CIMS, Fall 2006 Business Study**

	Average Issue Audience	Macworld Advantage
MACWORLD	829,000	--
MacAddict	446,000	86%

“We’re pleased to see that once again this important study has confirmed that far more business technology purchase influencers have been attracted to *Macworld*’s top-quality, award-winning editorial,” said Paul Zampitella, Associate Publisher of Mac Publishing, LLC. “And, to have exceeded *MacAddict*’s average issue audience by such a wide margin is particularly gratifying.”

In addition, *Macworld* continues to perform extremely well in affinity measures:

	Reads ads Very or Extremely Closely	Reads 75% or More	Reads 50% or More	Reads 3:4 or 4:4 issues	Reads 4:4 issues
MACWORLD	535,000	510,000	685,000	494,000	430,000
% of total AIA	65%	62%	83%	60%	52%

“Macworld’s intensity of readership reflects the passion our readers have toward Macintosh computing,” remarked Jeff Edman, President and CEO of Mac Publishing, LLC. “They are truly the Mac market leaders who buy for themselves, buy for their companies, and advise others what to buy.”

The IntelliQuest CIMS, Fall 2006 research results wrap-up a banner year for *Macworld*. In April, the



Macworld Dominates in Average Issue Audience 2/2

magazine received a Maggie Award for Best Consumer/Computer Publication and just last month won a Gold Folio: Eddie Award for Editorial Excellence. The Macworld Superguide series also saw a successful year, with the launch of two new guides: The Macworld “iPod and iTunes” and the “Mac Basics” Superguides.

Fielded in two waves from July 2005 – April 2006 and January – September 2006, the IntelliQuest CIMS, Fall 2006 research study represents a projected universe of over 36 million business purchase influencers.

About Mac Publishing, LLC:

Headquartered in San Francisco, Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month *Macworld*, winner of the Folio: 2005 and 2006 Gold Eddie award for best consumer technology/computing magazine and WPA's 2006 Maggie award for best computer/consumer magazine, reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 3.5 million unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, MacworldProductFinder.com, and MacUser.com.

A subsidiary of International Data Group (IDG), the world's leading technology media, events, and research company, more information about Mac Publishing, LLC can be found at www.macworld.com.

About IDG:

International Data Group (IDG) is the world's leading technology media, research, and event company. A privately-held company, IDG publishes more than 300 magazines and newspapers including Bio-IT World, CIO, CSO, Computerworld, GamePro, InfoWorld, Network World, and PC World. The company features the largest network of technology-specific Web sites with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide including LinuxWorld Conference & Expo®, Macworld Conference & Expo®, DEMO®, and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

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