

NRN.COM Demographic & Traffic Review – 3rd Quarter 2008

NRN Online Website Statistics:

- 2.3 million average page views per month
- 229,968 registered users
- 214,609 average visits per month
- 60,219 average unique visitors per month
- 2.52 average visits per visitor
- 7,051 average visits per day
- 10.66 average number of page views per visit
- 11:41 minutes – average visit duration

Newsletter	Subscribers
Beverage Trends	28,463
Breakfast Journal	8,742
Casual Dining	39,543
Culinary Currents	18,970
Growth Chains	32,659
Independents	10,696
Marketing Matters	23,653
Product Watch	40,104
QSR	27,523
Tech Trends	16,101
Weekly	47,510

NRN Online Active Registered Subscriber Base

The Titles	Registered Users	Foodservice Type	Registered Users
Analyst/Researcher	12,790	Cafeteria/Diner	3,831
Associate/Employee	4,968	Casual Restaurant	12,403
Assistant/Secretary/Coordinator	2,592	Caterer	1,475
CEO/President	7,277	Coffee Bar/Coffee Chain	1,882
Chef	3,056	Contract Feeder	625
Consultant	5,049	Distributor	3,561
Dietician/Nutritionist	403	Equipment Dealer/Distributor	2,315
Director/Manager	12,679	Equipment Manufacturer	982
Director/Manager - Marketing	2,617	Fast Casual	2,714
Director/Manager - Operations	1,909	Family Dining/Buffer	2,175
Distribution	769	Fast Food/QSR	7,925
Educator	1,601	Finance/Financial Institution	3,381
Executive Dir./CMO/COO	3,282	Fine Dining	4,859
General Manager	3,967	Foodservice in Retail	579
Manager	5,542	Foodservice Other	12,592
Marketing Dir/ Mgr (Manufacturer)	533	Franchise	2,991
Owner	8,539	Healthcare/Hospital	850
Public Relations	3,461	Hotel/Motel/Resort	2,582
Purchasing Procurement	1,585	Manufacturer	7,065
Sales & Marketing – Top Level	7,144	Onsite	1,604
Sales Representative	1,480	Recreation/Sports Facility	619
Student	6,959	School/School District	1,788
VP	4,645	Tavern	1,000
Other	16,474	University	4,000

