

Top Management Purchasing Decisions

45% of *Foreign Affairs* employed readers are top management. As leaders of their companies, they directly influence purchasing decisions.

Top Management Reader Profile

	Foreign Affairs Readers
Holds a C-level position	20%
Sits on Board of Directors of own/other company/organization	45%
Amount spent on goods/services in last 12 months	\$2,243,500
Average HHI	\$311,600

Purchase of Goods/Services in the Last 12 Months

Banking services	46%	Legal services	44%
Computers	57%	Office machines	52%
Freight/Express services	33%	Outsourcing services	24%
Insurance services	48%	Property/Group insurance	32%
Investment advisory services	28%	Security systems	12%
Investment of corporate employee funds	14%	Strategic consulting	18%
IT consulting and management	36%	Travel arrangements	36%