

# **Welcome to the BPA Brand Report**

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshow/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

Click here to learn more about effectively using the BPA Brand Report.



## **BRAND REPORT**

FOR THE 6 MONTH PERIOD ENDED JUNE 2014



No attempt has been made to rank the information contained in this report in order of importance, **BRAND REPORT** since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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CHEMICAL ENGINEERING is a brand that reaches chemical engineers in the chemical process industries (CPI). In order to reach all major segments of the CPI, Chemical Engineering uses its website, newsletters, social media outlets, webinars, white papers, job board, technical books and involvement in trade shows and conferences. Brand extensions include CHE.com, CE Direct, Chemploy, CE Focus and the Chemical Engineering Buyers' Guide. Chemical Engineering's strength is its diversification in the marketplace.

### **BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## **CHANNELS**





## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

|  | Non-Paid | Paid  | Average |
|--|----------|-------|---------|
| CHEMICAL ENGINEERING MAGAZINE Unique Total* (6 issues in the period)                         | 57,282   | 2,890 | 60,172  |
| a. Print   | 31,678   | 2,626 | 34,304  |
| b. Digital   | 25,627   | 310   | 25,937  |
| 1. Requested   | 25,627   | 310   | 25,937  |
| 2. Non-Requested   | -        | -     | -       |
| CHEMICAL ENGINEERING WEBSITE (Monthly Unique Browsers with 148,552 average Page Impressions) | 63,421   | -     | 63,421  |

<sup>\*</sup>Unique Total represents unique recipients, not the sum of Print and Digital.

### **FIELD SERVED**

**CHEMICAL ENGINEERING** serves companies involved in manufacturing, engineering, government, educational services, financial services, public utilities/waste management, transportation, storage, distribution, wholesale/retail trade, business/legal services, consulting/misc. services, associations, societies, trade groups and others allied to the field.

### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are involved in corporate management, plant operations, production management, engineering, technical direction, regulatory & safety management, purchasing, sales & marketing management, consulting and personnel in other functions within the Field Served.

### **AVERAGE NON-QUALIFIED CIRCULATION**

| NON-QUALIFIED<br>Not Included Elsewhere   | Copies |
|---|--------|
| Other Paid Circulation                    | -      |
| Advertiser and Agency                     | 1,195  |
| Allocated for Trade Shows and Conventions | 342    |
| All Other                                 | 951    |
| TOTAL                                     | 2,488  |

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

|                                  | Total (        | Qualified | Qualified | Non-Paid | Qualified Paid |         |
|----------------------------------|----------------|-----------|-----------|----------|----------------|---------|
| QUALIFIED<br>CIRCULATION         | Copies Percent |           | Copies    | Percent  | Copies         | Percent |
| Individual                       | 60,054         | 99.8      | 57,282    | 95.2     | 2,772          | 4.6     |
| Sponsored Individually Addressed | -              | -         | -         | -        | -              | -       |
| Membership Benefit               | -              | -         | -         | -        | -              | -       |
| Multi-Copy Same<br>Addressee     | 118            | 0.2       | -         | -        | 118            | 0.2     |
| Single Copy Sales                | -              | -         | -         | -        | -              | -       |
| TOTAL QUALIFIED CIRCULATION      | 60,172         | 100.0     | 57,282    | 95.2     | 2,890          | 4.8     |

## 1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

|                                     | Total Qualified |       | Qualified Non-Paid |      | Qualified Paid |         |
|-------------------------------------|-----------------|-------|--------------------|------|----------------|---------|
| QUALIFIED<br>CIRCULATION            | Copies Percent  |       | Copies Percent     |      | Copies         | Percent |
| Individual                          | 34,186          | 99.7  | 31,678             | 92.3 | 2,508          | 7.3     |
| Sponsored Individually<br>Addressed | -               | -     | -                  | -    | _              | -       |
| Membership Benefit                  | -               | -     | -                  | -    | -              | -       |
| Multi-Copy Same<br>Addressee        | 118             | 0.3   | -                  | -    | 118            | 0.3     |
| Single Copy Sales                   | -               | -     | -                  | -    | -              | -       |
| TOTAL QUALIFIED CIRCULATION         | 34,304          | 100.0 | 31,678             | 92.3 | 2,626          | 7.7     |

## 1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

|                                  | Total Q        | ualified | Qualified Non-Paid |         | Qualifi | ed Paid |
|----------------------------------|----------------|----------|--------------------|---------|---------|---------|
| QUALIFIED<br>CIRCULATION         | Copies Percent |          | Copies             | Percent | Copies  | Percent |
| Individual                       | 25,937         | 100.0    | 25,627             | 98.8    | 310     | 1.2     |
| Sponsored Individually Addressed | _              | _        | -                  | _       | _       | -       |
| Membership Benefit               | -              | -        | -                  | -       | -       | -       |
| Multi-Copy Same<br>Addressee     | -              | -        | -                  | -       | _       | -       |
| Single Copy Sales                | -              | -        | -                  | -       | -       | -       |
| TOTAL QUALIFIED CIRCULATION      | 25,937         | 100.0    | 25,627             | 98.8    | 310     | 1.2     |

## 1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH

|                                  | Total Q        | ualified | Qualified Non-Paid |                | Qualifi | ed Paid |
|----------------------------------|----------------|----------|--------------------|----------------|---------|---------|
| QUALIFIED<br>CIRCULATION         | Copies Percent |          | Copies             | Copies Percent |         | Percent |
| Individual                       | 69             | 100.0    | 23                 | 33.3           | 46      | 66.7    |
| Sponsored Individually Addressed | -              | -        | -                  | -              | -       | -       |
| Membership Benefit               | -              | -        | -                  | -              | -       | -       |
| Multi-Copy Same<br>Addressee     | -              | -        | _                  | -              | -       | -       |
| Single Copy Sales                | -              | -        | -                  | -              | -       | -       |
| TOTAL QUALIFIED CIRCULATION      | 69             | 100.0    | 23                 | 33.3           | 46      | 66.7    |

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2014 Issue                       | Print                            | Digital                  | Qualified Non-Paid | Qualified Paid | Unique Total<br>Qualified* |
|----------------------------------|----------------------------------|--------------------------|--------------------|----------------|----------------------------|
| January                          | 35,242                           | 24,840                   | 57,080             | 2,926          | 60,006                     |
| February                         | 35,328                           | 25,747                   | 58,062             | 2,942          | 61,004                     |
| March                            | 33,901                           | 26,176                   | 57,060             | 2,947          | 60,007                     |
| April                            | 33,824                           | 26,249                   | 57,083             | 2,925          | 60,008                     |
| May                              | 33,626                           | 26,440                   | 57,153             | 2,848          | 60,001                     |
| June                             | 33,901                           | 26,167                   | 57,252             | 2,750          | 60,002                     |
| *Unique Total Qualified represen | nts unique recipients, not the s | um of Print and Digital. |                    |                |                            |

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014 This issue is 0.3% or 204 copies below the average of the other 5 issues reported in Paragraph 2.

|  |            |         |        |         |           |           | CLASSIFICATION BY FUNCTION |              |          |           |             |             |
|--|------------|---------|--------|---------|-----------|-----------|----------------------------|--------------|----------|-----------|-------------|-------------|
|  |            |         |        |         |           |           |                            | Plant        |          |           |             | Purchasing, |
|  |            |         |        |         |           |           |                            | Operations & |          |           | Regulatory/ | Sales &     |
|  | UNIQUE     |         |        |         |           |           | Corporate                  | Production   |          | Technical | Safety      | Marketing,  |
|  | TOTAL      | PERCENT |        |         | Qualified | Qualified | Management                 |              |          | Direction | Manager,    | Other       |
| INDUSTRY   | QUALIFIED* |         | Print  | Digital | Non-Paid  | Paid      | (Note 1)                   | (Note 2)     | (Note 3) | (Note 4)  | Consultant  | (Note 5)    |
| Manufacturing  | 33,219     | 55.3    | 16,681 | 16,549  | 32,887    | 332       | 4,975                      | 11,132       | 12,798   | 2,027     | 1,197       | 1,090       |
| Engineering (Note 6)                                   | 13,366     | 22.3    | 7,729  | 5,647   | 13,262    | 104       | 2,813                      | 3,435        | 5,922    | 385       | 597         | 214         |
| Government   | 1,135      | 1.9     | 737    | 398     | 1,130     | 5         | 159                        | 532          | 300      | 86        | 49          | 9           |
| Educational  |            |         |        |         |           |           |                            |              |          |           |             |             |
| Services   | 744        | 1.2     | 238    | 508     | 731       | 13        | 23                         | 204          | 254      | 145       | 100         | 18          |
| Financial Services                                     | 123        | 0.2     | 60     | 63      | 121       | 2         | 44                         | 34           | 23       | 5         | 13          | 4           |
| Public Utilities, Waste<br>Management,                 |            |         |        |         |           |           |                            |              |          |           |             |             |
| Transportation, Storage                                | 5,152      | 8.6     | 3,874  | 1,279   | 5,140     | 12        | 728                        | 2,669        | 1,452    | 136       | 108         | 59          |
| Chemical Distributor,<br>Wholesale/                    |            |         |        |         |           |           |                            |              |          |           |             |             |
| Retail Trade   | 525        | 0.9     | 303    | 222     | 514       | 11        | 187                        | 167          | 84       | 15        | 14          | 58          |
| Business/Legal Services,<br>Consulting, Misc. Services | 2,144      | 3.6     | 1,179  | 965     | 2,119     | 25        | 738                        | 386          | 508      | 40        | 434         | 38          |
| Association, Society, Trade<br>Group                   | 59         | 0.1     | 31     | 28      | 58        | 1         | 15                         | 23           | 5        | 5         | 4           | 7           |
| Others Allied To The Field                             | 3,534      | 5.9     | 2,794  | 781     | 1,191     | 2,343     | 403                        | 840          | 628      | 77        | 185         | 1,401       |
| Sub-Total  | 60,001     | 100.0   | 33,626 | 26,440  | 57,153    | 2,848     | 10,085                     | 19,422       | 21,974   | 2,921     | 2,701       | 2,898       |
| Other Paid Circulation                                 | -          | -       | -      | -       | -         | -         |                            | - ,          | ,-       | ,-        | , -         | ,           |
| UNIQUE TOTAL<br>QUALIFIED<br>CIRCUI ATION*             | 60,001     | 100.0   | 33,626 | 26,440  | 57,153    | 2,848     |                            |              |          |           |             |             |

Note 1: Owner, Partner, President, CEO, COO, CFO, VP, GM, Company Official

Note 2: Director, Dept. Head, Work Exec., Manager, Plant/Facility/Operations Manager, Production Manager, Supervisor/Foreman, Non-Technical Manager/Associate

Note 3: Engineer

Note 4: Research/Development Manager, Scientist/Chemist/Metallurgist/Specialist

Note 5: Purchaser/Buyer, Sales/Marketing Manager, Other Personnel allied to the field not elsewhere classified & company copies

Note 6: Engineering, Design, Construction, Independent Laboratories, Research & Development, Environmental Services

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

|  | Qualified Within |         |         |        |         |                       |                   |                             |         |
|--|------------------|---------|---------|--------|---------|-----------------------|-------------------|-----------------------------|---------|
| QUALIFICATION SOURCE   | 1 Year           | 2 Years | 3 Years | Print  | Digital | Qualified<br>Non-Paid | Qualified<br>Paid | Unique Total<br>Qualified** | Percent |
| I. Direct Request:   | 43,147           | 12,153  | -       | 28,925 | 26,440  | 52,485                | 2,815             | 55,300                      | 92.1    |
| II. Request from recipient's company:  | 33               | -       | -       | 33     | -       | -                     | 33                | 33                          | 0.1     |
| III. Membership Benefit:   | -                | -       | -       | -      | -       | -                     | -                 | -                           | -       |
| <ul> <li>*Communication from recipient or recipient's company (other than request):</li> </ul> | 4,668            | -       | -       | 4,668  | -       | 4,668                 | -                 | 4,668                       | 7.8     |
| V. <b>TOTAL</b> – Sources other than above (listed alphabetically):                            | -                | -       | -       |        | -       | -                     | -                 | -                           |         |
| Association rosters and directories  | -                | -       | -       | -      | -       | -                     | -                 | -                           |         |
| Business directories   | -                | -       | -       | -      | -       | -                     | -                 | -                           |         |
| Manufacturer's, distributor's, and wholesaler's lists  | -                | -       | -       | -      | -       | -                     | -                 | -                           |         |
| Other sources  | -                | -       | -       | -      | -       | -                     | -                 | -                           |         |
| VI. Single Copy Sales:   | -                | -       | -       | -      | -       | -                     | -                 | -                           |         |
| UNIQUE TOTAL QUALIFIED CIRCULATION**   | 47,848           | 12,153  | -       | 33,626 | 26,440  | 57,153                | 2,848             | 60,001                      | 100.0   |
| PERCENT  | 79.7             | 20.3    | -       | 56.0   | 44.0    | 95.3                  | 4.7               | 100.0                       |         |

\*See Additional Data

\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

| Individuals by name only       413       29       -       440       440       0.         Titles or functions only       336       29       5       344       349       0.         Company names only       400       33       1       413       414       0.         Multi-Copy Same Addressee copies       116       -       -       116       116       0.         Single Copy Sales       -       -       -       -       -       -       -       -  | MAILING ADDRESS                               | Print  | Digital | Qualified Non-Paid | Qualified Paid | Unique Total<br>Qualified* | Percent |
|---|---|--------|---------|--------------------|----------------|----------------------------|---------|
| Titles or functions only         336         29         5         344         349         0.           Company names only         400         33         1         413         414         0.           Multi-Copy Same Addressee copies         116         -         -         116         116         0.           Single Copy Sales         - | Individuals by name and title and/or function | 32,361 | 26,349  | 57,147             | 1,535          | 58,682                     | 97.8    |
| Company names only         400         33         1         413         414         0.           Multi-Copy Same Addressee copies         116         -         -         116         116         0.           Single Copy Sales         -    | Individuals by name only                      | 413    | 29      | -                  | 440            | 440                        | 0.7     |
| Multi-Copy Same Addressee copies         116         -         -         116         116         0.           Single Copy Sales         -           | Titles or functions only                      | 336    | 29      | 5                  | 344            | 349                        | 0.6     |
| Single Copy Sales   | Company names only                            | 400    | 33      | 1                  | 413            | 414                        | 0.7     |
| • .,  | Multi-Copy Same Addressee copies              | 116    | -       | -                  | 116            | 116                        | 0.2     |
| UNIQUE TOTAL QUALIFIED CIRCULATION* 33,626 26,440 57,153 2,848 60,001 100.  | Single Copy Sales                             | -      | -       | -                  | -              | -                          | -       |
|   | UNIQUE TOTAL QUALIFIED CIRCULATION*           | 33,626 | 26,440  | 57,153             | 2,848          | 60,001                     | 100.0   |

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

|   | Audited Data         | Audited Data        | Audited Data         | Audited Data        | Audited Data         | Circulation Claim    |
|---|----------------------|---------------------|----------------------|---------------------|----------------------|----------------------|
| 6-Month Period Ended:                                       | July - December 2011 | January - June 2012 | July - December 2012 | January - June 2013 | July - December 2013 | January - June 2014* |
| Unique Total Audit Average Qualified***:                    | 61,099               | 61,532              | 61,652               | 61,268              | 60,251               | 60,172               |
| Unique Qualified Non-Paid***:                               | 56,355               | 57,202              | 57,801               | 57,777              | 57,195               | 57,282               |
| Print:  | 30,154               | 29,462              | 29,985               | 30,942              | 30,994               | 31,678               |
| Digital:  | 26,573               | 28,069              | 28,008               | 26,907              | 26,247               | 25,627               |
| Unique Qualified Paid***:                                   | 4,744                | 4,330               | 3,851                | 3,491               | 3,056                | 2,890                |
| Print:  | 4,293                | 3,916               | 3,499                | 3,176               | 2,792                | 2,626                |
| Digital:  | 627                  | 548                 | 450                  | 377                 | 313                  | 310                  |
| Post Expire Copies included in Total Qualified Circulation: | 0.7 %                | 0.7 %               | 0.5 %                | 0.7 %               | 0.6 %                | 0.5 %                |
| Average Annual Order Price:                                 | \$151.86             | \$166.95            | \$201.42             | \$203.10            | \$194.69             | \$214.10             |
|   |                      |                     |                      |                     |                      |                      |

<sup>\*</sup>NOTE: January - June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

| GEOGRAPHICAL | RDEAKOLIT OF OLIALIEIED | CIRCULATION FOR ISSUE OF MAY 2014* |  |
|--------------|-------------------------|------------------------------------|--|
| GEUGRAPHICAL | . BREAKUUI UF UUALIFIED | CIRCULATION FOR ISSUE OF MAT 2014" |  |

| State            | Print | Digital | Qualified<br>Non-Paid | Qualified<br>Paid | Unique<br>Total<br>Qualified** | Percent | State                   | Print  | Digital      | Qualified<br>Non-Paid | Qualified<br>Paid | Unique<br>Total<br>Qualified** | Percent |
|------------------|-------|---------|-----------------------|-------------------|--------------------------------|---------|-------------------------|--------|--------------|-----------------------|-------------------|--------------------------------|---------|
| Maine            | 162   | 24      | 181                   | 4                 | 185                            |         | Kentucky                | 472    | 126          | 585                   | 13                | 598                            |         |
| New Hampshire    | 171   | 32      | 195                   | 8                 | 203                            |         | Tennessee               | 631    | 215          | 820                   | 26                | 846                            |         |
| Vermont          | 45    | 6       | 50                    | 1                 | 51                             |         | Alabama                 | 542    | 139          | 539                   | 141               | 680                            |         |
| Massachusetts    | 770   | 238     | 958                   | 49                | 1,007                          |         | Mississippi             | 191    | 45           | 229                   | 7                 | 236                            |         |
| Rhode Island     | 106   | 19      | 122                   | 3                 | 125                            |         | EAST SO. CENTRAL        | 1,836  | 525          | 2,173                 | 187               | 2,360                          | 3.9     |
| Connecticut      | 404   | 115     | 507                   | 10                | 517                            |         | Arkansas                | 185    | 47           | 226                   | 6                 | 232                            |         |
| NEW ENGLAND      | 1,658 | 434     | 2,013                 | 75                | 2,088                          | 3.5     | Louisiana               | 528    | 171          | 660                   | 39                | 699                            |         |
| New York         | 1,458 | 326     | 1,645                 | 137               | 1,782                          |         | Oklahoma                | 314    | 110          | 405                   | 19                | 424                            |         |
| New Jersey       | 1,439 | 337     | 1,582                 | 192               | 1,774                          |         | Texas                   | 3,430  | 1,399        | 4,636                 | 187               | 4,823                          |         |
| Pennsylvania     | 1,897 | 508     | 2,301                 | 101               | 2,402                          |         | WEST SO. CENTRAL        | 4,457  | 1,727        | 5,927                 | 251               | 6,178                          | 10.3    |
| MIDDLE ATLANTIC  | 4,794 | 1,171   | 5,528                 | 430               | 5,958                          | 9.9     | Montana                 | 135    | 31           | 155                   | 10                | 165                            |         |
| Ohio             | 1,717 | 466     | 2,099                 | 80                | 2,179                          |         | Idaho                   | 133    | 35           | 161                   | 6                 | 167                            |         |
| Indiana          | 659   | 209     | 842                   | 25                | 867                            |         | Wyoming                 | 126    | 21           | 145                   | 2                 | 147                            |         |
| Illinois         | 1,615 | 442     | 1,973                 | 83                | 2,056                          |         | Colorado                | 610    | 213          | 786                   | 36                | 822                            |         |
| Michigan         | 987   | 247     | 1,186                 | 46                | 1,232                          |         | New Mexico              | 92     | 29           | 114                   | 7                 | 121                            |         |
| Wisconsin        | 747   | 192     | 917                   | 22                | 939                            |         | Arizona                 | 315    | 107          | 413                   | 9                 | 422                            |         |
| EAST NO. CENTRAL | 5,725 | 1,556   | 7,017                 | 256               | 7,273                          | 12.1    | Utah                    | 241    | 85           | 316                   | 10                | 326                            |         |
| Minnesota        | 674   | 133     | 778                   | 29                | 807                            |         | Nevada                  | 164    | 33           | 191                   | 6                 | 197                            |         |
| Iowa             | 439   | 84      | 510                   | 13                | 523                            |         | MOUNTAIN                | 1,816  | 554          | 2,281                 | 86                | 2,367                          | 3.9     |
| Missouri         | 766   | 204     | 942                   | 27                | 969                            |         | Alaska                  | 98     | 27           | 122                   | 3                 | 125                            |         |
| North Dakota     | 105   | 35      | 137                   | 3                 | 140                            |         | Washington              | 517    | 139          | 629                   | 25                | 654                            |         |
| South Dakota     | 97    | 25      | 117                   | 5                 | 122                            |         | Oregon                  | 249    | 75           | 311                   | 12                | 323                            |         |
| Nebraska         | 242   | 52      | 289                   | 5                 | 294                            |         | California              | 2,153  | 679          | 2,723                 | 108               | 2,831                          |         |
| Kansas           | 439   | 136     | 564                   | 11                | 575                            |         | Hawaii                  | 48     | 22           | 68                    | 2                 | 70                             |         |
| WEST NO. CENTRAL | 2,762 | 669     | 3,337                 | 93                | 3,430                          | 5.7     | PACIFIC                 | 3,065  | 942          | 3,853                 | 150               | 4,003                          | 6.7     |
| Delaware         | 165   | 76      | 230                   | 9                 | 239                            |         | UNITED STATES           | 31,022 | 8,926        | 38,176                | 1,730             | 39,906                         | 66.5    |
| Maryland         | 446   | 131     | 551                   | 26                | 577                            |         | U.S. Territories        | 76     | 37           | 110                   | 3                 | 113                            |         |
| Washington, DC   | 88    | 43      | 123                   | 7                 | 130                            |         | Canada                  | 360    | 1,141        | 1,316                 | 175               | 1,491                          |         |
| Virginia         | 584   | 178     | 737                   | 24                | 761                            |         | Mexico                  | 94     | 1,007        | 1,085                 | 16                | 1,101                          |         |
| West Virginia    | 195   | 58      | 244                   | 9                 | 253                            |         | Other International     | 2,071  | 15,329       | 16,463                | 924               | 17,387                         |         |
| North Carolina   | 950   | 232     | 1,150                 | 31                | 1,181                          |         | APO/FPO                 | 3      | -            | 3                     | -                 | 3                              |         |
| South Carolina   | 561   | 159     | 700                   | 20                | 720                            |         |                         |        |              |                       |                   |                                |         |
| Georgia          | 846   | 201     | 1,018                 | 28                | 1,046                          |         | UNIQUE TOTAL            | 22.000 | 00.440       | 440 57,153            | 2,848             | 60,001                         | 100.0   |
| Florida          | 1,074 | 270     | 1,294                 | 48                | 1,342                          |         | QUALIFIED CIRCULATION** | 33,626 | 3,626 26,440 |                       |                   |                                |         |
| SOUTH ATLANTIC   | 4,909 | 1,348   | 6,047                 | 202               | 6,249                          | 10.4    | OINOULATION             |        |              |                       |                   |                                |         |

<sup>\*\*</sup>NC = None Claimed.

<sup>\*\*\*</sup>Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

<sup>\*</sup>See Additional Data
\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\*

|   |                     |                 | Qualified       | Qualified | Unique<br>Total |         |                                  |              |                 | Qualified        | Qualified      | Unique<br>Total  |        |
|---|---------------------|-----------------|-----------------|-----------|-----------------|---------|----------------------------------|--------------|-----------------|------------------|----------------|------------------|--------|
| Region/Country  | Print               | Digital         | Non-Paid        | Paid      | Qualified**     | Percent | Region/Country                   | Print        | Digital         | Non-Paid         | Paid           | Qualified**      | Percer |
| ASIA<br>Ufahaniatan   |                     | 1               | 1               |           | 2               |         | AFRICA                           | 12           | 00              | 110              |                | 110              |        |
| fghanistan<br>rmenia  | -                   | 2<br>1          | 2<br>1          | -         | 2<br>1          |         | Algeria<br>Angola                | 13           | 99<br>13        | 112<br>12        | 1              | 112<br>13        |        |
| zerbaijan   | 1                   | 8               | 9               | -         | 9               |         | Benin                            | -            | 1               | 1                | -              | 1                |        |
| angladesh   | 5                   | 56              | 61              | -         | 61              |         | Botswana                         | 1            | 4               | 4                | 1              | 5                |        |
| runei Darussalam<br>ambodia   | 4                   | 13<br>2         | 16<br>2         | 1         | 17<br>2         |         | Burkina Faso<br>Cameroon         | -            | 1<br>10         | 1<br>10          | -              | 1<br>10          |        |
| nina  | 34                  | 258             | 289             | 3         | 292             |         | Cape Verde                       |              | 2               | 2                | -              | 2                |        |
| ast Timor (Timor-   |                     |                 |                 |           |                 |         | Congo                            | 1            | 1               | 2                | -              | 2                |        |
| este)   | -                   | 1               | 1               | -         | 1               |         | Cote D'Ivoire                    |              | 2               | 2                | -              | 2                |        |
| eorgia  | 4                   | 2<br>10         | 2<br>14         | -         | 2<br>14         |         | Egypt<br>Equatorial Guinea       | 17           | 243<br>2        | 257<br>2         | 3              | 260<br>2         |        |
| ong Kong - SAR<br>dia   | 249                 | 1,326           | 1,464           | 110       | 1,574           |         | Ethiopia                         | 2            | 17              | 19               |                | 19               |        |
| donesia   | 49                  | 549             | 585             | 13        | 598             |         | Gabon                            | -            | 1               | 1                | -              | 1                |        |
| ipan  | 36                  | 69              | 70              | 35        | 105             |         | Gambia                           | -            | 1               | 1                | -              | 1                |        |
| azakhstan   | 2                   | 23              | 25              | -         | 25              |         | Ghana<br>Guinea                  | 6            | 36<br>1         | 42<br>1          | -              | 42<br>1          |        |
| orea, Democratic<br>eople's Republic Of                                       | 1                   | 5               | 6               | _         | 6               |         | Kenya                            | 2            | 42              | 44               | -              | 44               |        |
| orea, Republic Of   | 54                  | 193             | 202             | 45        | 247             |         | Lesotho                          |              | 1               | 1                | -              | 1                |        |
| yrgyzstan   | -                   | 1               | 1               | -         | 1               |         | Libyan Arab Jamahiriya           | -            | 20              | 20               | -              | 20               |        |
| acao  | 1                   | 202             | 1               | - 10      | 1               |         | Madagascar                       | -            | 5               | 5                | -              | 5                |        |
| lalaysia<br>laldives  | 50                  | 382<br>1        | 422<br>1        | 10        | 432<br>1        |         | Malawi<br>Mauritius              | 5            | 3<br>21         | 3<br>26          | -              | 3<br>26          |        |
| longolia  | -                   | 5               | 5               | -         | 5               |         | Morocco                          | 2            | 13              | 14               | 1              | 15               |        |
| yanmar  | -                   | 7               | 7               | -         | 7               |         | Mozambique                       | -            | 3               | 3                | -              | 3                |        |
| epal  | 2                   | 6               | 8               | -         | 8               |         | Namibia                          | -            | 4               | 4                | -              | 4                |        |
| akistan<br>hilippines   | 58<br>26            | 508<br>277      | 558<br>296      | 8<br>7    | 566<br>303      |         | Niger<br>Nigeria                 | 47           | 1<br>366        | 1<br>412         | 1              | 1<br>413         |        |
| ingapore  | 35                  | 354             | 378             | 11        | 389             |         | Rwanda                           | -            | 1               | 1                | -              | 1                |        |
| ri Lanka  | 7                   | 63              | 69              | 1         | 70              |         | Senegal                          | -            | 2               | 2                | -              | 2                |        |
| aiwan   | 21                  | 143             | 148             | 16        | 164             |         | Sierra Leone                     | -            | 3               | 3                | -              | 3                |        |
| ajikistan<br>hailand  | 29                  | 1<br>190        | 1<br>210        | 9         | 1<br>219        |         | Somalia<br>South Africa          | 36           | 1<br>295        | 1<br>320         | 11             | 331              |        |
| nanana<br>zbekistan   | 29<br>1             | 190             | 210<br>5        | -         | 219<br>5        |         | Sudan                            | 5            | 295<br>52       | 57               | 11             | 57               |        |
| ietnam  | 2                   | 69              | 71              | -         | 71              |         | Tanzania                         | 1            | 7               | 8                | -              | 8                |        |
| nspecified Asia   | -                   | 1               | 1               | -         | 1               |         | Tunisia                          | 5            | 55              | 60               | -              | 60               |        |
| Subtotal  | 671                 | 4,530           | 4,931           | 269       | 5,200           | 8.7     | Uganda<br>Zambia                 | -            | 9<br>17         | 9<br>16          | 1              | 9<br>17          |        |
| IIDDLE EAST<br>ahrain   | 5                   | 36              | 40              | 1         | 41              |         | Zimbabwe                         | 5            | 39              | 44               |                | 44               |        |
| an  | 65                  | 560             | 625             | -         | 625             |         | Subtotal                         | 148          | 1,394           | 1,523            | 19             | 1,542            | 2      |
| aq  | 65<br>5             | 59              | 64              | -         | 64              |         | NORTH AMERICA                    |              |                 |                  |                |                  |        |
| rael  | 16                  | 117             | 124             | 9         | 133             |         | Canada                           | 360          | 1,141           | 1,316            | 175            | 1,491            |        |
| ordan   | 7                   | 36<br>97        | 41<br>101       | 2         | 43<br>103       |         | Mexico<br>United States          | 94<br>31,025 | 1,007           | 1,085            | 16             | 1,101            |        |
| uwait<br>ebanon   | 6<br>2              | 14              | 15              | 1         | 16              |         | Subtotal                         | 31,025       | 8,926<br>11,074 | 38,179<br>40,580 | 1,730<br>1.921 | 39,909<br>42,501 | 70.    |
| man   | 11                  | 94              | 104             | 1         | 105             |         | CARIBBEAN                        | 31,413       | 11,014          | +0,500           | 1,021          | 72,501           | 10     |
| atar  | 17                  | 171             | 184             | 4         | 188             |         | Antigua and Barbuda              | -            | 1               | 1                | -              | 1                |        |
| audi Arabia   | 38<br>1             | 451<br>17       | 486<br>18       | 3         | 489<br>18       |         | Aruba                            | -            | 1               | 1                | -              | 1                |        |
| lyrian Arab Republic<br>Inited Arab Emirates                                  | 35                  | 344             | 369             | 10        | 379             |         | Bahamas<br>Barbados              | -            | 2               | 2                | -              | 2                |        |
| emen  | 5                   | 18              | 23              | -         | 23              |         | Cuba                             | 3            | 22              | 25               | -              | 25               |        |
| Subtotal  | 213                 | 2,014           | 2,194           | 33        | 2,227           | 3.7     | Dominican Republic               | -            | 16              | 16               | -              | 16               |        |
| UROPE   | 1                   | 1               | 2               |           | 2               |         | Grenada                          | 1            | 1               | 2                | -              | 2                |        |
| lbania<br>ustria  | 1<br>10             | 1<br>18         | 20              | 8         | 2<br>28         |         | Haiti<br>Jamaica                 | 2            | 26              | 28               | -              | 28               |        |
| Belarus   | 1                   | -               | 1               | -         | 1               |         | Netherlands Antilles             |              | 1               | 1                | -              | 1                |        |
| elgium  | 50                  | 170             | 178             | 40        | 218             |         | Puerto Rico                      | 70           | 33              | 100              | 3              | 103              |        |
| osnia and Herzegovina   | -                   | 15<br>16        | 15<br>17        | -         | 15<br>17        |         | Trinidad and Tobago              | 1            | 48              | 46               | 2              | 48               |        |
| ulgaria<br>roatia   | 1                   | 32              | 30              | 3         | 33              |         | Virgin Islands, U.S.<br>Subtotal | 77           | <u>3</u><br>157 | 229              | 5              | 234              | 0.     |
| yprus   | 1                   | 9               | 9               | 1         | 10              |         | CENTRAL AMERICA                  |              | 101             | 223              | <u> </u>       | 204              |        |
| zech Republic   | 4                   | 28              | 28              | 4         | 32              |         | Belize                           | -            | 1               | 1                | -              | 1                |        |
| enmark  | 23                  | 38              | 41              | 20        | 61              |         | Costa Rica                       | 2            | 47              | 49               | -              | 49               |        |
| stonia<br>inland  | 1<br>31             | 44              | 8<br>44         | 28        | 8<br>72         |         | El Salvador                      | 1            | 27<br>72        | 28<br>75         | -              | 28<br>75         |        |
| rance   | 57                  | 214             | 219             | 48        | 267             |         | Guatemala<br>Honduras            | 3            | 19              | 21               | 1              | 22               |        |
| ermany  | 72                  | 249             | 269             | 52        | 321             |         | Nicaragua                        | -            | 10              | 10               | -              | 10               |        |
| reece   | 14                  | 103             | 117             | -         | 117             |         | Panama                           | 1            | 18              | 18               | 1              | 19               |        |
| ungary<br>eland   | 8<br>1              | 35<br>11        | 36<br>11        | 6<br>1    | 42<br>12        |         | Subtotal                         | 10           | 194             | 202              | 2              | 204              | 0      |
| eland   | 7                   | 89              | 92              | 4         | 96              |         | SOUTH AMERICA<br>Argentina       | 32           | 404             | 429              | 7              | 436              |        |
| aly   | 80                  | 395             | 409             | 66        | 475             |         | Bolivia                          | 2            | 72              | 429<br>74        | -              | 436<br>74        |        |
| atvia   | 1                   | 2               | 3               | -         | 3               |         | Brazil                           | 55           | 552             | 586              | 21             | 607              |        |
| thuania<br>ixembourg  | 1<br>1              | 9               | 10<br>4         | -         | 10<br>4         |         | Chile                            | 11           | 201             | 208              | 4              | 212              |        |
| lacedonia   | 1                   | 8               | 9               | -         | 9               |         | Colombia<br>Ecuador              | 32<br>9      | 471             | 500<br>121       | 3<br>1         | 503              |        |
| lalta   | 1                   | 4               | 5               | -         | 5               |         | Guyana                           | -            | 113             | 3                | 1              | 122<br>3         |        |
| loldova   | -                   | 3               | 3               | -         | 3               |         | Paraguay                         | 1            | 10              | 11               | -              | 11               |        |
| onaco<br>etherlands   | 73                  | 3<br>289        | 3<br>304        | -<br>58   | 3<br>362        |         | Peru                             | 36           | 384             | 411              | 9              | 420              |        |
| orway   | 13                  | 269<br>51       | 51              | 13        | 64              |         | Suriname<br>Uruguay              | 2            | 3<br>63         | 3<br>64          | 1              | 3<br>65          |        |
| oland   | 14                  | 72              | 82              | 4         | 86              |         | Venezuela                        | 10           | 285             | 293              | 2              | 295              |        |
| ortugal   | 11                  | 126             | 130             | 7         | 137             |         | Subtotal                         | 190          | 2,561           | 2,703            | 48             | 2,751            | 4      |
| omania<br>ussian Federation   | 15<br>6             | 131<br>76       | 145<br>80       | 1<br>2    | 146<br>82       |         | ASIA PACIFIC                     |              |                 |                  |                |                  |        |
|   | 1                   | 12              | 13              | -         | 13              |         | Australia                        | 56           | 525             | 539              | 42             | 581              |        |
| erpia   | 4                   | 20              | 23              | 1         | 24              |         | Fiji<br>Guam                     | 1 5          | -<br>1          | 1<br>6           | -              | 1<br>6           |        |
| ovakia  | 9                   | 15              | 15              | 9         | 24              |         | New Zealand                      | 5<br>12      | 86              | 85               | 11             | 96               |        |
| lovakia<br>lovenia  |                     | 497             | 520             | 26        | 546             |         | Papua New Guinea                 | 1            | 8               | 9                | -              | 9                |        |
| ovakia<br>ovenia<br>pain  | 49                  |                 | 51              | 26        | 77              |         | Solomon Islands                  | -            | 2               | 2                | -              | 2                |        |
| lovakia<br>lovenia<br>pain<br>weden   | 32                  | 45<br>69        |                 | 20        | aa              |         |                                  |              |                 |                  |                |                  |        |
| lovakia<br>lovenia<br>pain<br>weden<br>witzerland                             | 32<br>30            | 69              | 79              | 20<br>5   | 99<br>243       |         | Wallis and Futuna                | 1 70         | -               | - 0.10           | 1              | 1                |        |
| erbia<br>lovakia<br>lovenia<br>pain<br>weden<br>witzerland<br>urkey<br>kraine | 32<br>30<br>28<br>1 | 69<br>215<br>17 | 79<br>238<br>18 | 5         | 243<br>18       |         | Wallis and Futuna<br>Subtotal    | 1<br>76      | 622             | 642              | <u>1</u><br>54 | 1<br>696         | 1      |
| lovakia<br>lovenia<br>pain<br>weden<br>witzerland<br>urkey                    | 32<br>30<br>28      | 69<br>215       | 79<br>238       |           | 243             |         | Wallis and Futuna                |              |                 |                  |                |                  | 100    |

<sup>\*\*</sup>Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

## **WEBSITE CHANNEL**

### WWW.CHE.COM

| 2014     | PAGE<br>IMPRESSIONS | USER<br>SESSIONS | UNIQUE<br>BROWSERS | UNIQUE BROWSER FREQUENCY | PAGE<br>DURATION | USER SESSION DURATION |
|----------|---------------------|------------------|--------------------|--------------------------|------------------|-----------------------|
| January  | 175,119             | 81,615           | 71,137             | 1.15                     | 01:22            | 01:34                 |
| February | 75,174              | 37,649           | 34,028             | 1.11                     | 01:15            | 01:16                 |
| March    | 187,429             | 94,970           | 82,900             | 1.15                     | 01:20            | 01:19                 |
| April    | 166,828             | 85,550           | 74,495             | 1.15                     | 01:23            | 01:19                 |
| May      | 152,501             | 75,962           | 66,634             | 1.14                     | 01:14            | 01:15                 |
| June     | 134,259             | 60,702           | 51,332             | 1.18                     | 01:19            | 01:36                 |
| AVERAGE: | 148,552             | 72,741           | 63,421             | 1.15                     | 01:19            | 01:23                 |

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

## **ADDITIONAL DATA**

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## **MAGAZINE:**

## PARAGRAPH 3b:

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## **PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Sarah Garwood, Audience Development Director

Michael Grossman, Group Publisher/Vice President

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2014
State Maryland
County Montgomery
Received by BPA Worldwide July 15, 2014

Type BD
ID Number C709B0J4

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