



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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

Access Intelligence, LLC
4 Choke Cherry Rd., 2nd Floor
Rockville, MD 20850
Tel.: (301) 354-2000
Fax: (301) 738-8453
www.che.com

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, webinars, white papers, job board, technical books and involvement in trade shows and conferences. Brand extensions include CHE.com, CE Direct, ChemInnovations (a trade show and conference), 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.

CHANNELS

CHEMICAL ENGINEERING MAGAZINE



6 Issues in the period
60,251 average circulation

CHEMICAL ENGINEERING WEBSITE



58,031 average unique browsers

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)	57,195	3,056	60,251
a. Print	30,994	2,792	33,786
b. Digital	26,247	313	26,560
1. Requested	26,247	313	26,560
2. Non-Requested	-	-	-
CHEMICAL ENGINEERING WEBSITE (Monthly Unique Browsers with 155,717 average Page Impressions – Note 1)	58,031	-	58,031

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

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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 Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,154
Allocated for Trade Shows and Conventions	638
All Other	910
TOTAL	2,702

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,129	99.8	57,195	94.9	2,934	4.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	122	0.2	-	-	122	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,251	100.0	57,195	94.9	3,056	5.1

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,663	99.6	30,994	91.7	2,669	7.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	122	0.4	-	-	122	0.4
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,785	100.0	30,994	91.7	2,791	8.3

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,560	100.0	26,247	98.8	313	1.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,560	100.0	26,247	98.8	313	1.2

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	94	100.0	46	48.9	48	51.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	94	100.0	46	48.9	48	51.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
July	33,645	27,426	57,708	3,254	60,962
August	33,180	27,464	57,340	3,198	60,538
September	32,791	27,320	56,867	3,136	60,003
October	33,105	26,995	56,999	3,001	60,000
November	35,225	24,848	57,073	2,927	60,000
December	34,769	25,305	57,182	2,823	60,005

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

This issue is 0.5% or 302 copies below the average of the other 5 issues reported in Paragraph 2.

INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION									
			Print	Digital	Qualified Non-Paid	Qualified Paid	Corporate Management (Note 1)	Plant Operations & Production Management (Note 2)	Engineering (Note 3)	Technical Direction (Note 4)	Regulatory/ Safety Manager, Consultant	Purchasing, Sales & Marketing, Other (Note 5)
Manufacturing	31,627	52.7	16,082	15,559	31,316	311	4,762	10,638	11,898	2,182	1,157	990
Engineering (Note 6)	13,705	22.8	8,488	5,231	13,615	90	3,137	3,683	5,752	409	548	176
Government	1,068	1.8	683	386	1,065	3	157	515	271	74	44	7
Educational Services	660	1.1	209	453	651	9	17	196	225	119	96	7
Financial Services	115	0.2	52	63	113	2	38	34	21	5	13	4
Public Utilities, Waste Management, Transportation, Storage	6,827	11.4	5,478	1,350	6,819	8	912	3,677	1,910	146	120	62
Chemical Distributor, Wholesale/ Retail Trade	497	0.8	285	212	491	6	164	171	81	16	18	47
Business/Legal Services, Consulting, Misc. Services	1,957	3.3	1,058	899	1,930	27	694	370	465	37	355	36
Association, Society, Trade Group	46	0.1	26	20	46	-	15	18	5	2	4	2
Others Allied To The Field	3,498	5.8	2,864	675	1,027	2,471	433	911	624	85	136	1,309
Sub-Total	60,000	100.0	35,225	24,848	57,073	2,927	10,329	20,213	21,252	3,075	2,491	2,640
Other Paid Circulation	-	-	-	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	60,000	100.0	35,225	24,848	57,073	2,927						

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 NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within					Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years	Print	Digital				
I. Direct Request:	43,146	12,153	-	30,524	24,848	52,405	2,894	55,299	92.1
II. Request from recipient's company:	33	-	-	33	-	-	33	33	0.1
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	4,668	-	-	4,668	-	4,668	-	4,668	7.8
V. TOTAL - 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**	47,847	12,153	-	35,225	24,848	57,073	2,927	60,000	100.0
PERCENT	79.7	20.3	-	58.7	41.4	95.1	4.9	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 NOVEMBER 2013

MAILING ADDRESS	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Individuals by name and title and/or function	33,956	24,773	57,068	1,623	58,691	97.8
Individuals by name only	453	28	-	479	479	0.8
Titles or functions only	323	22	5	327	332	0.6
Company names only	374	25	-	379	379	0.6
Multi-Copy Same Addressee copies	119	-	-	119	119	0.2
Single Copy Sales	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	35,225	24,848	57,073	2,927	60,000	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

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim		Circulation Claim	
	January - June 2011	July - December 2011	January - June 2012	July - December 2012	January - June 2013*	July - December 2013*	January - June 2013*	July - December 2013*	January - June 2013*	July - December 2013*	January - June 2013*	July - December 2013*
Unique Total Audit Average Qualified***:	61,214	61,099	61,532	61,652	61,268	60,251						
Unique Qualified Non-Paid***:	55,935	56,355	57,202	57,801	57,777	57,195						
Print:	33,911	30,154	29,462	29,985	30,942	30,994						
Digital:	22,398	26,573	28,069	28,008	26,907	26,247						
Unique Qualified Paid***:	5,279	4,744	4,330	3,851	3,491	3,056						
Print:	4,864	4,293	3,916	3,499	3,176	2,792						
Digital:	609	627	548	450	377	313						
Post Expire Copies included in Total Qualified Circulation:	0.8 %	0.7 %	0.7 %	0.5 %	0.7 %	0.6 %						
Average Annual Order Price:	\$134.12	\$151.86	\$166.95	\$201.42	\$203.10	\$194.69						

*NOTE: January - December 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

State	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent
Maine	167	24	188	3	191	
New Hampshire	183	33	208	7	215	
Vermont	49	10	58	1	59	
Massachusetts	817	233	1,000	49	1,049	
Rhode Island	112	21	128	5	133	
Connecticut	420	112	518	12	530	
NEW ENGLAND	1,748	433	2,100	77	2,177	3.6
New York	1,511	328	1,713	125	1,838	
New Jersey	1,469	322	1,576	214	1,790	
Pennsylvania	1,974	481	2,339	113	2,452	
MIDDLE ATLANTIC	4,954	1,131	5,628	452	6,080	10.1
Ohio	1,792	470	2,183	75	2,258	
Indiana	697	218	886	28	914	
Illinois	1,737	448	2,099	85	2,184	
Michigan	1,066	237	1,249	52	1,301	
Wisconsin	786	204	967	23	990	
EAST NO. CENTRAL	6,078	1,577	7,384	263	7,647	12.8
Minnesota	724	149	846	27	873	
Iowa	479	86	552	13	565	
Missouri	829	209	1,009	29	1,038	
North Dakota	121	38	156	3	159	
South Dakota	111	25	131	5	136	
Nebraska	285	60	338	7	345	
Kansas	479	138	604	13	617	
WEST NO. CENTRAL	3,028	705	3,636	97	3,733	6.2
Delaware	160	73	224	8	232	
Maryland	480	134	586	28	614	
Washington, DC	95	39	127	6	133	
Virginia	635	178	786	26	812	
West Virginia	210	59	262	7	269	
North Carolina	979	243	1,182	38	1,220	
South Carolina	568	171	720	18	738	
Georgia	913	206	1,088	29	1,117	
Florida	1,167	282	1,400	47	1,447	
SOUTH ATLANTIC	5,207	1,385	6,375	207	6,582	11.0

State	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent
Kentucky	509	125	621	13	634	
Tennessee	671	212	841	42	883	
Alabama	569	136	583	121	704	
Mississippi	217	40	251	6	257	
EAST SO. CENTRAL	1,966	513	2,296	182	2,478	4.1
Arkansas	207	53	254	6	260	
Louisiana	550	161	664	47	711	
Oklahoma	348	116	441	23	464	
Texas	3,472	1,345	4,604	205	4,809	
WEST SO. CENTRAL	4,577	1,675	5,963	281	6,244	10.4
Montana	152	35	176	10	186	
Idaho	143	38	174	6	180	
Wyoming	135	27	159	3	162	
Colorado	656	198	822	30	852	
New Mexico	105	29	128	6	134	
Arizona	355	108	452	11	463	
Utah	257	87	333	11	344	
Nevada	175	34	203	6	209	
MOUNTAIN	1,978	556	2,447	83	2,530	4.2
Alaska	108	32	137	3	140	
Washington	548	136	655	27	682	
Oregon	269	71	324	15	339	
California	2,272	675	2,836	108	2,944	
Hawaii	58	23	79	2	81	
PACIFIC	3,255	937	4,031	155	4,186	7.0
UNITED STATES	32,791	8,912	39,860	1,797	41,657	69.4
U.S. Territories	79	33	108	4	112	
Canada	358	1,029	1,184	193	1,377	
Mexico	85	957	1,029	13	1,042	
Other International	1,909	13,917	14,889	920	15,809	
APO/FPO	3	-	3	-	3	

UNIQUE TOTAL QUALIFIED CIRCULATION**

35,22524,84857,0732,92760,000100.0

*See Additional Data

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

Region/Country	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent
ASIA						
Afghanistan	-	2	2	-	2	
Armenia	-	1	1	-	1	
Azerbaijan	-	8	8	-	8	
Bangladesh	4	48	52	-	52	
Brunei Darussalam	4	10	13	1	14	
Cambodia	-	2	2	-	2	
China	34	240	272	2	274	
East Timor (Timor-Leste)	-	1	1	-	1	
Georgia	-	1	1	-	1	
Hong Kong - SAR	4	11	15	-	15	
India	246	1,217	1,348	114	1,462	
Indonesia	54	480	517	17	534	
Japan	39	59	60	38	98	
Kazakhstan	1	19	20	-	20	
Korea, Democratic People's Republic Of	1	6	7	-	7	
Korea, Republic Of	38	167	171	34	205	
Macao	1	-	1	-	1	
Malaysia	39	348	380	7	387	
Maldives	-	1	1	-	1	
Mongolia	-	4	4	-	4	
Myanmar	-	8	8	-	8	
Nepal	2	5	7	-	7	
Pakistan	52	428	473	7	480	
Philippines	26	259	278	7	285	
Singapore	33	332	352	13	365	
Sri Lanka	5	66	70	1	71	
Taiwan	18	137	139	16	155	
Tajikistan	-	1	1	-	1	
Thailand	24	193	209	8	217	
Uzbekistan	-	6	6	-	6	
Vietnam	1	68	69	-	69	
unspecified Asia	-	1	1	-	1	
Subtotal	626	4,129	4,489	265	4,754	7.9
MIDDLE EAST						
Bahrain	5	25	29	1	30	
Iran	54	513	567	-	567	
Iraq	6	53	59	-	59	
Israel	11	120	125	6	131	
Jordan	5	35	40	-	40	
Kuwait	7	81	88	-	88	
Lebanon	2	12	13	1	14	
Oman	11	78	87	2	89	
Qatar	17	153	167	3	170	
Saudi Arabia	36	395	429	2	431	
Syrian Arab Republic	1	16	17	-	17	
United Arab Emirates	32	291	311	12	323	
Yemen	1	19	20	-	20	
Subtotal	188	1,791	1,952	27	1,979	3.3
EUROPE						
Albania	1	1	2	-	2	
Austria	10	19	21	8	29	
Belarus	-	1	1	-	1	
Belgium	48	154	159	40	199	
Bosnia and Herzegovina	-	12	12	-	12	
Bulgaria	-	14	14	-	14	
Croatia	4	21	22	3	25	
Cyprus	1	8	9	-	9	
Czech Republic	4	24	24	4	28	
Denmark	24	34	37	21	58	
Estonia	1	7	8	-	8	
Finland	30	41	39	28	67	
France	62	193	198	52	250	
Germany	67	229	244	52	296	
Greece	11	95	106	-	106	
Hungary	5	32	31	5	36	
Iceland	1	10	10	1	11	
Ireland	8	80	82	6	88	
Italy	81	350	368	63	431	
Latvia	1	2	3	-	3	
Lithuania	1	8	9	-	9	
Luxembourg	-	3	3	-	3	
Macedonia	1	9	10	-	10	
Malta	1	4	5	-	5	
Moldova	-	4	4	-	4	
Monaco	-	3	3	-	3	
Netherlands	67	260	271	55	326	
Norway	16	41	43	14	57	
Poland	11	74	80	5	85	
Portugal	9	116	118	7	125	
Romania	11	124	134	1	135	
Russian Federation	7	68	72	3	75	
Serbia	1	15	16	-	16	
Slovakia	4	19	22	1	23	
Slovenia	8	12	12	8	20	
Spain	41	466	484	23	507	
Sweden	31	39	45	25	70	
Switzerland	29	68	76	21	97	
Turkey	19	210	227	2	229	
Ukraine	2	14	16	-	16	
United Kingdom	97	655	708	44	752	
unspecified Europe	-	27	27	-	27	
Subtotal	715	3,566	3,775	492	4,267	7.1
AFRICA						
Algeria	11	86	97	-	97	
Angola	-	11	11	-	11	
Benin	-	1	1	-	1	
Botswana	1	4	4	1	5	
Cameroon	-	10	10	-	10	
Cape Verde	-	2	2	-	2	
Congo	1	1	2	-	2	
Cote D'Ivoire	-	2	2	-	2	
Egypt	16	209	221	4	225	
Equatorial Guinea	-	2	2	-	2	
Ethiopia	2	11	13	-	13	
Gabon	-	1	1	-	1	
Gambia	-	1	1	-	1	
Ghana	6	27	33	-	33	
Guinea	-	1	1	-	1	
Kenya	2	41	43	-	43	
Libyan Arab Jamahiriya	-	18	18	-	18	
Madagascar	-	5	5	-	5	
Malawi	-	3	3	-	3	
Mauritius	4	20	24	-	24	
Morocco	3	11	12	2	14	
Mozambique	-	2	2	-	2	
Namibia	-	4	4	-	4	
Niger	-	1	1	-	1	
Nigeria	40	324	363	1	364	
Rwanda	-	1	1	-	1	
Senegal	-	2	2	-	2	
Sierra Leone	-	3	3	-	3	
Somalia	-	1	1	-	1	
South Africa	35	257	278	14	292	
Sudan	3	44	47	-	47	
Tanzania	1	9	10	-	10	
Tunisia	5	45	50	-	50	
Uganda	-	6	6	-	6	
Zambia	-	18	18	-	18	
Zimbabwe	3	35	38	-	38	
Subtotal	133	1,219	1,330	22	1,352	2.3
NORTH AMERICA						
Canada	358	1,029	1,184	193	1,377	
Mexico	85	957	1,029	13	1,042	
United States	32,794	8,912	39,863	1,797	41,660	
Subtotal	33,237	10,898	42,076	2,003	44,079	73.4
CARIBBEAN						
Antigua and Barbuda	-	1	1	-	1	
Aruba	-	1	1	-	1	
Bahamas	-	2	2	-	2	
Barbados	-	2	2	-	2	
Cuba	3	19	22	-	22	
Dominican Republic	-	14	14	-	14	
Grenada	1	1	2	-	2	
Jamaica	2	24	26	-	26	
Netherlands Antilles	-	1	1	-	1	
Puerto Rico	72	30	99	3	102	
Trinidad and Tobago	-	44	42	2	44	
Virgin Islands, U.S.	2	2	3	1	4	
Subtotal	80	141	215	6	221	0.4
CENTRAL AMERICA						
Belize	-	1	1	-	1	
Costa Rica	3	45	47	1	48	
El Salvador	2	28	30	-	30	
Guatemala	2	57	59	-	59	
Honduras	3	18	20	1	21	
Nicaragua	-	9	9	-	9	
Panama	-	16	16	-	16	
Subtotal	10	174	182	2	184	0.3
SOUTH AMERICA						
Argentina	29	380	402	7	409	
Bolivia	1	69	70	-	70	
Brazil	50	503	525	28	553	
Chile	10	194	199	5	204	
Colombia	30	421	449	2	451	
Ecuador	5	108	112	1	113	
Guyana	-	3	3	-	3	
Paraguay	-	10	10	-	10	
Peru	34	355	379	10	389	
Suriname	-	2	2	-	2	
Uruguay	3	61	62	2	64	
Venezuela	7	256	262	1	263	
Subtotal	169	2,362	2,475	56	2,531	4.2
ASIA PACIFIC						
Australia	52	485	493	44	537	
Fiji	-	1	1	-	1	
Guam	5	1	6	-	6	
New Zealand	9	76	73	10	83	
Papua New Guinea	1	4	5	-	5	
Solomon Islands	-	1	1	-	1	
Subtotal	67	568	579	54	633	1.1
UNIQUE TOTAL QUALIFIED CIRCULATION**						
	35,225	24,848	57,073	2,927	60,000	100.0

*See Additional Data

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

WEBSITE CHANNEL *

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	146,349	68,705	55,191	1.24	01:32	01:44
August	138,156	62,475	49,881	1.25	01:31	01:50
September	159,962	77,960	65,924	1.18	01:25	01:30
October	193,699	71,582	61,340	1.17	00:53	01:31
November	149,470	65,796	56,772	1.16	01:12	01:31
December	146,666	67,979	59,079	1.15	01:28	01:42
AVERAGE:	155,717	69,083	58,031	1.19	01:20	01:38

*See Additional Data

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 cookie browser resulting in one or more pulled text and/or graphics downloads from a site.

Unique Browsers: An identified and unduplicated Cookie 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.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Communication Other Than Request includes 1 source of circulation for a quantity of 4668 copies or 7.8%

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

WEBSITE ACTIVITY:

July - December 2013 data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

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

January 21, 2014

State

Maryland

County

Montgomery

Received by BPA Worldwide

January 21, 2014

Type

BD

ID Number

C709B0D3

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.