

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.

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EHS TODAY is a B2B brand for EHS professionals, including risk managers, industrial hygienists, environmental managers, safety directors and occupational health and safety practitioners who are committed to protecting workers and the workplace and training America's work force.

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.

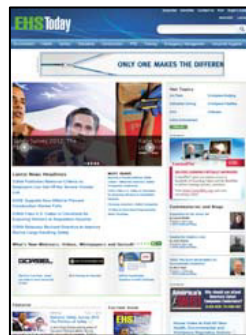
CHANNELS

EHS TODAY MAGAZINE



6 Issues in the period
74,894 average circulation

EHS TODAY WEBSITE



174,833 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
EHS TODAY MAGAZINE (6 issues in the period) *Unique Total	74,792	102	74,894
a. Print	40,592	83	40,675
b. Digital	34,357	21	34,378
1. Requested	30,430	18	30,448
2. Non-Requested	3,927	3	3,930
EHS TODAY WEBSITE (Monthly Users with 447,558 average Pageviews)	174,833	-	174,833

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

FIELD SERVED

EHS TODAY serves the Manufacturing, Industrial, Construction and Service Industries as shown in Paragraph 3a. Also served are paid subscribers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who have a function within safety, industrial hygiene, environment, occupational health, fire protection, other functions, and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	48
Advertiser and Agency	1,015
Allocated for Trade Shows and Conventions	15
All Other	1,127
TOTAL	2,205

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	74,892	100.0	74,792	99.9	100	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	74,894	100.0	74,792	99.9	102	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	*Unique Total Qualified
January	40,000	34,584	74,300	99	74,399
February	40,200	34,680	74,597	98	74,695
March	40,183	36,019	75,919	104	76,023
April	40,455	37,648	77,997	103	78,100
May	41,606	32,658	73,958	103	74,061
June	41,605	30,681	71,982	102	72,084

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 1.3% or 999 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	*UNIQUE TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid	NUMBER OF EMPLOYEES AT LOCATION				
							1-49 Employees	50 - 99 Employees	100 - 249 Employees	250 or more Employees	
MANUFACTURING PROFESSIONALS											
Food, Beverage & Tobacco Product Mfg.	3,912	5.3	2,367	1,548	3,912	-	666	332	1,168	1,746	
Textile Mills & Apparel	1,203	1.6	702	503	1,203	-	282	137	375	409	
Lumber & Wood Product Mfg.	1,174	1.6	730	448	1,174	-	488	186	230	270	
Furniture & Related Product Mfg.	952	1.3	596	356	952	-	212	84	369	287	
Paper Mfg., Printing & Related Support Services	3,035	4.1	1,824	1,213	3,035	-	542	260	1,167	1,066	
Chemical Mfg. (including Pharmaceutical Mfg.)	3,973	5.4	2,229	1,751	3,973	-	865	499	1,003	1,606	
Petroleum & Refining Mfg.	586	0.8	310	278	586	-	128	82	136	240	
Plastics & Rubber Products Mfg.	2,414	3.2	1,408	1,017	2,414	-	456	317	876	765	
Nonmetallic Mineral Product Mfg.	518	0.7	306	213	518	-	185	79	122	132	
Primary Metal Mfg.	2,762	3.7	1,694	1,076	2,762	-	699	319	724	1,020	
Fabricated Metal Product Mfg.	4,856	6.6	2,864	2,007	4,856	-	1,438	659	1,502	1,257	
Machinery Mfg.	3,941	5.3	2,351	1,595	3,941	-	1,140	451	1,189	1,161	
Computer & Electronic Product Mfg.	1,155	1.6	603	555	1,155	-	351	121	150	533	
Electrical Equip., Appliance & Component Mfg.	3,055	4.1	1,780	1,283	3,055	-	681	275	880	1,219	
Transportation Equipment Mfg. (including Automotive Mfg. and Aerospace Mfg.)	4,058	5.5	2,540	1,521	4,058	-	799	304	802	2,153	
Measuring Instruments Mfg. and Medical Equipment/Supplies Mfg.	1,950	2.6	1,119	833	1,950	-	324	127	635	864	
Miscellaneous Mfg. (including Jewelry and Silverware, Sporting and Athletic Goods, Dolls, Toys and Games, Office Supplies, Signs and Musical Instruments)	3,762	5.1	2,052	1,736	3,762	-	907	387	1,127	1,341	
Sub-Total: Manufacturing Professionals	43,306	58.5	25,475	17,933	43,306	-	10,163	4,619	12,455	16,069	
INDUSTRIAL & CONSTRUCTION PROFESSIONALS											
Construction	4,635	6.3	2,403	2,244	4,635	-	2,061	748	740	1,086	
Agriculture, Forestry and Fishing	555	0.7	311	250	555	-	296	65	77	117	
Oil & Gas Extraction, Mining	2,034	2.7	1,179	858	2,034	-	683	274	349	728	
Utilities	1,753	2.4	869	892	1,753	-	494	236	325	698	
Transportation & Warehousing	1,182	1.6	611	571	1,182	-	459	149	200	374	
Sub-Total: Industrial & Construction Professionals	10,159	13.7	5,373	4,815	10,159	-	3,993	1,472	1,691	3,003	
SERVICE INDUSTRY PROFESSIONALS											
Wholesale Trade/Distribution	3,208	4.3	1,875	1,336	3,208	-	1,628	406	454	720	
System Integrators/Contractors and 3rd Party Logistics Providers	2,233	3.0	1,332	903	2,233	-	1,147	258	256	572	
Retail	783	1.1	450	335	783	-	429	64	82	208	
Repair & Maintenance Services	1,380	1.9	687	693	1,380	-	769	178	151	282	
Finance, Insurance and Real Estate	606	0.8	282	326	606	-	238	61	88	219	
Professional, Scientific & Technical Services	4,474	6.0	2,370	2,116	4,474	-	2,398	418	497	1,161	
Health Care & Social Assistance	1,395	1.9	626	780	1,395	-	318	131	172	774	
Information	379	0.5	190	189	379	-	196	45	35	103	
Educational Services	1,774	2.4	851	936	1,774	-	584	148	201	841	
Government/Public Administration	2,682	3.6	1,335	1,371	2,682	-	780	330	389	1,183	
Sub-Total: Service Industry Professionals	18,914	25.5	9,998	8,985	18,914	-	8,487	2,039	2,325	6,063	
Subtotal	72,379	97.7	40,846	31,733	72,379	-	22,643	8,130	16,471	25,135	
Other Circulation:	1,682	2.3	760	925	1,579	103	1,067	128	190	297	
*UNIQUE TOTAL QUALIFIED CIRCULATION	74,061	100.0	41,606	32,658	73,958	103	23,710	8,258	16,661	25,432	
PERCENT	100.0		56.2	44.1	99.9	0.1	32.0	11.2	22.5	34.3	

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Qualified Non-Paid	Qualified Paid	*Unique Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request:	38,574	14,063	5,540	31,430	26,950	58,096	81	58,177	78.5	
II. Request from recipient's company:	24	2	-	23	3	4	22	26	-	
III. Membership Benefit:	-	-	-	-	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	3	857	219	686	393	1,079	-	1,079	1.5	
V. TOTAL – Sources other than above (listed alphabetically):	14,779	-	-	9,467	5,312	14,779	-	14,779	20.0	
Association rosters and directories	-	-	-	-	-	-	-	-	-	
Business directories	-	-	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-	
**Other sources	14,779	-	-	9,467	5,312	14,779	-	14,779	20.0	
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-	
	*UNIQUE TOTAL QUALIFIED CIRCULATION	53,380	14,922	5,759	41,606	32,658	73,958	103	74,061	100.0
	PERCENT	72.1	20.1	7.8	56.2	44.1	99.9	0.1	100.0	

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

**See Additional Data

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
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Unique Total Audit Average Qualified***:	75,258	75,167	72,402	72,797	75,539	74,894
Unique Qualified Non-Paid***:	75,142	75,053	72,295	72,694	75,438	74,792
Print:	45,143	44,057	44,038	44,811	41,690	40,592
Digital:	29,999	31,016	28,257	27,883	33,878	34,357
Unique Qualified Paid***:	116	114	107	103	101	102
Print:	102	101	94	88	82	83
Digital:	14	13	13	15	21	21
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2016 – June 2017 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 MAY 2017**

State	Print	Digital	Qualified Non-Paid	Qualified Paid	*Unique Total Qualified	Percent	State	Print	Digital	Qualified Non-Paid	Qualified Paid	*Unique Total Qualified	Percent
Maine	230	129	358	-	358		Kentucky	634	471	1,099	-	1,099	
New Hampshire	225	200	425	-	425		Tennessee	863	698	1,555	1	1,556	
Vermont	116	81	195	-	195		Alabama	634	499	1,126	4	1,130	
Massachusetts	893	747	1,639	-	1,639		Mississippi	343	210	552	-	552	
Rhode Island	161	122	283	-	283		EAST SO. CENTRAL	2,474	1,878	4,332	5	4,337	5.9
Connecticut	626	458	1,081	3	1,084		Arkansas	367	265	630	-	630	
NEW ENGLAND	2,251	1,737	3,981	3	3,984	5.4	Louisiana	410	364	769	1	770	
New York	2,007	1,623	3,624	4	3,628		Oklahoma	418	322	736	2	738	
New Jersey	1,068	864	1,926	1	1,927		Texas	2,631	2,364	4,975	7	4,982	
Pennsylvania	2,338	1,788	4,119	5	4,124		WEST SO. CENTRAL	3,826	3,315	7,110	10	7,120	9.6
MIDDLE ATLANTIC	5,413	4,275	9,669	10	9,679	13.1	Montana	141	104	245	-	245	
Ohio	2,533	1,939	4,451	8	4,459		Idaho	221	167	388	-	388	
Indiana	1,298	874	2,163	3	2,166		Wyoming	113	78	190	1	191	
Illinois	2,361	1,721	4,066	5	4,071		Colorado	616	520	1,129	2	1,131	
Michigan	1,648	1,272	2,910	3	2,913		New Mexico	162	135	295	-	295	
Wisconsin	1,583	1,098	2,676	-	2,676		Arizona	466	423	883	1	884	
EAST NO. CENTRAL	9,423	6,904	16,266	19	16,285	22.0	Utah	348	294	638	1	639	
Minnesota	1,180	831	1,997	4	2,001		Nevada	190	173	363	-	363	
Iowa	765	478	1,240	-	1,240		MOUNTAIN	2,257	1,894	4,131	5	4,136	5.6
Missouri	955	713	1,663	2	1,665		Alaska	36	45	81	-	81	
North Dakota	167	114	280	-	280		Washington	712	609	1,316	1	1,317	
South Dakota	152	103	254	1	255		Oregon	484	371	854	-	854	
Nebraska	443	287	725	-	725		California	3,457	2,847	6,277	8	6,285	
Kansas	569	394	961	-	961		Hawaii	57	69	124	-	124	
WEST NO. CENTRAL	4,231	2,920	7,120	7	7,127	9.6	PACIFIC	4,746	3,941	8,652	9	8,661	11.7
Delaware	122	96	216	-	216		UNITED STATES	41,170	32,181	73,063	85	73,148	98.8
Maryland	579	479	1,056	2	1,058		U.S. Territories	78	112	190	-	190	
Washington, DC	86	76	161	-	161		Canada	346	347	684	9	693	
Virginia	892	669	1,554	1	1,555		Mexico	-	-	-	-	-	
West Virginia	260	162	421	-	421		Other International	8	7	6	9	15	
North Carolina	1,381	1,086	2,449	4	2,453		APO/FPO	4	11	15	-	15	
South Carolina	646	505	1,148	1	1,149								
Georgia	1,150	940	2,075	2	2,077								
Florida	1,433	1,304	2,722	7	2,729								
SOUTH ATLANTIC	6,549	5,317	11,802	17	11,819	15.9							
							*UNIQUE TOTAL QUALIFIED CIRCULATION						
							41,606	32,658	73,958	103	74,061	100.0	

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

**See Additional Data

WEBSITE CHANNEL

WWW.EHSTODAY.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	443,832	219,261	174,448	1:44
February	500,737	203,486	163,689	1:42
March	512,549	235,894	188,053	1:40
April	395,364	209,078	166,632	1:35
May	418,461	228,187	185,226	1:37
June	414,408	212,400	170,954	1:52
AVERAGE:	447,558	218,051	174,833	1:41

January – June 2017 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The 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

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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:

Other sources include 1 source of circulation for a quantity of 14,779 copies or 20.0%, including Merit database.

GEOGRAPHIC DISTRIBUTION:

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

PUBLISHER'S AFFIDAVIT

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

Desiree Torres, Senior User Marketing Director

Lauren Mena, Contractor, User Marketing

(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	August 2, 2017
State	Florida
County	Hillsborough
Received by BPA Worldwide	August 2, 2017
Type	BJ
ID Number	0006B0J7

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.