

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.

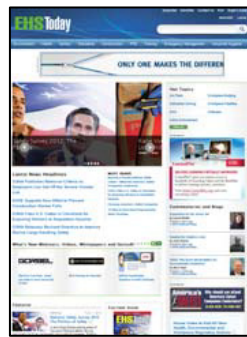
**CHANNELS**

**EHS TODAY  
MAGAZINE**



6 Issues in the period  
75,501 average circulation

**EHS TODAY  
WEBSITE**



156,612 average unique  
browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>EHS TODAY MAGAZINE</b> (6 issues in the period)	75,398	103	75,501
a. Print	44,811	88	44,899
b. Digital	30,587	15	30,602
1. Requested	22,987	15	23,002
2. Non-Requested	7,600	-	7,600
<b>EHS TODAY WEBSITE</b> (Monthly Unique Browsers with 470,027 average Page Impressions)	156,612	-	156,612

**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.

**PURPOSE**

Included herein is a multiple analysis of respondents who recommend, specify, authorize and/or purchase the following products or services: Safety Equipment/Worker Protection, Environmental Compliance, Occupational Health, Industrial Hygiene, Fire Protection, Training, Ergonomics, Emergency Response, Construction Safety, Green Technology/Alternative Energy, or None of the Above products or services.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	43
Advertiser and Agency	1,040
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>1,083</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	75,499	100.0	75,398	99.9	101	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>75,501</b>	<b>100.0</b>	<b>75,398</b>	<b>99.9</b>	<b>103</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January	44,999	30,547	75,445	101	75,546
February	45,000	30,778	75,675	103	75,778
March	45,000	30,884	75,786	98	75,884
April	45,000	30,932	75,832	100	75,932
May	44,697	30,161	74,751	107	74,858
June	44,697	30,306	74,896	107	75,003

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
**This issue is 1.0% or 771 copies below the average of the other 5 issues reported in Paragraph 2.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid	Safety, Industrial Hygiene, Environmental, Occupational Health, Fire Protection, Other Functions & Functions not available	NUMBER OF EMPLOYEES AT LOCATION			
								1-49 Employees	50 - 99 Employees	100 - 249 Employees	250 or more Employees
<b>MANUFACTURING PROFESSIONALS</b>											
Food, Beverage & Tobacco Product Mfg.	3,759	5.0	2,479	1,280	3,759	-	3,759	646	371	856	1,886
Textile Mills & Apparel	1,110	1.5	767	343	1,110	-	1,110	247	154	256	453
Lumber & Wood Product Mfg.	1,335	1.8	921	414	1,335	-	1,335	489	215	267	364
Furniture & Related Product Mfg.	732	1.0	475	257	732	-	732	217	96	157	262
Paper Mfg., Printing & Related Support Services	2,439	3.2	1,619	820	2,439	-	2,439	571	293	561	1,014
Chemical Mfg. (including Pharmaceutical Mfg.)	4,032	5.4	2,356	1,676	4,032	-	4,032	786	538	847	1,861
Petroleum & Refining Mfg.	588	0.8	328	260	588	-	588	124	78	106	280
Plastics & Rubber Products Mfg.	2,260	3.0	1,354	906	2,260	-	2,260	434	389	633	804
Nonmetallic Mineral Product Mfg.	645	0.9	373	272	645	-	645	186	97	150	212
Primary Metal Mfg.	3,196	4.3	1,879	1,317	3,196	-	3,196	750	383	713	1,350
Fabricated Metal Product Mfg.	4,863	6.5	2,972	1,891	4,863	-	4,863	1,460	767	1,118	1,518
Machinery Mfg.	3,908	5.2	2,202	1,706	3,908	-	3,908	1,250	520	749	1,389
Computer & Electronic Product Mfg.	1,405	1.9	722	683	1,405	-	1,405	335	132	219	719
Electrical Equip., Appliance & Component Mfg.	3,026	4.0	1,705	1,321	3,026	-	3,026	684	317	651	1,374
Transportation Equipment Mfg. (including Automotive Mfg. and Aerospace Mfg.)	4,535	6.1	2,650	1,885	4,535	-	4,535	805	382	682	2,666
Measuring Instruments Mfg. and Medical Equipment/Supplies Mfg.	1,408	1.9	767	641	1,408	-	1,408	280	133	246	749
Miscellaneous Mfg. (including Jewelry and Silverware, Sporting and Athletic Goods, Dolls, Toys and Games, Office Supplies, Signs and Musical Instruments)	4,898	6.5	2,795	2,103	4,898	-	4,898	1,377	552	1,019	1,950
Sub-Total: Manufacturing Professionals	44,139	59.0	26,364	17,775	44,139	-	44,139	10,641	5,417	9,230	18,851
<b>INDUSTRIAL &amp; CONSTRUCTION PROFESSIONALS</b>											
Construction	4,871	6.5	3,125	1,746	4,871	-	4,871	2,022	748	856	1,245
Agriculture, Forestry and Fishing	556	0.8	387	169	556	-	556	274	67	81	134
Oil & Gas Extraction, Mining	2,269	3.0	1,439	830	2,269	-	2,269	613	292	398	966
Utilities	1,905	2.5	1,118	787	1,905	-	1,905	437	245	371	852
Transportation & Warehousing	1,192	1.6	783	409	1,192	-	1,192	419	146	203	424
Sub-Total: Industrial & Construction Professionals	10,793	14.4	6,852	3,941	10,793	-	10,793	3,765	1,498	1,909	3,621
<b>SERVICE INDUSTRY PROFESSIONALS</b>											
Wholesale Trade/Distribution	3,769	5.0	2,360	1,409	3,769	-	3,769	1,722	495	562	990
System Integrators/Contractors and 3rd Party Logistics Providers	2,484	3.3	1,506	978	2,484	-	2,484	1,121	282	324	757
Retail	690	0.9	446	244	690	-	690	341	57	81	211
Repair & Maintenance Services	1,361	1.8	822	539	1,361	-	1,361	730	175	154	302
Finance, Insurance and Real Estate	546	0.7	243	303	546	-	546	205	58	82	201
Professional, Scientific & Technical Services	4,608	6.2	2,484	2,124	4,608	-	4,608	2,228	403	550	1,427
Health Care & Social Assistance	1,406	1.9	724	682	1,406	-	1,406	296	116	181	813
Information	337	0.5	184	153	337	-	337	172	32	31	102
Educational Services	1,966	2.6	1,219	747	1,966	-	1,966	573	165	213	1,015
Government/Public Administration	2,654	3.6	1,388	1,266	2,652	2	2,654	763	315	363	1,213
Sub-Total: Service Industry Professionals	19,821	26.5	11,376	8,445	19,819	2	19,821	8,151	2,098	2,541	7,031
Subtotal	74,753	99.9	44,592	30,161	74,751	2	74,753	22,557	9,013	13,680	29,503
Other Paid Circulation:	105	0.1	105	-	-	105	105	43	32	20	10
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>74,858</b>	<b>100.0</b>	<b>44,697</b>	<b>30,161</b>	<b>74,751</b>	<b>107</b>	<b>74,858</b>	<b>22,600</b>	<b>9,045</b>	<b>13,700</b>	<b>29,513</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>59.7</b>	<b>40.3</b>	<b>99.9</b>	<b>0.1</b>	<b>100.0</b>	<b>30.2</b>	<b>12.1</b>	<b>18.3</b>	<b>39.4</b>

**SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2016**

This is an analysis of 74,336 or 99.3% respondents who answered the question do you recommend, specify, authorize and/or purchase the following products and services in your job. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

PURCHASING DATA ANALYSIS	TOTAL QUALIFIED	PERCENT OF TOTAL	Total Respondents	Safety Equipment/ Worker Protection	Environmental Compliance	Occupational Health	Industrial Hygiene	Fire Protection	Training	Ergonomics	Emergency Response	Construction Safety	Green Technology/ Alternative Energy	None of the Above
<b>MANUFACTURING PROFESSIONALS</b>														
Food, Beverage & Tobacco Product Mfg.	3,759	5.0	3,749	2,946	2,586	2,028	1,932	1,927	2,198	1,850	2,166	1,438	1,707	234
Textile Mills & Apparel	1,110	1.5	1,102	843	729	629	577	595	644	558	594	456	476	68
Lumber & Wood Product Mfg.	1,335	1.8	1,330	1,062	918	797	744	798	806	706	782	611	613	77
Furniture & Related Product Mfg.	732	1.0	723	569	498	419	375	373	395	384	380	314	364	37
Paper Mfg., Printing & Related Support Services	2,439	3.3	2,418	1,873	1,658	1,291	1,185	1,235	1,352	1,168	1,370	941	1,084	151
Chemical Mfg. (including Pharmaceutical Mfg.)	4,032	5.4	4,021	2,963	2,638	2,102	2,021	1,894	2,205	1,790	2,146	1,391	1,542	316
Petroleum & Refining Mfg.	588	0.8	586	446	356	292	267	276	329	239	324	258	195	40
Plastics & Rubber Products Mfg.	2,260	3.0	2,228	1,776	1,492	1,191	1,133	1,174	1,308	1,167	1,225	780	951	169
Nonmetallic Mineral Product Mfg.	645	0.9	639	491	453	322	298	305	353	283	363	265	92	38
Primary Metal Mfg.	3,196	4.3	3,169	2,431	2,177	1,510	1,399	1,440	1,607	1,370	1,718	1,070	1,397	200
Fabricated Metal Product Mfg.	4,863	6.5	4,820	3,774	3,264	2,416	2,236	2,344	2,579	2,230	2,588	1,637	2,077	330
Machinery Mfg.	3,908	5.2	3,843	2,745	2,521	1,477	1,348	1,393	1,619	1,410	1,885	1,149	1,709	282
Computer & Electronic Product Mfg.	1,405	1.9	1,373	947	871	550	500	495	626	556	682	384	643	105
Electrical Equip., Appliance & Compliance Mfg.	3,026	4.0	2,971	2,153	2,008	1,234	1,129	1,149	1,355	1,196	1,492	908	1,433	186
Transportation Equipment Mfg. (including Automotive Mfg. and Aerospace Mfg.)	4,535	6.1	4,478	3,334	3,013	1,996	1,819	1,861	2,141	1,930	2,350	1,395	2,072	268
Measuring Instruments Mfg. & Medical Equipment/Supplies Mfg.	1,408	1.9	1,395	1,020	880	605	543	520	647	572	739	379	619	99
Miscellaneous Mfg. (including Jewelry and Silverware, Sporting and Athletic Goods, Dolls, Toys and Games, Office Supplies, Signs and Musical Instruments)	4,898	6.6	4,836	3,749	2,904	2,517	2,236	2,299	2,837	2,284	2,528	1,591	1,664	371
Sub-Total: Manufacturing Professionals	44,139	59.1	43,681	33,122	28,966	21,376	19,742	20,078	23,001	19,693	23,332	14,967	18,638	2,971
<b>INDUSTRIAL AND CONSTRUCTION PROFESSIONALS</b>														
Construction	4,871	6.5	4,876	3,898	2,851	2,933	2,439	2,674	3,161	2,176	2,384	3,683	1,779	383
Agriculture, Forestry & Fishing	556	0.8	557	419	340	331	266	287	338	248	285	249	187	50
Oil & Gas Extraction, Mining	2,269	3.0	2,264	1,721	1,447	1,270	1,139	1,179	1,327	987	1,191	1,056	799	168
Utilities	1,905	2.5	1,909	1,476	1,096	1,064	913	976	1,184	913	1,008	1,106	696	137
Transportation & Warehousing	1,192	1.6	1,194	935	756	742	613	669	803	620	669	552	431	109
Sub-Total: Industrial and Construction Professionals	10,793	14.4	10,800	8,449	6,490	6,340	5,370	5,785	6,813	4,944	5,537	6,646	3,892	847
<b>SERVICE INDUSTRY PROFESSIONALS</b>														
Wholesale Trade/Distribution	3,769	5.0	3,774	2,790	2,461	1,836	1,599	1,677	1,927	1,571	1,930	1,428	1,711	249
Systems Integrators/Contractors & 3rd Party Logistics Providers	2,484	3.3	2,488	1,705	1,591	1,134	946	1,039	1,196	935	1,185	960	1,190	187
Retail	690	0.9	691	482	377	381	321	343	410	302	316	276	233	60
Repair & Maintenance Services	1,361	1.8	1,364	977	773	744	624	705	801	568	651	676	538	157
Finance, Insurance & Real Estate	546	0.7	547	341	189	282	246	253	319	277	207	248	140	64
Professional, Scientific & Technical Services	4,608	6.2	4,615	3,148	2,854	2,074	1,837	1,793	2,246	1,678	2,179	1,728	1,903	395
Health Care & Social Assistance	1,406	1.9	1,408	886	671	742	545	606	754	553	741	404	354	156
Information	337	0.5	338	187	144	146	122	116	177	125	123	112	96	53
Educational Services	1,966	2.6	1,970	1,404	1,115	1,145	931	940	1,299	851	973	835	692	122
Government/Public Administration	2,654	3.6	2,660	1,865	1,291	1,384	1,099	1,279	1,693	1,102	1,444	1,090	800	248
Sub-Total: Service Industry Professionals	19,821	26.5	19,855	13,785	11,466	9,868	8,270	8,751	10,822	7,962	9,749	7,757	7,657	1,691
Sub-Total	74,753	100.0	74,336	55,356	46,922	37,584	33,382	34,614	40,636	32,599	38,618	29,370	30,187	5,585
Other Paid Circulation	105	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>74,858</b>	<b>100.0</b>												

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

QUALIFICATION SOURCE	Qualified Within						Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital					
I. Direct Request:	37,032	17,547	4,187	38,997	19,769	58,685	81	58,766	78.5	
II. Request from recipient's company:	24	2	-	26	-	-	26	26	-	
III. Membership Benefit:	-	-	-	-	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-	
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	15,626	440	-	5,674	10,392	16,066	-	16,066	21.5	
Association rosters and directories	-	-	-	-	-	-	-	-	-	
Business directories	-	-	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-	
*Other sources	15,626	440	-	5,674	10,392	16,066	-	16,066	21.5	
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>52,682</b>	<b>17,989</b>	<b>4,187</b>	<b>44,697</b>	<b>30,161</b>	<b>74,751</b>	<b>107</b>	<b>74,858</b>	<b>100.0</b>	
<b>PERCENT</b>	<b>70.4</b>	<b>24.0</b>	<b>5.6</b>	<b>59.7</b>	<b>40.3</b>	<b>99.9</b>	<b>0.1</b>	<b>100.0</b>		

\*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 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Unique Total Audit Average Qualified***:	75,626	75,143	75,258	75,167	74,747	75,501
Unique Qualified Non-Paid***:	75,473	75,022	75,142	75,053	74,640	75,398
Print:	55,991	53,118	45,143	44,057	44,038	44,811
Digital:	19,482	21,904	29,999	31,016	30,602	30,587
Unique Qualified Paid***:	153	121	116	114	107	103
Print:	127	106	102	101	94	88
Digital:	26	15	14	13	13	15
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 2015 – June 2016 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 2016\***

State	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	237	127	364	-	364		Kentucky	700	424	1,124	-	1,124	
New Hampshire	254	167	420	1	421		Tennessee	988	635	1,623	-	1,623	
Vermont	119	79	198	-	198		Alabama	711	471	1,179	3	1,182	
Massachusetts	943	692	1,635	-	1,635		Mississippi	363	214	577	-	577	
Rhode Island	164	97	260	1	261		EAST SO. CENTRAL	2,762	1,744	4,503	3	4,506	6.0
Connecticut	675	406	1,079	2	1,081		Arkansas	402	246	647	1	648	
NEW ENGLAND	2,392	1,568	3,956	4	3,960	5.3	Louisiana	540	347	886	1	887	
New York	2,188	1,360	3,544	4	3,548		Oklahoma	454	366	818	2	820	
New Jersey	1,149	760	1,908	1	1,909		Texas	2,849	2,234	5,077	6	5,083	
Pennsylvania	2,673	1,630	4,297	6	4,303		WEST SO. CENTRAL	4,245	3,193	7,428	10	7,438	9.9
MIDDLE ATLANTIC	6,010	3,750	9,749	11	9,760	13.0	Montana	165	90	254	1	255	
Ohio	2,829	1,805	4,628	6	4,634		Idaho	251	147	398	-	398	
Indiana	1,365	884	2,246	3	2,249		Wyoming	137	76	213	-	213	
Illinois	2,519	1,535	4,048	6	4,054		Colorado	664	455	1,119	-	1,119	
Michigan	1,626	1,161	2,783	4	2,787		New Mexico	180	139	319	-	319	
Wisconsin	1,770	1,055	2,824	1	2,825		Arizona	525	393	918	-	918	
EAST NO. CENTRAL	10,109	6,440	16,529	20	16,549	22.1	Utah	385	283	666	2	668	
Minnesota	1,281	781	2,059	3	2,062		Nevada	193	164	357	-	357	
Iowa	832	492	1,324	-	1,324		MOUNTAIN	2,500	1,747	4,244	3	4,247	5.7
Missouri	998	678	1,676	-	1,676		Alaska	33	52	85	-	85	
North Dakota	198	103	301	-	301		Washington	749	554	1,302	1	1,303	
South Dakota	179	102	280	1	281		Oregon	512	364	876	-	876	
Nebraska	517	271	788	-	788		California	3,420	2,470	5,878	12	5,890	
Kansas	619	369	987	1	988		Hawaii	56	57	113	-	113	
WEST NO. CENTRAL	4,624	2,796	7,415	5	7,420	9.9	PACIFIC	4,770	3,497	8,254	13	8,267	11.0
Delaware	115	102	217	-	217		UNITED STATES	44,586	29,559	74,060	85	74,145	99.0
Maryland	667	440	1,105	2	1,107		U.S. Territories	82	108	190	-	190	
Washington, DC	87	81	168	-	168		Canada	10	481	481	10	491	
Virginia	977	619	1,595	1	1,596		Mexico	-	-	-	-	-	
West Virginia	295	159	454	-	454		Other International	10	6	4	12	16	
North Carolina	1,505	962	2,464	3	2,467		AP0/FPO	9	7	16	-	16	
South Carolina	711	493	1,203	1	1,204								
Georgia	1,224	862	2,084	2	2,086								
Florida	1,593	1,106	2,692	7	2,699								
SOUTH ATLANTIC	7,174	4,824	11,982	16	11,998	16.0							
							<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,697</b>	<b>30,161</b>	<b>74,751</b>	<b>107</b>	<b>74,858</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

## WWW.EHSTODAY.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	583,673	183,265	143,054	1.28	00:41	02:10
February	671,104	201,702	154,244	1.31	00:36	02:02
March	470,759	206,251	158,369	1.30	00:50	01:55
April	373,206	186,747	146,238	1.28	00:56	01:52
May	391,834	227,316	188,717	1.20	00:51	01:27
June	329,588	186,131	149,050	1.25	00:57	01:42
<b>AVERAGE:</b>	<b>470,027</b>	<b>198,568</b>	<b>156,612</b>	<b>1.27</b>	<b>00:48</b>	<b>01:51</b>

January – June 2016 data was provided by Omniture. 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 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.

**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](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a 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.

### PARAGRAPH 3b:

Other Sources includes 1 source of circulation for a quantity of 16,066 or 21.5%, including the 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 Director, User Marketing

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 16, 2016

State

Florida

County

Hillsborough

Received by BPA Worldwide

August 16, 2016

Type

BSJ

ID Number

0006B0J6

### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.