

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.

Noria Corporation  
1328 East 43rd Court  
Tulsa, OK 74105  
Tel. No.: 918.749.1400  
Fax No.: 918.746.0925  
www.machinerylubrication.com

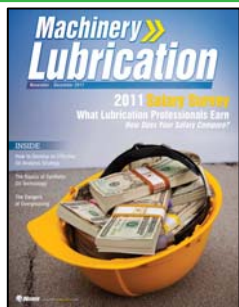
**MACHINERY LUBRICATION** is a B2B brand intended for individuals with interests in industrial lubrication, oil analysis and filtration. The brand content and editorial scope of the publication includes in-depth technical articles, best practices and new product announcements. The content of every issue is also available to subscribers globally via the online digital version.

**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**

**MACHINERY LUBRICATION MAGAZINE**



3 Issues in the period  
38,214 average circulation

**MACHINERY LUBRICATION WEBSITE**



150,459 average unique browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MACHINERY LUBRICATION MAGAZINE</b> Unique Total* (3 issues in the period)	38,214	-	38,214
a. Print	25,739	-	25,739
b. Digital	15,424	-	15,424
1. Requested	15,420	-	15,420
2. Non-Requested	4	-	4
<b>MACHINERY LUBRICATION WEBSITE</b> (Monthly Unique Browsers with 287,756 average Page Impressions)	150,459	-	150,459

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

**FIELD SERVED**

**MACHINERY LUBRICATION** serves the field of lubricants and lubrication in plants, fleets and industrial facilities in power generation, mining, rubber/plastic, food processing, transportation, construction, textiles, paper, chemicals, petroleum products, primary metals, fabricated metals, automotive manufacturing, machinery manufacturing, electrical equipment, transportation equipment, miscellaneous manufacturing, engineering services, military/government and other related industries.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are professionals involved in the functions of engineering, engineering management, maintenance, maintenance management, lubrication, reliability, quality assurance, corporate management, training and other related and undefined functions.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation	-	
Advertiser and Agency	264	
Allocated for Trade Shows and Conventions	100	
All Other	685	
<b>TOTAL</b>	<b>1,049</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	38,214	100.0	38,214	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,214</b>	<b>100.0</b>	<b>38,214</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,739	100.0	25,739	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,739</b>	<b>100.0</b>	<b>25,739</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,424	100.0	15,424	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,424</b>	<b>100.0</b>	<b>15,424</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,949	100.0	2,949	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,949</b>	<b>100.0</b>	<b>2,949</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2014 Issue	Print	Digital	Unique Total Qualified*
July/August	25,839	15,571	38,516
September/October	26,575	16,652	40,126
November/December	24,803	14,049	36,000

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

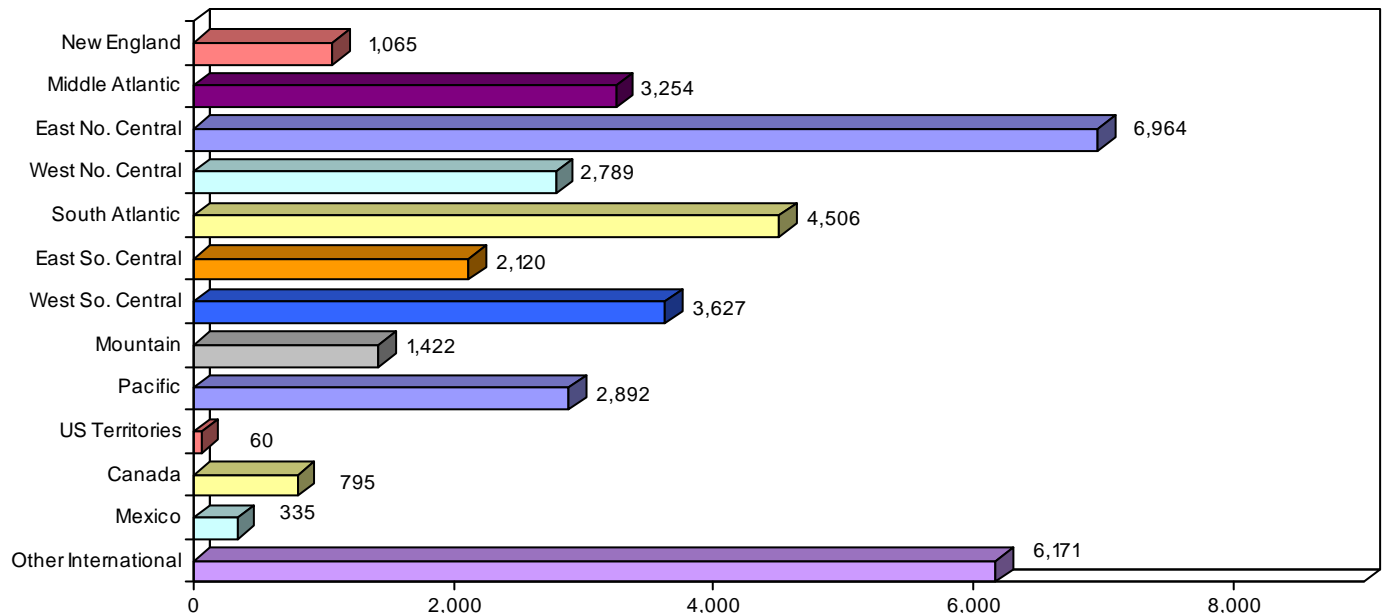
## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014\*\*

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	102	33	116		Kentucky	519	123	582	
New Hampshire	87	22	97		Tennessee	688	138	771	
Vermont	27	13	36		Alabama	475	124	537	
Massachusetts	408	108	479		Mississippi	201	55	230	
Rhode Island	51	15	60		<b>EAST SO. CENTRAL</b>	<b>1,883</b>	<b>440</b>	<b>2,120</b>	<b>5.9</b>
Connecticut	232	66	277		Arkansas	526	83	573	
<b>NEW ENGLAND</b>	<b>907</b>	<b>257</b>	<b>1,065</b>	<b>3.0</b>	Louisiana	436	118	490	
New York	897	249	1,051		Oklahoma	331	93	374	
New Jersey	464	138	551		Texas	1,831	618	2,190	
Pennsylvania	1,444	342	1,652		<b>WEST SO. CENTRAL</b>	<b>3,124</b>	<b>912</b>	<b>3,627</b>	<b>10.1</b>
<b>MIDDLE ATLANTIC</b>	<b>2,805</b>	<b>729</b>	<b>3,254</b>	<b>9.0</b>	Montana	67	25	79	
Ohio	1,545	395	1,785		Idaho	125	36	145	
Indiana	879	225	1,020		Wyoming	60	26	75	
Illinois	1,484	356	1,698		Colorado	313	88	365	
Michigan	1,104	272	1,262		New Mexico	71	30	80	
Wisconsin	1,053	237	1,199		Arizona	250	113	311	
<b>EAST NO. CENTRAL</b>	<b>6,065</b>	<b>1,485</b>	<b>6,964</b>	<b>19.3</b>	Utah	186	65	221	
Minnesota	725	169	828		Nevada	117	52	146	
Iowa	421	112	495		<b>MOUNTAIN</b>	<b>1,189</b>	<b>435</b>	<b>1,422</b>	<b>4.0</b>
Missouri	555	131	631		Alaska	37	17	41	
North Dakota	60	18	71		Washington	424	134	489	
South Dakota	54	16	63		Oregon	299	80	335	
Nebraska	278	62	315		California	1,662	520	1,989	
Kansas	342	91	386		Hawaii	26	19	38	
<b>WEST NO. CENTRAL</b>	<b>2,435</b>	<b>599</b>	<b>2,789</b>	<b>7.8</b>	<b>PACIFIC</b>	<b>2,448</b>	<b>770</b>	<b>2,892</b>	<b>8.0</b>
Delaware	58	25	76		<b>UNITED STATES</b>	<b>24,763</b>	<b>6,719</b>	<b>28,639</b>	<b>79.6</b>
Maryland	298	82	342		U.S. Territories	40	29	60	
Washington, DC	21	9	27		Canada	-	795	795	
Virginia	545	159	640		Mexico	-	335	335	
West Virginia	137	37	163		Other International	-	6,171	6,171	
North Carolina	822	208	942		APO/FPO	-	-	-	
South Carolina	557	148	637						
Georgia	797	175	884						
Florida	672	249	795						
<b>SOUTH ATLANTIC</b>	<b>3,907</b>	<b>1,092</b>	<b>4,506</b>	<b>12.5</b>					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>24,803</b>	<b>14,049</b>	<b>36,000</b>	<b>100.0</b>

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

\*\*See Additional Data

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014\*\***

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Azerbaijan	-	4	4		Turkey	-	84	84	
Bangladesh	-	16	16		Ukraine	-	7	7	
Bhutan	-	1	1		United Kingdom	-	342	342	
British Indian Ocean Territory	-	1	1		Subtotal	-	1,337	1,337	3.7
Brunei Darussalam	-	2	2		<b>AFRICA</b>				
Cambodia	-	1	1		Algeria	-	22	22	
China	-	100	100		Angola	-	3	3	
Georgia	-	1	1		Botswana	-	13	13	
Hong Kong - SAR	-	21	21		Cameroon	-	3	3	
India	-	924	924		Cape Verde	-	2	2	
Indonesia	-	172	172		Congo	-	1	1	
Japan	-	15	15		Djibouti	-	1	1	
Kazakhstan	-	3	3		Egypt	-	105	105	
Korea, Republic Of	-	47	47		Ethiopia	-	5	5	
Laos	-	1	1		Ghana	-	28	28	
Malaysia	-	184	184		Guinea	-	2	2	
Mongolia	-	2	2		Kenya	-	28	28	
Myanmar	-	7	7		Lesotho	-	1	1	
Nepal	-	2	2		Libyan Arab Jamahiriya	-	4	4	
Pakistan	-	108	108		Madagascar	-	1	1	
Philippines	-	153	153		Mali	-	2	2	
Singapore	-	125	125		Mauritius	-	4	4	
Sri Lanka	-	33	33		Morocco	-	17	17	
Taiwan	-	21	21		Mozambique	-	6	6	
Thailand	-	125	125		Namibia	-	4	4	
Turkmenistan	-	1	1		Nigeria	-	86	86	
Uzbekistan	-	1	1		Senegal	-	1	1	
Vietnam	-	21	21		South Africa	-	234	234	
Subtotal	-	2,092	2,092	5.8	Sudan	-	9	9	
<b>MIDDLE EAST</b>					Swaziland	-	2	2	
Bahrain	-	7	7		Tanzania	-	14	14	
Iran	-	118	118		Togo	-	1	1	
Iraq	-	7	7		Tunisia	-	7	7	
Israel	-	16	16		Uganda	-	12	12	
Jordan	-	10	10		Zambia	-	12	12	
Kuwait	-	13	13		Zimbabwe	-	14	14	
Lebanon	-	6	6		unspecified Africa	-	1	1	
Oman	-	12	12		Subtotal	-	645	645	1.8
Qatar	-	33	33		<b>NORTH AMERICA</b>				
Saudi Arabia	-	124	124		Canada	-	795	795	
Syrian Arab Republic	-	7	7		Mexico	-	335	335	
United Arab Emirates	-	130	130		United States	24,803	6,748	28,699	
Yemen	-	8	8		Subtotal	24,803	7,878	29,829	82.8
Subtotal	-	491	491	1.4	<b>CARIBBEAN</b>				
<b>EUROPE</b>					Bahamas	-	1	1	
Albania	-	3	3		Barbados	-	2	2	
Austria	-	11	11		Bermuda	-	1	1	
Belarus	-	1	1		Cayman Islands	-	2	2	
Belgium	-	50	50		Cuba	-	4	4	
Bosnia and Herzegovina	-	1	1		Dominican Republic	-	12	12	
Bulgaria	-	18	18		Jamaica	-	9	9	
Channel Islands	-	1	1		Netherlands Antilles	-	2	2	
Croatia	-	11	11		Trinidad and Tobago	-	27	27	
Cyprus	-	3	3		Subtotal	-	60	60	0.2
Czech Republic	-	11	11		<b>CENTRAL AMERICA</b>				
Denmark	-	16	16		Costa Rica	-	12	12	
Estonia	-	5	5		El Salvador	-	11	11	
Finland	-	18	18		Guatemala	-	16	16	
France	-	41	41		Honduras	-	6	6	
Germany	-	54	54		Nicaragua	-	1	1	
Greece	-	45	45		Panama	-	13	13	
Hungary	-	13	13		Subtotal	-	59	59	0.2
Iceland	-	6	6		<b>SOUTH AMERICA</b>				
Ireland	-	27	27		Argentina	-	88	88	
Italy	-	82	82		Bolivia	-	30	30	
Latvia	-	1	1		Brazil	-	227	227	
Lithuania	-	3	3		Chile	-	60	60	
Luxembourg	-	1	1		Colombia	-	105	105	
Macedonia	-	1	1		Ecuador	-	29	29	
Malta	-	2	2		Guyana	-	1	1	
Moldova	-	1	1		Paraguay	-	1	1	
Netherlands	-	84	84		Peru	-	116	116	
Norway	-	36	36		Suriname	-	4	4	
Poland	-	27	27		Uruguay	-	17	17	
Portugal	-	43	43		Venezuela	-	58	58	
Romania	-	38	38		Subtotal	-	736	736	2.0
Russian Federation	-	50	50		<b>ASIA PACIFIC</b>				
Serbia	-	9	9		Australia	-	644	644	
Slovakia	-	4	4		New Caledonia	-	2	2	
Slovenia	-	7	7		New Zealand	-	94	94	
Spain	-	125	125		Papua New Guinea	-	11	11	
Sweden	-	50	50		Subtotal	-	751	751	2.1
Switzerland	-	5	5		<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>				
						24,803	14,049	36,000	100.0

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

\*\*See Additional Data

## WEBSITE CHANNEL

### WWW.MACHINERYLUBRICATION.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	257,612	158,961	129,935	1.22	2:45	1:43
August	267,792	161,598	132,293	1.22	2:40	1:46
September	275,097	174,632	143,746	1.21	2:53	1:40
October	302,434	194,758	160,813	1.21	2:59	1:39
November	328,502	215,195	178,023	1.21	3:03	1:36
December	295,104	190,982	157,944	1.21	2:58	1:37
<b>AVERAGE:</b>	<b>287,756</b>	<b>182,687</b>	<b>150,459</b>	<b>1.21</b>	<b>2:53</b>	<b>1:40</b>

July - December 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 cookie'd 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 Cookie'd 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 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:

Business Directories include 1 source of circulation for a quantity of 7,043 copies or 19.6%, including Hoovers.

### 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.

Mike Ramsey, Publisher

Ally Katz, Media Production Manager

(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 15, 2015

State

Oklahoma

City

Tulsa

Received by BPA Worldwide

January 15, 2015

Type

BD

ID Number

M384B0D4

#### 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.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014**  
 This issue is 8.4% or 3,321 copies below the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	FUNCTION											
			Print	Digital	Engineering	Engineering Management	Maintenance	Maintenance Management	Lubrication	Reliability	Quality Assurance	Corporate Management	Training	Other functions and functions not available
Power Generation	1,993	5.5	1,215	981	629	212	258	260	99	171	47	110	38	169
Mining	1,169	3.2	524	751	168	83	146	271	102	219	13	66	19	82
Rubber/Plastic	1,931	5.4	1,600	414	322	157	222	874	19	48	41	128	10	110
Food Processing	4,509	12.5	3,888	824	362	243	496	2,516	62	118	143	278	25	266
Transportation	1,104	3.1	764	428	272	148	138	161	41	20	35	160	27	102
Construction	909	2.5	561	424	178	104	113	208	36	14	18	140	16	82
Textiles	414	1.1	327	111	43	31	50	196	11	14	5	28	4	32
Paper	1,955	5.4	1,690	404	182	89	280	852	104	171	23	113	16	125
Chemicals	2,312	6.4	1,618	868	409	145	267	676	161	195	64	178	17	200
Petroleum Products	3,306	9.2	1,483	2,256	467	190	187	334	897	222	123	399	94	393
Primary Metals	1,362	3.8	1,089	350	207	98	178	608	34	59	15	52	13	98
Fabricated Metals	1,908	5.3	1,580	407	296	168	173	809	23	23	34	185	17	180
Automotive Manufacturer	1,360	3.8	1,012	431	258	120	174	541	42	25	30	72	11	87
Machinery Manufacturer	1,530	4.2	924	711	507	248	121	214	50	17	45	155	32	141
Electrical Equipment	787	2.2	534	286	293	124	63	111	4	15	30	76	6	65
Transportation Equipment	602	1.7	435	204	72	50	84	263	17	6	21	47	9	33
Miscellaneous Manufacturing	2,039	5.7	1,550	677	313	167	214	643	81	80	48	221	33	239
Engineering Services	2,185	6.1	699	1,645	729	373	190	226	179	157	34	150	90	57
Military/Government	1,003	2.8	724	384	306	135	126	212	7	21	29	48	25	94
Other Related Businesses	3,622	10.1	2,586	1,493	510	259	418	639	175	144	85	377	152	863
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>36,000</b>	<b>100.0</b>	<b>24,803</b>	<b>14,049</b>	<b>6,523</b>	<b>3,144</b>	<b>3,898</b>	<b>10,614</b>	<b>2,144</b>	<b>1,739</b>	<b>883</b>	<b>2,983</b>	<b>654</b>	<b>3,418</b>
<b>PERCENT</b>	<b>100.0</b>		<b>68.9</b>	<b>39.0</b>	<b>18.1</b>	<b>8.7</b>	<b>10.8</b>	<b>29.5</b>	<b>6.0</b>	<b>4.8</b>	<b>2.5</b>	<b>8.3</b>	<b>1.8</b>	<b>9.5</b>

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

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	17,894	10,145	-	17,281	13,600	28,039	77.9
II. Request from recipient's company:	918	-	-	484	436	918	2.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,043</b>	<b>-</b>	<b>-</b>	<b>7,038</b>	<b>13</b>	<b>7,043</b>	<b>19.6</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	7,043	-	-	7,038	13	7,043	19.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>25,855</b>	<b>10,145</b>	<b>-</b>	<b>24,803</b>	<b>14,049</b>	<b>36,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>71.8</b>	<b>28.2</b>	<b>-</b>	<b>68.9</b>	<b>39.0</b>	<b>100.0</b>	

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

\*\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	24,803	14,049	36,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>24,803</b>	<b>14,049</b>	<b>36,000</b>	<b>100.0</b>

\*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		Circulation Claim	Circulation Claim
	January - June 2012	July - December 2012	January - June 2013	July - December 2013		
Unique Total Audit Average Qualified***:	36,016	37,852	38,056	41,501	37,502	38,214
Unique Qualified Non-Paid***:	36,016	37,852	38,056	41,501	37,502	38,214
Print:	25,766	26,410	26,563	28,336	25,422	25,739
Digital:	13,577	14,538	14,142	16,252	14,926	15,424
Unique Qualified Paid***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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: January - December 2014 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.