

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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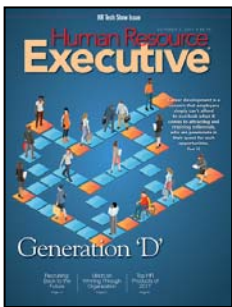
**HUMAN RESOURCE EXECUTIVE** is a BtoB brand intended for Directors and Vice Presidents of HR. The brand content is focused on strategic issues in HR. Written primarily for vice presidents and directors of human resources, the brand provides these key decision-makers with news, profiles of HR visionaries and success stories of human resource innovators. Content covers all areas of human resource management, including talent management, benefits, health care, training and development, HR information systems, relocation, retirement planning, engagement, and productivity.

**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

**HUMAN RESOURCE  
EXECUTIVE  
MAGAZINE**



6 Issues in the period  
75,034 average circulation

**HUMAN RESOURCE  
EXECUTIVE  
E-NEWSLETTERS**



7 E-Newsletters in the period  
57 total issued in the period  
See below for average per occurrence

## EXECUTIVE SUMMARY

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

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| <b>HUMAN RESOURCE EXECUTIVE MAGAZINE</b> Unique Total* (6 issues in the period) | 74,546   | 488  | 75,034  |
| a. Print  | 65,349   | 468  | 65,817  |
| b. Digital  | 17,506   | 166  | 17,672  |
| 1. Requested  | 17,506   | 166  | 17,672  |
| 2. Non-Requested  | -        | -    | -       |
| <b>HUMAN RESOURCE EXECUTIVE E-NEWSLETTERS</b>                                   |          |      |         |
| a. News and Analysis - Renamed HRENow (25 issued in the period)                 | 104,028  | -    | 104,028 |
| b. Inside HrTechnology (Monthly) (6 issued in the period)                       | 110,670  | -    | 110,670 |
| c. Columnist Blast - Benefits (6 issued in the period)                          | 108,594  | -    | 108,594 |
| d. Columnist Blast - HR Tech (5 issued in the period)                           | 113,453  | -    | 113,453 |
| e. Columnist Blast - HR Leadership (4 issued in the period)                     | 117,778  | -    | 117,778 |
| f. Columnist Blast - Talent Management (5 issued in the period)                 | 113,643  | -    | 113,643 |
| g. Human Resource Executive - Digital Alert (6 issued in the period)            | 82,703   | -    | 82,703  |

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

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

| QUALIFICATION SOURCE  | Qualified Within |               |              |  | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|------------------|---------------|--------------|--|---------------|---------------|-------------------------|--------------|
|   | 1 Year           | 2 Years       | 3 Years      |  |               |               |                         |              |
| I. Direct Request:  | <b>40,599</b>    | <b>20,116</b> | <b>2,424</b> |  | <b>54,099</b> | <b>17,282</b> | <b>63,139</b>           | <b>84.1</b>  |
| II. Request from recipient's company:   | <b>44</b>        | <b>12</b>     | <b>2</b>     |  | <b>58</b>     | -             | <b>58</b>               | <b>0.1</b>   |
| 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>11,837</b>    | -             | -            |  | <b>11,837</b> | -             | <b>11,837</b>           | <b>15.8</b>  |
| Association rosters and directories   | -                | -             | -            |  | -             | -             | -                       | -            |
| **Business directories  | 11,837           | -             | -            |  | 11,837        | -             | 11,837                  | 15.8         |
| Manufacturer's, distributor's, and wholesaler's lists                         | -                | -             | -            |  | -             | -             | -                       | -            |
| Other sources   | -                | -             | -            |  | -             | -             | -                       | -            |
| VI. Single Copy Sales:  | -                | -             | -            |  | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                                    | <b>52,480</b>    | <b>20,128</b> | <b>2,426</b> |  | <b>65,994</b> | <b>17,282</b> | <b>75,034</b>           | <b>100.0</b> |
| <b>PERCENT</b>  | <b>70.0</b>      | <b>26.8</b>   | <b>3.2</b>   |  | <b>88.0</b>   | <b>23.0</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 2017**

| MAILING ADDRESS                               | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|---------------|---------------|-------------------------|--------------|
| Individuals by name and title and/or function | 65,968        | 17,281        | 75,008                  | 100.0        |
| Individuals by name only                      | 15            | 1             | 15                      | -            |
| Titles or functions only                      | 8             | -             | 8                       | -            |
| Company names only                            | 3             | -             | 3                       | -            |
| Multi-Copy Same Addressee copies              | -             | -             | -                       | -            |
| Single Copy Sales                             | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>    | <b>65,994</b> | <b>17,282</b> | <b>75,034</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        |                      | Audited Data        |                       | Circulation Claim |
|---|---------------------|----------------------|---------------------|----------------------|---------------------|-----------------------|-------------------|
|   | January - June 2015 | July - December 2015 | January - June 2016 | July - December 2016 | January - June 2017 | July - December 2017* |                   |
| Unique Total Audit Average Qualified***:                    | 75,046              | 75,034               | 75,034              | 75,034               | 75,034              | 75,034                | 75,034            |
| Unique Qualified Non-Paid Total***:                         | 74,365              | 74,406               | 74,421              | 74,479               | 74,490              | 74,546                | 74,546            |
| Print:  | 62,467              | 63,056               | 63,920              | 64,805               | 64,828              | 65,349                | 65,349            |
| Digital:  | 19,786              | 18,944               | 18,419              | 17,600               | 18,007              | 17,506                | 17,506            |
| Unique Qualified Paid Total***:                             | 681                 | 628                  | 613                 | 555                  | 544                 | 488                   | 488               |
| Print:  | 668                 | 619                  | 606                 | 549                  | 539                 | 468                   | 468               |
| Digital:  | 49                  | 41                   | 37                  | 39                   | 36                  | 166                   | 166               |
| Post Expire Copies included in Total Qualified Circulation: | **NC                | **NC                 | **NC                | **NC                 | **NC                | **NC                  | **NC              |
| Average Annual Order Price:                                 | \$91.69             | \$90.36              | \$90.93             | \$88.28              | \$90.47             | \$88.54               | \$88.54           |

\*NOTE: July - December 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 NOVEMBER 2017\*\***

| State                   | Print         | Digital      | Unique Total Qualified* | Percent     | State                                      | Print         | Digital       | Unique Total Qualified* | Percent      |
|-------------------------|---------------|--------------|-------------------------|-------------|--|---------------|---------------|-------------------------|--------------|
| Maine                   | 306           | 65           | 346                     |             | Kentucky                                   | 876           | 212           | 994                     |              |
| New Hampshire           | 280           | 70           | 318                     |             | Tennessee                                  | 1,565         | 372           | 1,748                   |              |
| Vermont                 | 133           | 37           | 156                     |             | Alabama                                    | 856           | 234           | 978                     |              |
| Massachusetts           | 1,984         | 445          | 2,209                   |             | Mississippi                                | 566           | 166           | 665                     |              |
| Rhode Island            | 275           | 42           | 295                     |             | <b>EAST SO. CENTRAL</b>                    | <b>3,863</b>  | <b>984</b>    | <b>4,385</b>            | <b>5.8</b>   |
| Connecticut             | 1,029         | 204          | 1,148                   |             | Arkansas                                   | 605           | 115           | 660                     |              |
| <b>NEW ENGLAND</b>      | <b>4,007</b>  | <b>863</b>   | <b>4,472</b>            | <b>6.0</b>  | Louisiana                                  | 715           | 187           | 810                     |              |
| New York                | 5,020         | 1,122        | 5,554                   |             | Oklahoma                                   | 634           | 169           | 729                     |              |
| New Jersey              | 2,122         | 528          | 2,360                   |             | Texas                                      | 4,591         | 1,323         | 5,272                   |              |
| Pennsylvania            | 3,008         | 744          | 3,411                   |             | <b>WEST SO. CENTRAL</b>                    | <b>6,545</b>  | <b>1,794</b>  | <b>7,471</b>            | <b>10.0</b>  |
| <b>MIDDLE ATLANTIC</b>  | <b>10,150</b> | <b>2,394</b> | <b>11,325</b>           | <b>15.1</b> | Montana                                    | 196           | 52            | 230                     |              |
| Ohio                    | 2,715         | 644          | 3,062                   |             | Idaho                                      | 282           | 86            | 334                     |              |
| Indiana                 | 1,385         | 342          | 1,600                   |             | Wyoming                                    | 107           | 29            | 124                     |              |
| Illinois                | 3,139         | 805          | 3,548                   |             | Colorado                                   | 1,081         | 330           | 1,267                   |              |
| Michigan                | 1,961         | 466          | 2,184                   |             | New Mexico                                 | 291           | 88            | 337                     |              |
| Wisconsin               | 1,521         | 342          | 1,685                   |             | Arizona                                    | 1,082         | 326           | 1,245                   |              |
| <b>EAST NO. CENTRAL</b> | <b>10,721</b> | <b>2,599</b> | <b>12,079</b>           | <b>16.1</b> | Utah                                       | 553           | 169           | 652                     |              |
| Minnesota               | 1,289         | 344          | 1,481                   |             | Nevada                                     | 412           | 97            | 459                     |              |
| Iowa                    | 747           | 200          | 865                     |             | <b>MOUNTAIN</b>                            | <b>4,004</b>  | <b>1,177</b>  | <b>4,648</b>            | <b>6.2</b>   |
| Missouri                | 1,461         | 370          | 1,676                   |             | Alaska                                     | 68            | 18            | 78                      |              |
| North Dakota            | 177           | 46           | 201                     |             | Washington                                 | 1,154         | 317           | 1,323                   |              |
| South Dakota            | 168           | 48           | 200                     |             | Oregon                                     | 676           | 173           | 774                     |              |
| Nebraska                | 488           | 128          | 562                     |             | California                                 | 6,406         | 1,685         | 7,287                   |              |
| Kansas                  | 660           | 194          | 782                     |             | Hawaii                                     | 142           | 55            | 166                     |              |
| <b>WEST NO. CENTRAL</b> | <b>4,990</b>  | <b>1,330</b> | <b>5,767</b>            | <b>7.7</b>  | <b>PACIFIC</b>                             | <b>8,446</b>  | <b>2,248</b>  | <b>9,628</b>            | <b>12.8</b>  |
| Delaware                | 169           | 55           | 198                     |             | <b>UNITED STATES</b>                       | <b>65,795</b> | <b>17,160</b> | <b>74,777</b>           | <b>99.7</b>  |
| Maryland                | 1,441         | 399          | 1,633                   |             | U.S. Territories                           | 97            | 51            | 118                     |              |
| Washington, DC          | 728           | 288          | 885                     |             | Canada                                     | 93            | 61            | 126                     |              |
| Virginia                | 1,968         | 525          | 2,220                   |             | Mexico                                     | -             | -             | -                       |              |
| West Virginia           | 300           | 99           | 359                     |             | Other International                        | 8             | 8             | 11                      |              |
| North Carolina          | 2,073         | 527          | 2,349                   |             | APO/FPO                                    | 1             | 2             | 2                       |              |
| South Carolina          | 801           | 214          | 910                     |             |  |               |               |                         |              |
| Georgia                 | 2,271         | 617          | 2,564                   |             | <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>65,994</b> | <b>17,282</b> | <b>75,034</b>           | <b>100.0</b> |
| Florida                 | 3,318         | 1,047        | 3,884                   |             |  |               |               |                         |              |
| <b>SOUTH ATLANTIC</b>   | <b>13,069</b> | <b>3,771</b> | <b>15,002</b>           | <b>20.0</b> |  |               |               |                         |              |

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

| 2017             | News and Analysis - Renamed HRENow | Inside HrTechnology (Monthly) | Columnist Blast - Benefits | Columnist Blast - HR Tech | Columnist Blast - HR Leadership | Columnist Blast - Talent Management | Human Resource Executive - Digital Alert |
|------------------|------------------------------------|-------------------------------|----------------------------|---------------------------|---------------------------------|-------------------------------------|--|
| <b>JULY</b>      |                                    |                               |                            |                           |                                 |                                     |  |
| July 5           | 110,938                            | 119,879                       | -                          | -                         | -                               | -                                   | -  |
| July 6           | -                                  | -                             | -                          | -                         | 121,216                         | -                                   | -  |
| July 10          | 111,265                            | -                             | -                          | -                         | -                               | -                                   | -  |
| July 13          | -                                  | -                             | -                          | -                         | -                               | 120,774                             | -  |
| July 17          | 110,654                            | -                             | -                          | -                         | -                               | -                                   | -  |
| July 20          | -                                  | -                             | -                          | 119,225                   | -                               | -                                   | -  |
| July 21          | -                                  | -                             | -                          | -                         | -                               | -                                   | 85,491                                   |
| July 24          | 110,508                            | -                             | -                          | -                         | -                               | -                                   | -  |
| July 27          | -                                  | -                             | 119,561                    | -                         | -                               | -                                   | -  |
| July 31          | 110,060                            | -                             | -                          | -                         | -                               | -                                   | -  |
| <b>AUGUST</b>    |                                    |                               |                            |                           |                                 |                                     |  |
| August 1         | -                                  | 118,997                       | -                          | -                         | -                               | -                                   | -  |
| August 3         | -                                  | -                             | -                          | -                         | 120,711                         | -                                   | -  |
| August 7         | 109,591                            | -                             | -                          | -                         | -                               | -                                   | -  |
| August 10        | -                                  | -                             | -                          | -                         | -                               | 118,559                             | -  |
| August 14        | 109,549                            | -                             | -                          | -                         | -                               | -                                   | -  |
| August 17        | -                                  | -                             | -                          | 117,799                   | -                               | -                                   | -  |
| August 21        | 109,539                            | -                             | -                          | -                         | -                               | -                                   | -  |
| August 24        | -                                  | -                             | 118,887                    | -                         | -                               | -                                   | -  |
| August 28        | 109,302                            | -                             | -                          | -                         | -                               | -                                   | -  |
| August 30        | -                                  | 118,491                       | -                          | -                         | -                               | -                                   | -  |
| August 31        | -                                  | -                             | -                          | -                         | 119,856                         | -                                   | -  |
| <b>SEPTEMBER</b> |                                    |                               |                            |                           |                                 |                                     |  |
| September 5      | 111,001                            | -                             | -                          | -                         | -                               | -                                   | -  |
| September 7      | -                                  | -                             | -                          | -                         | -                               | 117,946                             | -  |
| September 11     | 109,732                            | -                             | -                          | -                         | -                               | -                                   | -  |
| September 14     | -                                  | -                             | -                          | 117,557                   | -                               | -                                   | -  |
| September 15     | -                                  | -                             | -                          | -                         | -                               | -                                   | 84,147                                   |
| September 18     | 109,129                            | -                             | -                          | -                         | -                               | -                                   | -  |
| September 21     | -                                  | -                             | 104,796                    | -                         | -                               | -                                   | -  |
| September 25     | 109,062                            | -                             | -                          | -                         | -                               | -                                   | -  |
| September 26     | -                                  | 103,814                       | -                          | -                         | -                               | -                                   | -  |
| September 28     | -                                  | -                             | -                          | -                         | 109,329                         | -                                   | -  |
| <b>OCTOBER</b>   |                                    |                               |                            |                           |                                 |                                     |  |
| October 2        | 102,516                            | -                             | -                          | -                         | -                               | -                                   | -  |
| October 5        | -                                  | -                             | -                          | -                         | -                               | 109,673                             | -  |
| October 6        | -                                  | -                             | -                          | -                         | -                               | -                                   | 86,222                                   |
| October 9        | 102,634                            | -                             | -                          | -                         | -                               | -                                   | -  |
| October 12       | -                                  | -                             | -                          | 108,956                   | -                               | -                                   | -  |
| October 16       | 102,126                            | -                             | -                          | -                         | -                               | -                                   | -  |
| October 18       | -                                  | -                             | -                          | -                         | -                               | -                                   | 82,732                                   |
| October 23       | 97,784                             | -                             | -                          | -                         | -                               | -                                   | -  |
| October 24       | -                                  | -                             | 106,161                    | -                         | -                               | -                                   | -  |
| October 30       | 96,495                             | -                             | -                          | -                         | -                               | -                                   | -  |
| October 31       | -                                  | 101,582                       | -                          | -                         | -                               | -                                   | -  |
| <b>NOVEMBER</b>  |                                    |                               |                            |                           |                                 |                                     |  |
| November 6       | 94,753                             | -                             | -                          | -                         | -                               | -                                   | -  |
| November 9       | -                                  | -                             | -                          | 103,728                   | -                               | -                                   | -  |
| November 10      | -                                  | -                             | -                          | -                         | -                               | -                                   | 79,806                                   |
| November 13      | 96,329                             | -                             | -                          | -                         | -                               | -                                   | -  |
| November 16      | -                                  | -                             | 101,365                    | -                         | -                               | -                                   | -  |
| November 20      | 96,997                             | -                             | -                          | -                         | -                               | -                                   | -  |
| November 21      | -                                  | 101,258                       | -                          | -                         | -                               | -                                   | -  |
| November 27      | 95,617                             | -                             | -                          | -                         | -                               | -                                   | -  |
| November 30      | -                                  | -                             | -                          | -                         | -                               | 101,265                             | -  |
| <b>DECEMBER</b>  |                                    |                               |                            |                           |                                 |                                     |  |
| December 4       | 95,339                             | -                             | -                          | -                         | -                               | -                                   | -  |
| December 11      | 94,329                             | -                             | -                          | -                         | -                               | -                                   | -  |
| December 13      | -                                  | -                             | -                          | -                         | -                               | -                                   | 77,817                                   |
| December 14      | -                                  | -                             | 100,794                    | -                         | -                               | -                                   | -  |
| December 18      | 95,441                             | -                             | -                          | -                         | -                               | -                                   | -  |
| <b>AVERAGE:</b>  | <b>104,028</b>                     | <b>110,670</b>                | <b>108,594</b>             | <b>113,453</b>            | <b>117,778</b>                  | <b>113,643</b>                      | <b>82,703</b>                            |

News and Analysis - Renamed HRENow (25 issued in the period)  
 Inside HrTechnology (Monthly) (6 issued in the period)  
 Columnist Blast - Benefits (6 issued in the period)  
 Columnist Blast - HR Tech (5 issued in the period)  
 Columnist Blast - HR Leadership (4 issued in the period)  
 Columnist Blast - Talent Management (5 issued in the period)  
 Human Resource Executive - Digital Alert (6 issued in the period)

## 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:

Business directories include 1 source of circulation for a quantity of 11,837 copies or 15.8%, including Dun and Bradstreet.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters 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.

Chris Martin, Director

Rebecca McKenna, Publisher-VP

(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 29, 2018 |
| State                     | Pennsylvania     |
| County                    | Montgomery       |
| Received by BPA Worldwide | January 29, 2018 |
| Type                      | BJ               |
| ID Number                 | H049B0D7         |

#### 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.

**FIELD SERVED**  
**HUMAN RESOURCE EXECUTIVE** serves the field of human resource management. The primary businesses served include manufacturing/distribution, transportation, communications, electric, gas, sanitary services, wholesale and retail trade, finance, insurance, real estate, services, public administration, agriculture, forestry, fishing, mining/construction and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**  
 Qualified recipients are chief executive officers, presidents, chairmen, owners, partners, principals, vice presidents of human resources, vice presidents of personnel, training, employee benefits, financial, HRIS or other vice presidents allied to the field. Also qualified are assistant or associate vice presidents of human resources, assistant or associate vice presidents of personnel, training, employee benefits, financial, HRIS or other assistant or associate vice presidents allied to the field. Other qualified recipients include directors and managers of human resources, personnel, training, employee benefits, financial, HRIS or other directors and managers allied to the field. Also served are consultants and other personnel allied to the field.

**AVERAGE NON-QUALIFIED CIRCULATION**

| NON-QUALIFIED<br>Not Included Elsewhere   | Copies       |
|---|--------------|
| Other Paid Circulation                    | 134          |
| Advertiser and Agency                     | 3,174        |
| Allocated for Trade Shows and Conventions | 1,000        |
| All Other                                 | 110          |
| <b>TOTAL</b>                              | <b>4,418</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                         | 75,034          | 100.0        | 74,546             | 99.4        | 488            | 0.6        |
| Sponsored Individually Addressed   | -               | -            | -                  | -           | -              | -          |
| Membership Benefit                 | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee          | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales                  | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>75,034</b>   | <b>100.0</b> | <b>74,546</b>      | <b>99.4</b> | <b>488</b>     | <b>0.6</b> |

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

| 2017 Issue  | Print  | Digital | Unique Total Qualified* |
|-------------|--------|---------|-------------------------|
| July/August | 65,651 | 17,921  | 75,034                  |
| September   | 65,519 | 18,271  | 75,034                  |
| October 2   | 65,500 | 18,423  | 75,034                  |
| October 16  | 65,951 | 17,389  | 75,034                  |
| November    | 65,994 | 17,282  | 75,034                  |
| December    | 66,288 | 16,743  | 75,034                  |

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**  
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

| BUSINESS AND INDUSTRY  | UNIQUE TOTAL QUALIFIED* | PERCENT OF TOTAL | CLASSIFICATION BY TITLE |               |   |   |  |   |   |                                    |  |                    | Classification by Number of Employees in entire Company at all locations: |                 |                 |                 |               |               |               |   |
|--|-------------------------|------------------|-------------------------|---------------|---|---|--|---|---|------------------------------------|--|--------------------|---|-----------------|-----------------|-----------------|---------------|---------------|---------------|---|
|  |                         |                  | Print                   | Digital       | CEO, President, Chairman, Owner, Partner, Principal (A) | VP/Human Resources, Personnel, Training, Employee Benefits, Financial, HRIS or other VP's (B & D) | Assistant or Associate VP/Human Resources, Personnel, Training, Employee Benefits, HRIS or other Assistant or Associate VP's (C & E) | Director/ Human Resources, Personnel, Training, Employee Benefits, Financial, HRIS or other Directors (F) | Manager/ Human Resources, Personnel, Training, Employee Benefits, Financial, HRIS or other Managers (G) | Consultants in the above field (H) | Other Qualified Recipients Allied to the Field (I) | 25,000 or More (A) | 10,000-24,999 (B)   | 5,000-9,999 (C) | 2,000-4,999 (D) | 1,000-1,999 (E) | 500-999 (F)   | 150-499 (G)   | Under 150 (H) | Not Yet Qualified by No. of Employees (I) |
| A. Agriculture/Forestry/Fishing                                      | 1,233                   | 1.6              | 1,061                   | 315           | 370   | 218   | 130  | 407   | 90  | 17                                 | 1  | 90                 | 52  | 76              | 102             | 125             | 155           | 148           | 451           | 34  |
| B. Mining/Construction   | 2,297                   | 3.1              | 1,989                   | 527           | 639   | 489   | 169  | 902   | 89  | 9                                  | -  | 116                | 88  | 130             | 232             | 261             | 284           | 373           | 736           | 77  |
| C. Manufacturing/Distribution  | 11,663                  | 15.5             | 10,472                  | 2,259         | 1,587   | 2,826   | 905  | 5,772   | 534   | 35                                 | 4  | 1,504              | 1,083   | 1,116           | 1,261           | 1,266           | 1,573         | 1,703         | 1,760         | 397                                       |
| D. Transportation, Communications, Electric, Gas & Sanitary Services | 4,369                   | 5.8              | 3,864                   | 939           | 762   | 1,156   | 348  | 1,915   | 174   | 13                                 | 1  | 524                | 400   | 415             | 551             | 532             | 541           | 565           | 715           | 126                                       |
| E. Wholesale/Retail  | 7,918                   | 10.6             | 7,044                   | 1,564         | 2,049   | 1,494   | 564  | 3,005   | 759   | 45                                 | 2  | 1,438              | 541   | 469             | 613             | 597             | 796           | 1,141         | 2,108         | 215                                       |
| F. Finance/Insurance/Real Estate                                     | 7,666                   | 10.2             | 6,815                   | 1,723         | 1,499   | 2,330   | 1,056  | 2,548   | 182   | 46                                 | 5  | 1,045              | 687   | 607             | 912             | 866             | 950           | 840           | 1,521         | 238                                       |
| G. Services  | 33,089                  | 44.1             | 29,050                  | 7,828         | 6,772   | 6,034   | 3,153  | 16,186  | 702   | 224                                | 18   | 2,561              | 1,877   | 2,491           | 4,047           | 4,467           | 5,399         | 4,500         | 6,471         | 1,276                                     |
| H. Public Administration   | 6,596                   | 8.8              | 5,539                   | 2,015         | 750   | 798   | 1,111  | 3,676   | 225   | 32                                 | 4  | 599                | 406   | 517             | 791             | 934             | 1,225         | 1,034         | 863           | 227                                       |
| I. Others Allied to the Field  | 203                     | 0.3              | 160                     | 112           | 48  | 50  | 3  | 32  | 28  | 5                                  | 37   | 26                 | 9   | 15              | 12              | 15              | 12            | 22            | 62            | 30  |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                           | <b>75,034</b>           | <b>100.0</b>     | <b>65,994</b>           | <b>17,282</b> | <b>14,476</b>   | <b>15,395</b>   | <b>7,439</b>   | <b>34,443</b>   | <b>2,783</b>  | <b>426</b>                         | <b>72</b>  | <b>7,903</b>       | <b>5,143</b>  | <b>5,836</b>    | <b>8,521</b>    | <b>9,063</b>    | <b>10,935</b> | <b>10,326</b> | <b>14,687</b> | <b>2,620</b>                              |
| <b>PERCENT</b>   | <b>100.0</b>            |                  | <b>88.0</b>             | <b>23.0</b>   | <b>19.3</b>   | <b>20.5</b>   | <b>9.9</b>   | <b>45.9</b>   | <b>3.7</b>  | <b>0.6</b>                         | <b>0.1</b>   | <b>10.5</b>        | <b>6.8</b>  | <b>7.8</b>      | <b>11.3</b>     | <b>12.1</b>     | <b>14.6</b>   | <b>13.8</b>   | <b>19.6</b>   | <b>3.5</b>                                |

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