

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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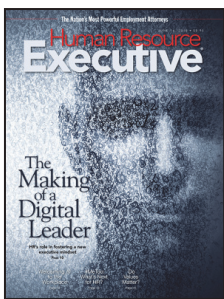
HUMAN RESOURCE EXECUTIVE is a BtoB brand intended for Directors and Vice Presidents of HR. The brand content is focused on strategic issues in HR. Written primarily for vice presidents and directors of human resources, the brand provides these key decision-makers with news, profiles of HR visionaries 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.

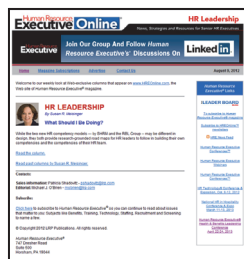
CHANNELS

**HUMAN RESOURCE
EXECUTIVE
MAGAZINE**



6 issues in the period
75,034 average circulation

**HUMAN RESOURCE
EXECUTIVE
E-NEWSLETTERS**



7 E-Newsletters in the period
61 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
HUMAN RESOURCE EXECUTIVE MAGAZINE Unique Total* (6 issues in the period)	74,542	492	75,034
a. Print	65,832	475	66,307
b. Digital	17,177	164	17,341
1. Requested	17,177	164	17,341
2. Non-Requested	-	-	-
HUMAN RESOURCE EXECUTIVE E-NEWSLETTERS			
a. News and Analysis - Renamed HRENow (25 issued in the period)	97,271	-	97,271
b. Inside HrTechnology (Monthly) (6 issued in the period)	104,206	-	104,206
c. Columnist Blast - Benefits (7 issued in the period)	102,622	-	102,622
d. Columnist Blast - HR Tech (6 issued in the period)	104,032	-	104,032
e. Columnist Blast - HR Leadership (5 issued in the period)	108,440	-	108,440
f. Columnist Blast - Talent Management (6 issued in the period)	104,732	-	104,732
g. Human Resource Executive - Digital Alert (6 issued in the period)	78,512	-	78,512

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	39,143	23,555	2,771		56,214	18,484	65,469	87.3
II. Request from recipient's company:	-	2	-		2	-	2	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-		-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,563	-	-		9,563	-	9,563	12.7
Association rosters and directories	-	-	-		-	-	-	-
**Business directories	9,563	-	-		9,563	-	9,563	12.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-		-	-	-	-
Other sources	-	-	-		-	-	-	-
VI. Single Copy Sales:	-	-	-		-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	48,706	23,557	2,771		65,779	18,484	75,034	100.0
PERCENT	64.9	31.4	3.7		87.7	24.6	100.0	

*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 MAY 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	65,735	18,483	74,990	100.0
Individuals by name only	25	1	25	-
Titles or functions only	10	-	10	-
Company names only	9	-	9	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	65,779	18,484	75,034	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Unique Total Audit Average Qualified***:	75,034	75,034	75,034	75,034	75,034	75,034
Unique Qualified Non-Paid Total***:	74,406	74,421	74,479	74,490	74,546	74,542
Print:	63,056	63,920	64,805	64,828	65,349	65,832
Digital:	18,944	18,419	17,600	18,007	17,506	17,177
Unique Qualified Paid Total***:	628	613	555	544	488	492
Print:	619	606	549	539	468	475
Digital:	41	37	39	36	166	164
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$90.36	\$90.93	\$88.28	\$90.47	\$88.54	\$89.13

***NOTE: July 2017 - June 2018 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 2018**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	287	66	318		Kentucky	853	242	984	
New Hampshire	269	80	306		Tennessee	1,397	393	1,578	
Vermont	122	30	136		Alabama	783	247	903	
Massachusetts	1,874	480	2,107		Mississippi	513	175	604	
Rhode Island	200	51	233		EAST SO. CENTRAL	3,546	1,057	4,069	5.4
Connecticut	928	201	1,036		Arkansas	523	153	594	
NEW ENGLAND	3,680	908	4,136	5.5	Louisiana	743	208	845	
New York	5,383	1,192	5,926		Oklahoma	626	189	732	
New Jersey	2,321	546	2,560		Texas	4,700	1,451	5,432	
Pennsylvania	2,910	764	3,294		WEST SO. CENTRAL	6,592	2,001	7,603	10.1
MIDDLE ATLANTIC	10,614	2,502	11,780	15.7	Montana	159	64	203	
Ohio	2,623	687	2,980		Idaho	289	98	347	
Indiana	1,366	363	1,573		Wyoming	110	33	129	
Illinois	3,266	878	3,684		Colorado	1,086	372	1,296	
Michigan	1,996	519	2,232		New Mexico	297	88	338	
Wisconsin	1,501	364	1,685		Arizona	1,099	328	1,267	
EAST NO. CENTRAL	10,752	2,811	12,154	16.2	Utah	571	183	664	
Minnesota	1,360	345	1,539		Nevada	482	129	547	
Iowa	707	187	811		MOUNTAIN	4,093	1,295	4,791	6.4
Missouri	1,428	366	1,624		Alaska	69	27	84	
North Dakota	178	50	209		Washington	1,162	364	1,361	
South Dakota	168	45	194		Oregon	735	190	829	
Nebraska	519	151	603		California	6,741	1,916	7,722	
Kansas	651	192	763		Hawaii	150	66	176	
WEST NO. CENTRAL	5,011	1,336	5,743	7.7	PACIFIC	8,857	2,563	10,172	13.6
Delaware	187	60	218		UNITED STATES	65,596	18,370	74,796	99.7
Maryland	1,341	399	1,531		U.S. Territories	75	42	93	
Washington, DC	689	249	830		Canada	95	63	129	
Virginia	1,753	533	2,009		Mexico	-	-	-	
West Virginia	270	96	325		Other International	11	7	13	
North Carolina	1,971	578	2,267		APO/FPO	2	2	3	
South Carolina	775	227	880						
Georgia	2,087	650	2,384		UNIQUE TOTAL QUALIFIED CIRCULATION*	65,779	18,484	75,034	100.0
Florida	3,378	1,105	3,904						
SOUTH ATLANTIC	12,451	3,897	14,348	19.1					

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

E-NEWSLETTER CHANNEL

2018	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
JANUARY							
January 5	-	-	-	99,204	-	-	-
January 8	92,739	-	-	-	-	-	-
January 11	-	-	98,756	-	-	-	-
January 15	93,716	-	-	-	-	-	-
January 16	-	99,666	-	-	-	-	-
January 22	93,442	-	-	-	-	-	-
January 25	-	-	-	-	-	99,716	-
January 29	92,750	-	-	-	-	-	-
FEBRUARY							
February 5	92,238	-	-	98,606	-	-	-
February 8	-	-	103,009	-	-	-	-
February 9	-	-	-	-	-	-	78,638
February 12	97,611	-	-	-	-	-	-
February 13	-	104,933	-	-	-	-	-
February 15	-	-	-	-	107,015	-	-
February 20	97,697	-	-	-	-	-	-
February 22	-	-	-	-	-	104,477	-
February 26	98,931	-	-	-	-	-	-
MARCH							
March 1	-	-	-	104,860	-	-	-
March 5	97,866	-	-	-	-	-	-
March 8	-	-	103,997	-	-	-	-
March 12	98,332	-	-	-	-	-	-
March 13	-	103,942	-	-	-	-	-
March 14	-	-	-	-	-	-	81,075
March 15	-	-	-	-	107,096	-	-
March 19	97,707	-	-	-	-	-	-
March 22	-	-	-	-	-	103,983	-
March 26	97,370	-	-	-	-	-	-
March 29	-	-	-	103,579	-	-	-
APRIL							
April 2	96,507	-	-	-	-	-	-
April 3	-	-	-	-	-	-	80,120
April 5	-	-	102,145	-	-	-	-
April 9	96,895	-	-	-	-	-	-
April 10	-	103,309	-	-	-	-	-
April 12	-	-	-	-	106,117	-	-
April 16	96,844	-	-	-	-	-	-
April 19	-	-	-	-	-	103,565	-
April 23	96,633	-	-	-	-	-	-
April 26	-	-	-	102,761	-	-	-
April 30	96,340	-	-	-	-	-	-
MAY							
May 3	-	-	101,484	-	-	-	-
May 7	94,015	-	-	-	-	-	-
May 8	-	101,627	-	-	-	-	-
May 10	-	-	-	-	103,712	-	79,627
May 14	94,354	-	-	-	-	-	-
May 17	-	-	-	-	-	100,701	-
May 21	94,092	-	-	-	-	-	-
May 29	94,022	-	-	-	-	-	-
May 31	-	-	99,238	-	-	-	-
JUNE							
June 4	106,000	-	-	-	-	-	-
June 5	-	111,761	-	-	-	-	76,152
June 7	-	-	-	-	118,259	-	-
June 11	105,568	-	-	-	-	-	-
June 14	-	-	-	-	-	115,951	-
June 18	105,219	-	-	-	-	-	-
June 20	-	-	-	-	-	-	75,459
June 21	-	-	-	115,180	-	-	-
June 25	104,875	-	-	-	-	-	-
June 28	-	-	109,722	-	-	-	-
AVERAGE:	97,271	104,206	102,622	104,032	108,440	104,732	78,512

News and Analysis - Renamed HRENow (25 issued in the period)
 Inside HrTechnology (Monthly) (6 issued in the period)
 Columnist Blast - Benefits (7 issued in the period)
 Columnist Blast - HR Tech (6 issued in the period)
 Columnist Blast - HR Leadership (5 issued in the period)
 Columnist Blast - Talent Management (6 issued in the period)
 Human Resource Executive - Digital Alert (6 issued in the period)

ADDITIONAL DATA

MAGAZINE:

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.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 9,563 copies or 12.7%, 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 August 2, 2018

State Pennsylvania

County Montgomery

Received by BPA Worldwide August 2, 2018

Type BJ

ID Number H049B0J8

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.

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

Not-Included Elsewhere	Copies
Other Paid Circulation	98
Advertiser and Agency	2,788
Allocated for Trade Shows and Conventions	350
All Other	563
TOTAL	3,799

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	74,542	99.3	492	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	75,034	100.0	74,542	99.3	492	0.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	66,381	16,631	75,034
March	66,688	16,446	75,034
April	67,065	16,261	75,034
May	65,779	18,484	75,034
June 2	65,944	18,151	75,034
June 16	65,984	18,074	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 MAY 2018

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		Print		Digital		Classification by Title										Not Yet Qualified by No. of Employees (I)	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent	Associate or VP/Human Resources, Personnel, Training, Employee Benefits, HRIS or other 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 above field (G)	Consultants in the 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)
A. Agriculture/Forestry/Fishing	1,097	1.5	932	314	362	209	108	324	73	20	1	94	45	59	77	136	169	417	21	
B. Mining/Construction	2,056	2.7	1,728	567	628	430	182	735	78	3	-	77	65	116	216	287	380	690	55	
C. Manufacturing/Distribution	12,142	16.2	10,957	2,361	1,612	2,444	960	6,640	447	33	6	2,395	1,473	1,320	947	1,321	1,796	1,710	300	
D. Transportation, Communications, Electric, Gas & Sanitary Services	5,006	6.7	4,522	1,028	803	1,310	425	2,319	135	13	1	882	642	518	441	528	791	696	107	
E. Wholesale/Retail	7,322	9.8	6,360	1,817	1,996	1,718	644	2,230	690	44	-	1,061	372	368	450	704	1,696	2,064	151	
F. Finance/Insurance/Real Estate	7,977	10.6	7,098	1,801	1,552	2,297	711	3,198	178	37	4	1,753	815	927	568	795	906	1,572	172	
G. Services	32,677	43.5	28,447	8,529	7,031	6,003	3,239	15,649	561	177	17	2,756	2,434	2,964	3,232	5,176	4,927	6,429	930	
H. Public Administration	6,534	8.7	5,554	1,963	811	811	1,085	3,591	201	28	7	590	365	462	974	1,323	1,055	827	122	
I. Others Allied to the Field	223	0.3	181	104	43	54	2	29	28	7	60	26	11	11	16	12	24	60	54	
UNIQUE TOTAL QUALIFIED CIRCULATION*	75,034	100.0	65,779	18,484	14,838	15,276	7,356	34,715	2,391	362	96	9,634	6,222	6,745	7,518	10,282	11,744	14,465	1,912	
PERCENT	100.0		87.7	24.6	19.8	20.3	9.8	46.3	3.2	0.5	0.1	12.8	8.3	9.0	8.7	13.7	15.7	19.3	2.5	

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