

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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INTERNET RETAILER, provides strategic and practical business information and original competitive research on e-retailing to e-commerce executives through multiple print, digital and web-based publications and database services. Publications include the monthly Internet Retailer magazine, which has been covering e-commerce since March 1999, internetretailer.com and IRNewsLink, a daily e-mail newsletter. Internet Retailer also provides proprietary research on online retailing through its database, Top500Guide.com.

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

INTERNET RETAILER MAGAZINE



6 Issues in the period
44,222 average circulation

IRNewsLink Daily E-NEWSLETTER



133 issued in the period
53,246 average per occurrence

INTERNET RETAILER WEBSITE



177,497 average users

INTERNET RETAILER SOCIAL MEDIA



46,661 Twitter followers
11,531 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INTERNET RETAILER MAGAZINE Unique Total* (6 issues in the period)	43,987	235	44,222
a. Print	24,781	189	24,970
1. Requested	24,781	189	24,970
2. Non-Requested	-	-	-
b. Digital	19,412	159	19,571
1. Requested	19,412	159	19,571
2. Non-Requested	-	-	-
INTERNET RETAILER E-NEWSLETTER			
a. IRNewsLink (133 issued in the period)	53,246	-	53,246
INTERNET RETAILER WEBSITE (Monthly Users with 419,695 average Pageviews)	177,497	-	177,497
INTERNET RETAILER SOCIAL MEDIA			
a. Twitter followers	**46,661	-	**46,661
b. Facebook likes	**11,531	-	**11,531

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

**Social Media claims are a cumulative figure, not average.

FIELD SERVED

INTERNET RETAILER serves retail chains or stores, catalog/direct merchants, virtual merchants/web retailers, manufacturers/consumer manufacturers, wholesalers/distributors, consumer services, financial services, e-commerce service providers, consultants, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: chairman, president, CEOs, COOs, EVPs, SVPs, CIOs, CTOs, CFOs, CMOs, VPs, directors, managers and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency	359
Allocated for Trade Shows and Conventions	1,833
All Other	126
TOTAL	2,336

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,222	100.0	43,987	99.5	235	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,222	100.0	43,987	99.5	235	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	-	42,478	42,478
February	30,059	14,937	44,575
March	30,047	14,998	44,641
April	29,312	15,610	44,550
May	29,823	15,085	44,541
June	30,581	14,318	44,550

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

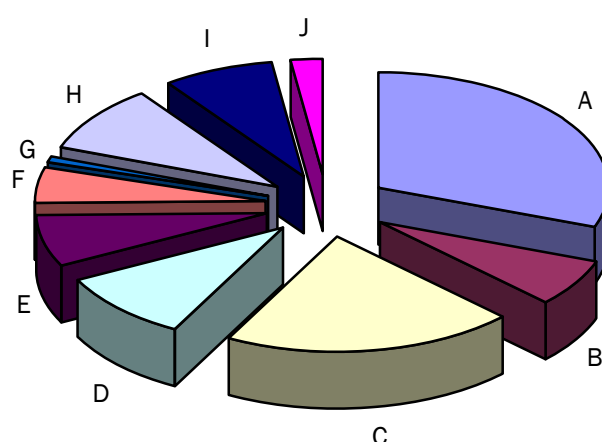
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.9% or 382 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Chairman/ CEO/ President	COO	EVP/ SVP	CIO/ CTO	CFO	CMO	VP	Director/ Manager	Other
Retail Chain or Store	13,619	30.6	9,984	3,699	5,144	296	439	170	195	111	856	4,558	1,850
Catalog/Direct Merchant	2,990	6.7	2,280	733	1,271	60	128	46	45	48	230	902	260
Virtual Merchant/Web Retailer	9,076	20.4	6,531	2,640	4,573	264	327	187	120	128	478	2,017	982
Manufacturer/Consumer Manufacturer	4,323	9.7	2,809	1,568	1,037	72	149	66	47	68	411	1,952	521
Wholesaler/Distributor	3,301	7.4	2,294	1,044	1,151	87	124	54	59	19	270	1,105	432
Consumer Services	2,143	4.8	1,510	645	699	39	59	40	20	27	129	694	436
Financial Services	443	1.0	209	236	83	7	45	3	7	2	79	114	103
E-Commerce Service Provider	4,228	9.5	1,883	2,379	1,465	140	230	120	49	85	444	1,297	398
Consultant	3,448	7.7	1,887	1,596	1,578	82	152	106	31	69	261	788	381
Other	970	2.2	436	545	214	34	36	30	17	12	82	315	230
UNIQUE TOTAL QUALIFIED CIRCULATION*	44,541	100.0	29,823	15,085	17,215	1,081	1,689	822	590	569	3,240	13,742	5,593
PERCENT	100.0		67.0	33.9	38.6	2.4	3.8	1.8	1.3	1.3	7.3	30.9	12.6

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

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Retail Chain or Store	13,619	30.6
B Catalog/Direct Merchant	2,990	6.7
C Virtual Merchant/Web Retailer	9,076	20.4
D Manufacturer/Consumer Manufacturer	4,323	9.7
E Wholesaler/Distributor	3,301	7.4
F Consumer Services	2,143	4.8
G Financial Services	443	1.0
H E-Commerce Service Provider	4,228	9.5
I Consultant	3,448	7.7
J Other	970	2.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	42,774	1,558	-	29,615	14,960	44,332	100.0
a. Written	3,586	4	-	3,545	244	3,590	8.1
b. Telecommunication	13,123	512	-	11,172	2,467	13,635	30.8
c. Electronic	26,065	1,042	-	14,898	12,249	27,107	61.1
II. TOTAL – Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	42,774	1,558	-	29,615	14,960	44,332	100.0
PERCENT	96.5	3.5	-	66.8	33.7	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 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	29,776	15,072	44,482	99.9
Individuals by name only	28	3	30	0.1
Titles or functions only	2	1	3	-
Company names only	17	9	26	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	29,823	15,085	44,541	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	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016*	July – December 2016	January – June 2017*
Unique Total Audit Average Qualified***:	44,691	43,691	43,386	43,455	44,560	44,222
Unique Qualified Non-Paid Total***:	44,565	43,568	43,271	43,297	44,294	43,987
Print:	35,987	35,017	35,044	34,367	32,112	24,781
Digital:	21,338	20,070	19,169	16,104	14,223	19,412
Unique Qualified Paid Total***:	126	123	115	158	266	235
Print:	126	122	111	153	265	189
Digital:	48	43	39	66	124	159
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 – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	138	61	197		Kentucky	336	112	447	
New Hampshire	142	53	194		Tennessee	542	232	765	
Vermont	94	23	115		Alabama	317	131	445	
Massachusetts	780	377	1,140		Mississippi	174	52	226	
Rhode Island	123	46	169		EAST SO. CENTRAL	1,369	527	1,883	4.2
Connecticut	423	193	609		Arkansas	220	96	313	
NEW ENGLAND	1,700	753	2,424	5.4	Louisiana	246	75	321	
New York	2,329	1,135	3,431		Oklahoma	234	84	318	
New Jersey	1,127	474	1,584		Texas	1,704	778	2,467	
Pennsylvania	1,431	454	1,872		WEST SO. CENTRAL	2,404	1,033	3,419	7.7
MIDDLE ATLANTIC	4,887	2,063	6,887	15.5	Montana	86	22	108	
Ohio	1,248	452	1,681		Idaho	130	42	172	
Indiana	574	188	757		Wyoming	31	11	41	
Illinois	1,722	887	2,579		Colorado	441	216	647	
Michigan	905	304	1,205		New Mexico	98	42	139	
Wisconsin	847	300	1,138		Arizona	544	266	800	
EAST NO. CENTRAL	5,296	2,131	7,360	16.5	Utah	239	125	357	
Minnesota	672	323	983		Nevada	267	103	368	
Iowa	286	67	352		MOUNTAIN	1,836	827	2,632	5.9
Missouri	552	229	777		Alaska	24	10	34	
North Dakota	67	24	91		Washington	591	284	869	
South Dakota	70	14	84		Oregon	348	161	505	
Nebraska	206	73	279		California	3,429	1,673	5,055	
Kansas	268	95	360		Hawaii	50	22	71	
WEST NO. CENTRAL	2,121	825	2,926	6.6	PACIFIC	4,442	2,150	6,534	14.7
Delaware	81	29	110		UNITED STATES	29,772	12,734	42,140	94.6
Maryland	462	189	644		U.S. Territories	51	31	81	
Washington, DC	56	41	96		Canada	-	418	418	
Virginia	548	243	788		Mexico	-	61	61	
West Virginia	109	35	143		Other International	-	1,840	1,840	
North Carolina	866	372	1,230		APO/FPO	-	1	1	
South Carolina	388	129	512						
Georgia	990	447	1,422						
Florida	2,217	940	3,130						
SOUTH ATLANTIC	5,717	2,425	8,075	18.1					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	29,823	15,085	44,541	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2017	IRNewsLink
JANUARY	
January 1	51,549
January 8	51,428
January 15	51,325
January 22	51,123
January 29	51,342
FEBRUARY	
February 5	52,074
February 12	52,623
February 19	53,061
February 26	53,211
MARCH	
March 5	53,216
March 12	52,018
March 19	53,761
March 26	53,794
APRIL	
April 2	53,658
April 9	53,477
April 16	53,439
April 23	53,758
April 30	54,522
MAY	
May 7	54,502
May 14	54,593
May 21	54,826
May 28	54,703
JUNE	
June 4	54,513
June 11	54,676
June 18	54,585
June 25	54,490
AVERAGE:	53,246

IRNewsLink (133 issued in the period)

WEBSITE CHANNEL

WWW.INTERNETRETAILER.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	525,944	318,347	229,148	1:37
February	530,228	316,238	227,097	1:38
March	463,737	268,626	194,050	1:42
April	297,801	169,899	117,045	1:48
May	374,338	229,440	157,667	1:38
June	326,124	205,584	139,980	1:35
AVERAGE:	419,695	251,355	177,497	1:39

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

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

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

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Internet Retailer Social Media



Twitter followers

http://twitter.com/IR_Magazine



Facebook likes

<http://www.facebook.com/InternetRetailer>

2017

Beginning Balance	44,857	11,293
January	45,179	11,382
February	45,495	11,427
March	45,767	11,452
April	46,036	11,476
May	46,314	11,497
June	46,661	11,531

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 versions 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:

Paragraph 3b includes 44,332 qualified non-paid circulation. Qualified paid circulation of 209 combined with the qualified non-paid circulation equals 44,541 total qualified circulation for the analyzed issue.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are 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.

Jack Love, Publisher

Erin Dowd, Marketing Director

(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	July 26, 2017
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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.