

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.

Vertical Web Media
125 South Wacker Drive
Ste 1900
Chicago, IL 60606
Tel. No.: (312) 362-9527
Fax No.: (312) 346-5354
www.internetretailer.com
jack@verticalwebmedia.com

INTERNET RETAILER, through multiple print, digital and web-based publications and database services, provides strategic and practical business information and original competitive research on e-retailing to retail executives and direct marketers every month. 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 and its research guides.

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
43,455 average circulation

IRNewsLink Daily E-NEWSLETTER



165 issued in the period
45,053 average per occurrence

INTERNET RETAILER WEBSITE



185,013 average unique browsers

INTERNET RETAILER SOCIAL MEDIA



43,062 Twitter followers
10,713 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)	43,297	158	43,455
a. Print	34,367	153	34,520
1. Requested	34,367	153	34,520
2. Non-Requested	-	-	-
b. Digital	16,104	66	16,170
1. Requested	16,104	66	16,170
2. Non-Requested	-	-	-
INTERNET RETAILER E-NEWSLETTER			
a. IRNewsLink (165 issued in the period)	45,053	-	45,053
INTERNET RETAILER WEBSITE (Monthly Unique Browsers with 506,640 average Page Impressions)	185,013	-	185,013
INTERNET RETAILER SOCIAL MEDIA			
a. Twitter followers	*43,062	-	*43,062
b. Facebook likes	*10,713	-	*10,713

*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, 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	5
Advertiser and Agency	439
Allocated for Trade Shows and Conventions	2,167
All Other	1,213
TOTAL	3,824

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	43,450	100.0	43,297	99.6	153	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	5	-	-	-	5	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,455	100.0	43,297	99.6	158	0.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	34,697	16,789	43,051
February	34,758	17,500	43,180
March	34,924	16,723	43,617
April	34,067	16,580	43,594
May	34,182	15,035	43,550
June	34,495	14,390	43,739

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

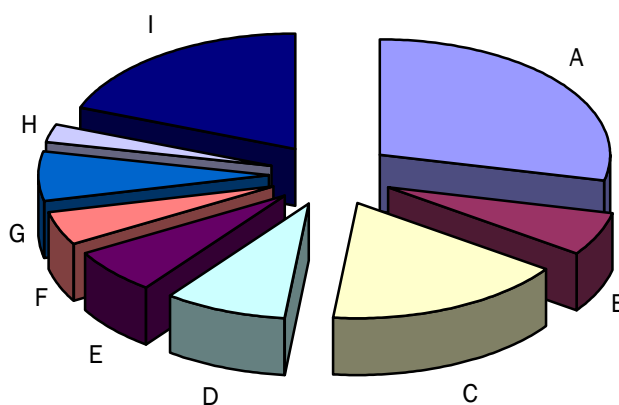
This issue is 0.3% or 114 copies above the average of the other 5 issues reported in Paragraph 2.

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	15,004	34.5	12,645	4,091	6,543	237	442	166	198	87	979	5,164	1,188
Catalog/Direct Merchant	3,230	7.4	2,737	959	1,318	67	142	37	50	43	265	1,102	206
Virtual Merchant/Web Retailer	8,965	20.6	7,459	3,129	4,885	225	254	202	104	99	506	2,182	508
Manufacturer/Consumer Manufacturer	4,389	10.1	3,433	1,642	1,276	71	152	61	40	45	412	1,991	341
Wholesaler/Distributor	3,480	8.0	2,804	1,157	1,345	96	146	61	48	28	259	1,210	287
Consumer Services	2,398	5.5	1,831	926	823	42	71	45	21	28	162	907	299
E-Commerce Service Provider	3,636	8.3	1,842	2,076	1,234	116	197	88	35	81	410	996	479
Consultants	1,457	3.3	883	601	568	33	51	45	8	25	75	358	294
Other	991	2.3	548	454	151	10	35	12	5	9	66	293	410
UNIQUE TOTAL QUALIFIED CIRCULATION*	43,550	100.0	34,182	15,035	18,143	897	1,490	717	509	445	3,134	14,203	4,012
PERCENT	100.0		78.5	34.5	41.7	2.1	3.4	1.6	1.2	1.0	7.2	32.6	9.2

*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	15,004	34.5
B Catalog/Direct Merchant	3,230	7.4
C Virtual Merchant/Web Retailer	8,965	20.6
D Manufacturer/Consumer Manufacturer	4,389	10.1
E Wholesaler/Distributor	3,480	8.0
F Consumer Services	2,398	5.5
G E-Commerce Service Provider	3,636	8.3
H Consultant	1,457	3.3
I Other	991	2.3



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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	43,550	-	-	34,182	15,035	43,550	100.0
a. Written	3,709	-	-	3,667	556	3,709	8.5
b. Telecommunication	17,961	-	-	16,247	3,572	17,961	41.2
c. Electronic	21,880	-	-	14,268	10,907	21,880	50.3
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*	43,550	-	-	34,182	15,035	43,550	100.0
PERCENT	100.0	-	-	78.5	34.5	100.0	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	34,133	15,024	43,492	99.8
Individuals by name only	25	2	27	0.1
Titles or functions only	2	2	2	-
Company names only	22	7	29	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,182	15,035	43,550	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 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*
Unique Total Audit Average Qualified***:	44,627	44,642	44,691	43,691	43,386	43,455
Unique Qualified Non-Paid Total***:	44,499	44,518	44,565	43,568	43,271	43,297
Print:	37,523	36,904	35,987	35,017	35,044	34,367
Digital:	19,831	20,130	21,338	20,070	19,169	16,104
Unique Qualified Paid Total***:	128	124	126	123	115	158
Print:	127	124	126	122	111	153
Digital:	39	47	48	43	39	66
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 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	171	68	208		Kentucky	336	106	398	
New Hampshire	173	67	213		Tennessee	602	243	745	
Vermont	102	38	127		Alabama	344	121	413	
Massachusetts	921	398	1,157		Mississippi	195	64	232	
Rhode Island	144	62	177		EAST SO. CENTRAL	1,477	534	1,788	4.1
Connecticut	496	201	605		Arkansas	249	87	302	
NEW ENGLAND	2,007	834	2,487	5.7	Louisiana	278	72	324	
New York	2,663	1,120	3,292		Oklahoma	255	73	306	
New Jersey	1,305	522	1,580		Texas	1,867	790	2,330	
Pennsylvania	1,618	548	1,934		WEST SO. CENTRAL	2,649	1,022	3,262	7.5
MIDDLE ATLANTIC	5,586	2,190	6,806	15.6	Montana	104	32	123	
Ohio	1,447	492	1,722		Idaho	157	41	177	
Indiana	668	217	787		Wyoming	43	14	55	
Illinois	1,968	845	2,452		Colorado	521	212	645	
Michigan	1,016	341	1,208		New Mexico	119	41	145	
Wisconsin	1,031	347	1,219		Arizona	620	240	761	
EAST NO. CENTRAL	6,130	2,242	7,388	17.0	Utah	298	116	363	
Minnesota	872	312	1,046		Nevada	289	99	348	
Iowa	339	74	385		MOUNTAIN	2,151	795	2,617	6.0
Missouri	690	232	825		Alaska	31	7	34	
North Dakota	100	22	114		Washington	680	306	875	
South Dakota	77	30	98		Oregon	412	171	521	
Nebraska	270	91	327		California	3,880	1,800	4,931	
Kansas	303	96	352		Hawaii	46	22	58	
WEST NO. CENTRAL	2,651	857	3,147	7.2	PACIFIC	5,049	2,306	6,419	14.7
Delaware	85	31	103		UNITED STATES	34,076	13,194	41,621	95.6
Maryland	485	183	588		U.S. Territories	50	27	71	
Washington, DC	71	42	95		Canada	17	322	333	
Virginia	638	249	788		Mexico	2	45	47	
West Virginia	131	30	145		Other International	36	1,444	1,475	
North Carolina	1,030	376	1,222		APO/FPO	1	3	3	
South Carolina	415	110	472						
Georgia	1,078	436	1,337						
Florida	2,443	957	2,957						
SOUTH ATLANTIC	6,376	2,414	7,707	17.8					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	34,182	15,035	43,550	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2016	IRNewsLink
JANUARY	
January 1	44,394
January 8	44,324
January 15	44,211
January 22	44,232
January 29	44,590
FEBRUARY	
February 5	44,366
February 12	44,313
February 19	44,179
February 26	44,598
MARCH	
March 4	44,533
March 11	44,475
March 18	44,205
March 25	44,063
APRIL	
April 1	45,967
April 8	46,605
April 15	45,403
April 22	45,267
April 29	45,078
MAY	
May 6	44,888
May 13	45,442
May 20	45,492
May 27	45,466
JUNE	
June 3	45,502
June 10	46,055
June 17	46,277
June 24	46,302
AVERAGE:	45,053

IRNewsLink (165 issued in the period)

WEBSITE CHANNEL

WWW.INTERNETRETAILER.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	392,387	217,378	154,463	1.41	02:33	02:03
February	415,161	232,119	159,355	1.46	02:26	01:56
March	528,464	259,211	177,151	1.46	01:46	01:50
April	590,699	310,662	221,256	1.40	01:53	01:42
May	587,166	299,832	207,153	1.45	01:48	01:43
June	525,964	276,763	190,702	1.45	01:56	01:44
AVERAGE:	506,640	265,994	185,013	1.44	02:03	01:49

January – June 2016 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 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 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

SOCIAL MEDIA CHANNEL

Internet Retailer Social Media



Twitter followers

http://twitter.com/IR_Magazine



Facebook likes

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

2016

Beginning Balance	39,904	9,956
January	40,533	10,092
February	41,086	10,210
March	41,506	10,315
April	42,046	10,456
May	42,555	10,565
June	43,062	10,713

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.

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

August 12, 2016

State

Illinois

City

Chicago

Received by BPA Worldwide

August 12, 2016

Type

BD

ID Number

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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.