

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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FLORIDA TREND is a Consumer brand for senior business executives, civic leaders, top government officials, and others with broad-based interests in the issues, people and ideas that define Florida business. The editorial content is delivered in print, via online digital sites, and by email newsletters. The editorial scope includes business news, executive profiles, industry analysis, in-depth articles, regional round-ups from around Florida, personal finance, and special features.

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.

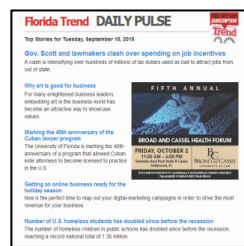
CHANNELS

FLORIDA TREND MAGAZINE



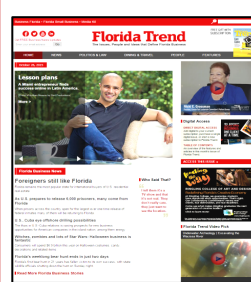
6 Issues in the period
54,429 average circulation

FLORIDA TREND E-NEWSLETTERS



2 E-Newsletters in the period
153 issued in the period
45,222 average per occurrence
24,337 average per occurrence

FLORIDA TREND WEBSITE



99,488 average unique browsers

EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
FLORIDA TREND MAGAZINE Unique Total* (6 issues in the period)	39,997	14,432	54,429
a. Print	39,349	14,359	53,708
b. Digital	1,743	134	1,877
1. Requested	1,743	134	1,877
2. Non-Requested	-	-	-
FLORIDA TREND E-NEWSLETTERS			
a. The Daily Pulse (128 issued in the period)	-	45,222	45,222
b. Small Business Edge (25 issued in the period)	-	24,337	24,337
FLORIDA TREND WEBSITE (Monthly Unique Browsers with 779,022 average Page Impressions)	-	99,488	99,488

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

MARKET SERVED

FLORIDA TREND serves senior business executives, civic leaders, and top public sector officials, as well as other non-classified paid, sponsored, and non-paid subscribers. Copies are also sold on the newsstand and in bulk.

PRICE AND FREQUENCY (SEE ADDITIONAL DATA)

\$15.88	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
\$22.39	Average Annual Sponsored Order Price for the Period Reported
12	Issues Per Year
\$4.95	All Single-Copy Sales Prices for the Period

AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

Total Qualified	54,429
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	39,997
Subscriptions	35,068
Sponsored	4,771
Single-Copy Sales	158
Qualified Non-Paid	14,432

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	35,039	64.4	12,918	23.7	47,957	88.1
Membership Benefits	-	-	-	-	-	-
*Multi-Copy Same Addressee	29	-	1,514	2.8	1,543	2.8
*Sponsored Individually Addressed	4,771	8.8	-	-	4,771	8.8
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	39,839	73.2	14,432	26.5	54,271	99.7
*Single-Copy Sales	128	0.2	-	-	128	0.2
*Sponsored Single-Copy Sales	30	0.1	-	-	30	0.1
TOTAL	39,997	73.5	14,432	26.5	54,429	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified**
			*Single-Copy Sales	Subscriptions	Total		
January	54,399	1,786	126	41,364	41,490	13,617	55,107
February	54,647	1,854	163	41,178	41,341	14,041	55,382
March	54,718	1,878	194	40,922	41,116	14,340	55,456
April	56,230	1,880	167	39,150	39,317	17,637	56,954
May	50,778	1,927	154	38,547	38,701	12,800	51,501
June	51,476	1,942	143	37,873	38,016	14,158	52,174

*See Additional Data

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

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2016
This issue is 6.4% or 3,514 copies below the average of the other 5 issues reported in Paragraph 2.

MARKET SERVED	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	PRINT	DIGITAL	QUALIFIED NON-PAID	QUALIFIED PAID
Individual Recipients (Note 1)	41,731	81.0	41,033	1,883	8,166	33,565
Sponsored, Individually Addressed	4,954	9.6	4,949	24	-	4,954
Public Place, Individually Addressed (Note 2)	3,709	7.2	3,709	-	3,709	-
Multi-Copy, Same Addressee (Note 3)	353	0.7	353	-	325	28
Single-Copy Sales (Note 4)	154	0.3	134	20	-	154
Trade Show Distribution	600	1.2	600	-	600	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	51,501	100.0	50,778	1,927	12,800	38,701

Note 1: Individual Recipients, non-paid - include 213 copies distributed to individuals who have ordered subscriptions, but have not paid.

Note 2: Individually addressed, Public Place circulation - One copy per location to be viewed on-site in targeted waiting room/public place locations, including luxury car dealerships, upscale yacht, tennis or country clubs, spas and doctor's offices.

Note 3: Copies are shipped in bulk for redistribution or are mailed copies received by the same individual at one or more locations.

Note 4: Single copies are sold through domestic newsstands or purchased directly from the publisher.

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

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Qualified Non-Paid	*Qualified Paid	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	916	109	52	1,012	115	1,077	-	1,077	8.4
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	-	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above:	11,542	181	-	11,721	14	11,723	-	11,723	91.6
*Rosters and Directories	6,896	181	-	7,075	14	7,077	-	7,077	55.3
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
*Other sources	4,646	-	-	4,646	-	4,646	-	4,646	36.3
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION**	12,458	290	52	12,733	129	12,800	-	12,800	100.0
PERCENT	97.3	2.3	0.4	99.5	1.0	100.0	-	100.0	

*See Additional Data

** Unique Total 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		Circulation Claim		Circulation Claim	
	July - December 2013*	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*	July - December 2015*	January - June 2016*	July - December 2015*	January - June 2016*	July - December 2015*	January - June 2016*
Unique Total Audit Average Qualified***:	56,665	55,238	55,326	58,829	59,456	54,429	59,456	54,429	59,456	54,429	59,456	54,429
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Unique Qualified Paid*** :	39,817	39,789	38,502	40,059	42,867	39,997	42,867	39,997	42,867	39,997	42,867	39,997
Subscriptions	35,990	35,099	33,237	35,556	37,971	35,068	37,971	35,068	37,971	35,068	37,971	35,068
Sponsored	2,997	4,409	4,430	4,203	4,217	4,771	4,217	4,771	4,217	4,771	4,217	4,771
Single-Copy Sales	830	281	835	300	679	158	679	158	679	158	679	158
Unique Qualified Non-Paid***:	16,848	15,449	16,824	18,770	16,589	14,432	16,589	14,432	16,589	14,432	16,589	14,432
Post Expire Copies included in Total Qualified Circulation:	5.1 %	6.5 %	6.6%	5.3%	5.0%	9.5%	5.0%	9.5%	5.0%	9.5%	5.0%	9.5%
Average Annual Order Price:	\$15.57	\$14.94	\$15.86	\$15.17	\$17.27	\$15.88	\$17.27	\$15.88	\$17.27	\$15.88	\$17.27	\$15.88

*NOTE: July 2015 - June 2016 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 12 issues for \$15.88

PRICES	Total	Percent
Offers (≥ 5.0% of Total Orders)		
12 Issues for \$10.00	3,084	21.3
12 Issues for \$18.00	2,185	15.1
12 Issues for \$14.98	1,400	9.7
12 Issues for \$29.95	996	6.9
12 Issues for \$19.95	787	5.4
All Others (Avg. Order Price = \$27.25)	3,113	21.5
Sponsored - Excluded from Average Annual Order Price (Avg. Annual Order Price = \$22.39)	2,914	20.1
TOTAL	14,479	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	10,291	71.1
*Ordered with editorial promotional incentive including reprints	4,188	28.9
Ordered with other promotional incentive	-	-
TOTAL	14,479	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016*

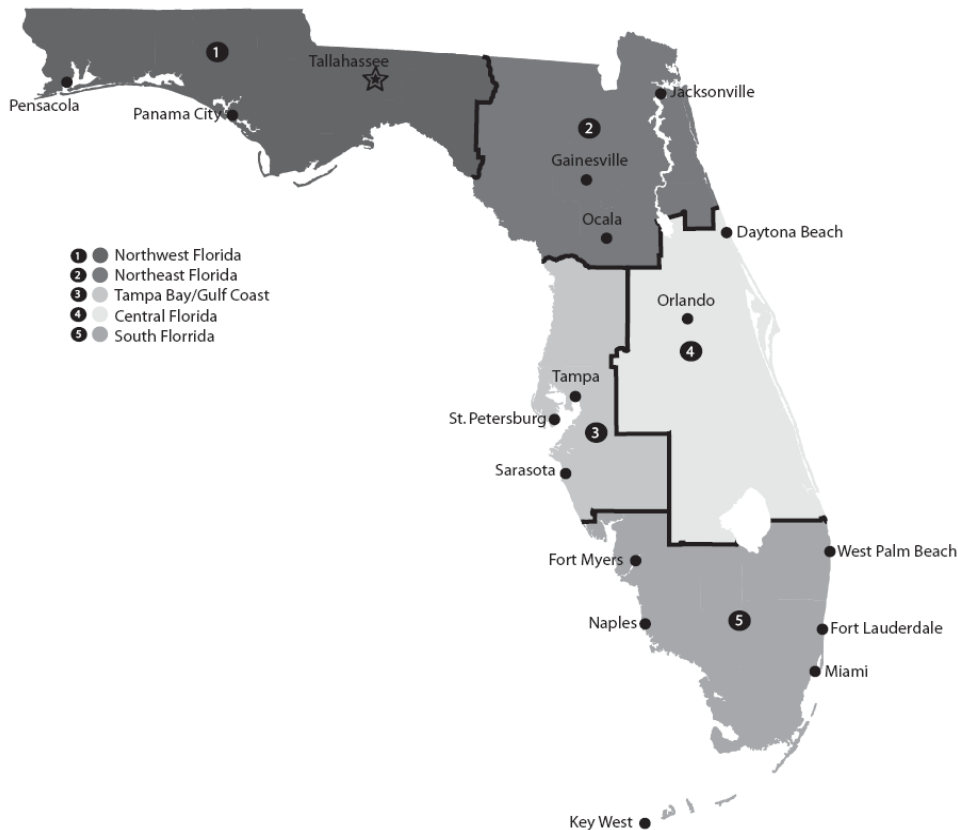
Region/State	Print	Digital	Qualified Paid			Total Qualified Non-Paid	Unique Total Qualified*	Percent
			Single-Copy Sales	Paid Subscriptions	Total Paid			
NEW ENGLAND								
ME, NH, VT, MA, RI, CT	481	10	-	470	470	12	482	0.9
MIDDLE ATLANTIC								
NY, NJ, PA	1,081	13	-	1,061	1,061	28	1,089	2.1
EAST NO. CENTRAL								
OH, IN, IL, MI, WI	1,026	26	-	1,006	1,006	26	1,032	2.0
WEST NO. CENTRAL								
MN, IA, MO, ND, SD, NE, KS	321	7	-	315	315	9	324	0.6
SOUTH ATLANTIC								
DE, MD, DC, VA, WV, NC, SC, GA, FL	46,547	1,822	153	34,407	34,560	12,667	47,227	91.7
EAST SO. CENTRAL								
KY, TN, AL, MS	287	14	-	273	273	22	295	0.6
WEST SO. CENTRAL								
AR, LA, OK, TX	360	16	-	352	352	14	366	0.7
MOUNTAIN								
MT, ID, WY, CO, NM, AZ, UT, NV	227	2	-	218	218	10	228	0.5
PACIFIC								
AK, WA, OR, CA, HI	435	11	-	429	429	12	441	0.9
UNITED STATES	50,765	1,921	153	38,531	38,684	12,800	51,484	100.0
U.S. Territories	8	-	-	8	8	-	8	-
Canada	-	-	-	-	-	-	-	-
Mexico	-	-	-	-	-	-	-	-
Other International	-	3	-	3	3	-	3	-
APO/FPO	5	2	-	5	5	-	5	-
Email Only	-	1	1	-	1	-	1	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	50,778	1,927	154	38,547	38,701	12,800	51,501	100.0

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016*

Region	Print	Digital	Qualified Paid			Total Qualified Non-Paid	Unique Total Qualified*	Percent
			Single-Copy Sales	Paid Subscriptions	Total Paid			
Northwest Florida	4,483	152	10	2,793	2,803	1,733	4,536	8.8
Jacksonville/Northeast Florida	5,457	178	10	4,023	4,033	1,486	5,519	10.7
Tampa Bay/Gulfcoast Florida	9,683	378	25	7,666	7,691	2,119	9,810	19.1
Orlando/Central Florida	10,506	417	25	7,736	7,761	2,890	10,651	20.7
South Florida	14,977	569	60	11,021	11,081	4,080	15,161	29.4
Other/Non Florida	5,672	233	24	5,308	5,332	492	5,824	11.3
UNIQUE TOTAL QUALIFIED CIRCULATION*	50,778	1,927	154	38,547	38,701	12,800	51,501	100.0

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



E-NEWSLETTER CHANNEL

2016	The Daily Pulse*	Small Business Edge	2016	The Daily Pulse*	Small Business Edge
JANUARY			APRIL		
January 1	44,029	-	April 1	45,448	-
January 4	-	23,413	April 4	-	24,568
January 8	44,086	-	April 8	45,624	-
January 11	-	23,567	April 11	-	24,681
January 15	44,149	-	April 15	45,738	-
January 18	-	23,647	April 18	-	24,712
January 22	44,202	-	April 22	45,727	-
January 25	-	23,686	April 25	-	24,681
January 29	44,280	-	April 29	45,692	-
FEBRUARY			MAY		
February 1	-	23,706	May 2	-	24,666
February 5	44,362	-	May 6	45,662	-
February 8	-	23,732	May 9	-	24,670
February 12	44,451	-	May 13	45,603	-
February 15	-	23,738	May 16	-	24,641
February 19	44,470	-	May 20	45,552	-
February 22	-	23,758	May 23	-	24,644
February 26	44,473	-	May 27	45,442	-
February 29	-	23,777	JUNE		
MARCH			June 3	45,566	-
March 4	46,294	-	June 6	-	24,650
March 7	-	25,139	June 10	45,627	-
March 11	46,726	-	June 13	-	24,652
March 14	-	25,159	June 17	45,630	-
March 18	45,555	-	June 20	-	24,629
March 21	-	24,590	June 24	45,639	-
March 25	45,540	-	June 27	-	24,671
March 28	-	24,654	AVERAGE:		
				45,222	24,337

The Daily Pulse (128 issues in the period)

Small Business Edge (25 issues in the period)

*Weekly averages are reported for the Daily Pulse E-Newsletter.

WEBSITE CHANNEL

WWW.FLORIDATREND.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	767,441	165,823	96,967	1.71	07:13	026:10
February	753,748	162,814	93,540	1.74	07:04	025:40
March	837,280	190,229	107,287	1.77	07:09	024:18
April	828,013	184,681	105,940	1.74	07:24	025:49
May	709,932	165,072	93,794	1.76	07:08	023:32
June	777,721	179,788	99,400	1.81	06:56	023:06
AVERAGE:	779,022	174,734	99,488	1.76	07:09	024:45

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'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

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

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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Copies are addressed to individuals and mailed Periodicals Class to recipients as reported in Paragraph 1. Copies are shipped in bulk for redistribution and sold through newsstands in the state of Florida.
 Multi-Copy Same Addressee circulation is audited only to the point of distribution.
 An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.
 Public Place copies are sent by post for on-site viewing in waiting rooms or lobbies of luxury car dealerships, yacht, tennis or country clubs, spas and doctor's offices throughout the state of Florida.
 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.

AVERAGE NON-QUALIFIED CIRCULATION: 3,037 COPIES

PRICE & FREQUENCY

Qualified paid, sponsored, individually addressed, averaging \$22.39 annual subscription order price, are reported separately throughout the report, but not included in the Average Annual Subscription Order Price in the three-year calendar analysis.

PARAGRAPH 1:

Qualified Paid Multi-Copy Same Addressee subscriptions averaging 29 copies were sold to qualified recipients receiving either paid or non-paid multiple copies at the same address or with one copy received at the recipient's home address and a second copy received at the recipient's business address. These subscriptions were sold at an average subscription price of \$15.17, in quantities of 2 to 12. Qualified Non-Paid Multi-Copy Same Addressee copies averaging 1,514 copies were distributed in executive lounges of two hotels catering to business executives or distributed at Trade Shows. Qualified paid sponsored, individually addressed subscriptions averaging 4,771 copies were sold to corporate sponsors at an average annual order price of \$22.39. These copies are individually addressed and mailed to qualified senior business executives, civic leaders, and top public sector officials.

PARAGRAPHS 1 & 2:

SINGLE COPY SALES - issue by issue analysis of copies sold:

2016 Issue	Print	Digital	Sponsored Single Copy		Individual Single Copy		Total
			Reduced	Basic	Reduced	Basic	
January	116	10	21	2	-	103	126
February	139	24	27	6	-	130	163
March	166	28	10	13	-	171	194
April	154	13	12	9	-	146	167
May	134	20	35	7	-	112	154
June	131	12	25	10	-	108	143

DISTRIBUTION AT TRADE SHOWS - issue by issue analysis of shows and copies distributed:

2016 Issue	Event	Date	Total	2016 Issue	Event	Date	Total
January	HR Florida Leadership Conference	January 9	300	April	Tampa Bay Business Hall of Fame Induction Ceremony	April 7	75
January	Florida Bar GPSSF Conference	January 22	100	April	Leadership Florida Executive Leadership	April 13-15	30
January	Florida Research Consortium Board Meeting	January 28	20	April	Southwest Florida Sustainability Annual	April 28	75
January	Enterprise Florida Board Meeting	January 28-29	50	May	Florida College Access & Success Summit	May 11-12	200
February	Florida Venture Forum	January 28-29	400	May	Enterprise Florida Board Meeting	May 12-13	50
February	Enterprise Florida Board Meeting	January 28-29	50	May	FEDC Annual Conference	May 15-17	50
February	Barbara Bush Foundation "Celebration of Reading"	February 5	750	May	Women's Conference of Florida	May 19-20	300
February	Florida Sterling - Performance Improvement Summit	February 11	150	June	Florida Sterling Council Annual Conference	May 31-Jun 3	700
February	3.0 Leaders Conference	February 18	250	June	FAC&U Annual Meeting	June 1	60
February	Institute for Cross-Cultural Management Summit	February 18	150	June	Florida Chamber - Education Solutions Summit	June 2	75
February	International Days - Florida Chamber of Commerce	February 23	150	June	Florida Banker's Association Annual Meeting	June 5	300
March	Tavistock Lake Nona Impact Forum	February 24-26	250	June	AABP Summer Conference	June 9	50
March	UF Bergstrom Center Real Estate Trends Conference	February 25-26	250	June	Urban Land Institute 2016 Florida Summit	June 9-10	100
March	Heart of Florida United Way - Women's Leadership Conference	March 17	1,100	June	Pridential Productivity Awards - Florida Tax Watch	June 15	500
March	Umiami School of Business Healthcare Conference	March 21	350	June	Leadership Florida Annual Meeting	June 23-26	200
March	Future is Now Foundation - Energy Solutions #1	March 23	50				

Distribution to Trade Shows, Consumer Shows and conventions are audited only to the event and not to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution. Distribution to the events are supported by delivery receipts from a third party.

PARAGRAPH 2:

For the January issue, copies were individually addressed and mailed to a list of 999 lobbyists and key influentials in Tallahassee. For the April issue, 5,000 copies were individually addressed and mailed to a list of the state's Wealthiest Floridians (wealthfinder model of \$2,695,000).

PARAGRAPH 4:

Paragraph 4 includes 12,800 qualified non-paid circulation. Qualified paid circulation of 38,701 combined with the qualified non-paid equals 51,501 total qualified circulation for the analyzed issue. Rosters and Directories include 21 sources of circulation for quantities of 12 copies or 0.2% to 1,214 copies or 17.2%, including selected high level civic leaders and officials from Florida League of Cities, Miami Beach Council, Florida Congressional Delegation, Florida House of Representatives, Florida Governor and Cabinet, Greater Miami Chamber's Trustees, Greater Miami Chamber of Commerce Leadership, Florida Society of Association Executives, and various local and regional EDC Boards around the State. Other sources include 19 sources of circulation for quantities of 1 copy or - % to 3,709 copies or 29.0%, including individually addressed, Public Place copies targeting waiting room / public place locations, including luxury car dealerships, upscale yacht, tennis and country clubs, spas and doctor's offices.

USE OF PROMOTIONAL INCENTIVES:

Premiums: Two downloadable editorial premiums of no stated value were used in subscription promotions: "Florida Trend's Florida Fun Facts" was sent to 4 subscribers, and "Florida Trend's TopRank Book of Lists" was sent to 4,184 subscribers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Print		Digital		Both	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	47,957	88.1	47,259	86.8	1,836	3.4	1,138	2.1
Membership Benefits	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	1,543	2.8	1,543	2.8	-	-	-	-
Sponsored Individually Addressed	4,771	8.8	4,766	8.8	23	-	18	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Sub-Total Subscriptions:	54,271	99.7	53,568	98.4	1,859	3.4	1,156	2.1
Single-Copy Sales	128	0.2	110	0.2	18	-	-	-
Sponsored Single-Copy Sales	30	0.1	30	0.1	-	-	-	-
TOTAL	54,429	100.0	53,708	98.7	1,877	3.4	1,156	2.1

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
 Andrew P. Corty, President and Publisher
 Karen S. Tyson, Director Audience Development
 (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 25, 2016
 State Florida
 County Pinellas
 Received by BPA Worldwide July 25, 2016
 Type CBJ
 ID Number F047B0J6

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.