

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
 55,308 average circulation

FLORIDA TREND E-NEWSLETTERS



3 E-Newsletters in the period
 176 issued in the period
 46,343 average per occurrence
 13,826 average per occurrence
 12,595 average per occurrence

FLORIDA TREND WEBSITE



99,289 average users

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)	37,917	17,391	55,308
a. Print	37,263	17,337	54,596
b. Digital	1,860	122	1,982
1. Requested	1,860	113	1,973
2. Non-Requested	-	9	9
FLORIDA TREND E-NEWSLETTERS			
a. The Daily Pulse (125 issued in the period)	-	46,343	46,343
b. Florida Trend Health Care (26 issued in the period)	-	13,826	13,826
c. Florida Trend Education (25 issued in the period)	-	12,595	12,595
FLORIDA TREND WEBSITE (Monthly Users with 703,726 average Pageviews)	-	99,289	99,289

*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)

\$19.61	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
\$27.31	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	55,308
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	37,917
Subscriptions	31,407
Sponsored	6,066
Single-Copy Sales	444
Qualified Non-Paid	17,391

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	31,383	56.7	15,799	28.6	47,182	85.3
Membership Benefits	-	-	-	-	-	-
*Multi-Copy Same Addressee	24	-	1,592	2.9	1,616	2.9
*Sponsored Individually Addressed	6,066	11.0	-	-	6,066	11.0
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	37,473	67.7	17,391	31.5	54,864	99.2
*Single-Copy Sales	107	0.2	-	-	107	0.2
*Sponsored Single-Copy Sales	337	0.6	-	-	337	0.6
TOTAL	37,917	68.5	17,391	31.5	55,308	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified**
			*Single-Copy Sales	Subscriptions	Total		
July	55,045	1,977	630	39,111	39,741	16,021	55,762
August	54,796	1,998	1,151	38,909	40,060	15,458	55,518
September	52,389	1,975	112	38,533	38,645	14,450	53,095
October	63,770	1,998	419	37,712	38,131	26,357	64,488
November	52,723	1,984	238	35,936	36,174	17,264	53,438
December	48,856	1,962	112	34,643	34,755	14,799	49,554

*See Additional Data

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

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2017
This issue is 4.0% or 2,245 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)	39,691	74.3	39,038	1,898	9,820	29,871
Sponsored, Individually Addressed	6,041	11.3	5,991	74	-	6,041
Public Place, Individually Addressed (Note 2)	5,289	9.9	5,289	-	5,289	-
Multi-Copy, Same Addressee (Note 3)	349	0.7	349	-	325	24
Single-Copy Sales (Note 4)	238	0.4	226	12	-	238
Trade Show Distribution	1,830	3.4	1,830	-	1,830	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	53,438	100.0	52,723	1,984	17,264	36,174

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

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Qualified Non-Paid	*Qualified Paid	Unique Total Qualified**	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	796	176	40	955	112	1,012	-	1,012	5.9
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:	16,034	218	-	16,251	9	16,252	-	16,252	94.1
*Rosters and Directories	7,580	218	-	7,797	9	7,798	-	7,798	45.1
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-
*Other sources	8,454	-	-	8,454	-	8,454	-	8,454	49.0
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION**	16,830	394	40	17,206	121	17,264	-	17,264	100.0
PERCENT	97.5	2.3	0.2	99.7	0.7	100.0	-	100.0	

*See Additional Data

** 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
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*
Unique Total Audit Average Qualified***:	58,829	59,456	54,429	54,220	55,866	55,308
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Unique Qualified Paid***:	40,059	42,867	39,997	38,019	38,265	37,917
Subscriptions	35,556	37,971	35,068	31,588	31,862	31,407
Sponsored	4,203	4,217	4,771	5,973	6,211	6,066
Single-Copy Sales	300	679	158	458	192	444
Unique Qualified Non-Paid***:	18,770	16,589	14,432	16,201	17,601	17,391
Post Expire Copies included in Total Qualified Circulation:	5.3%	5.0%	9.5%	7.2%	4.1%	6.8%
Average Annual Order Price:	\$15.17	\$17.27	\$15.88	\$17.99	\$16.63	\$19.61

*NOTE: July - December 2017 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.

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 \$19.61

PRICES	Total	Percent
Offers (≥ 5.0% of Total Orders)		
12 Issues for \$29.95	1,264	11.6
12 Issues for \$24.95	682	6.3
12 Issues for \$10.00	1,116	10.2
12 Issues for \$14.98	1,237	11.3
12 Issues for \$18.00	1,605	14.7
12 Issues for \$19.95	907	8.3
All Others (Avg. Order Price = \$27.99)	1,147	10.5
Sponsored - Excluded from Average Annual Order Price (Avg. Annual Order Price = \$27.31)	2,960	27.1
TOTAL	10,918	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	9,630	88.2
*Ordered with editorial promotional incentive including reprints	1,288	11.8
Ordered with other promotional incentive	-	-
TOTAL	10,918	100.0

*See Additional Data

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

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	549	11	-	540	540	14	554	1.0
MIDDLE ATLANTIC								
NY, NJ, PA	2,373	18	1	1,351	1,352	1,029	2,381	4.5
EAST NO. CENTRAL								
OH, IN, IL, MI, WI	1,234	23	1	1,215	1,216	27	1,243	2.3
WEST NO. CENTRAL								
MN, IA, MO, ND, SD, NE, KS	345	6	-	332	332	14	346	0.6
SOUTH ATLANTIC								
DE, MD, DC, VA, WV, NC, SC, GA, FL	46,960	1,800	233	31,191	31,424	16,123	47,547	89.0
EAST SO. CENTRAL								
KY, TN, AL, MS	268	10	1	258	259	15	274	0.5
WEST SO. CENTRAL								
AR, LA, OK, TX	351	8	-	337	337	17	354	0.7
MOUNTAIN								
MT, ID, WY, CO, NM, AZ, UT, NV	231	7	-	222	222	9	231	0.4
PACIFIC								
AK, WA, OR, CA, HI	398	6	-	386	386	15	401	0.8
UNITED STATES	52,709	1,889	236	35,832	36,068	17,263	53,331	99.8
U.S. Territories	10	-	-	10	10	-	10	-
Canada	-	-	-	-	-	-	-	-
Mexico	-	-	-	-	-	-	-	-
Other International	-	-	-	-	-	-	-	-
APO/FPO	4	2	-	3	3	1	4	-
Email Only	-	93	2	91	93	-	93	0.2
UNIQUE TOTAL QUALIFIED CIRCULATION*	52,723	1,984	238	35,936	36,174	17,264	53,438	100.0

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

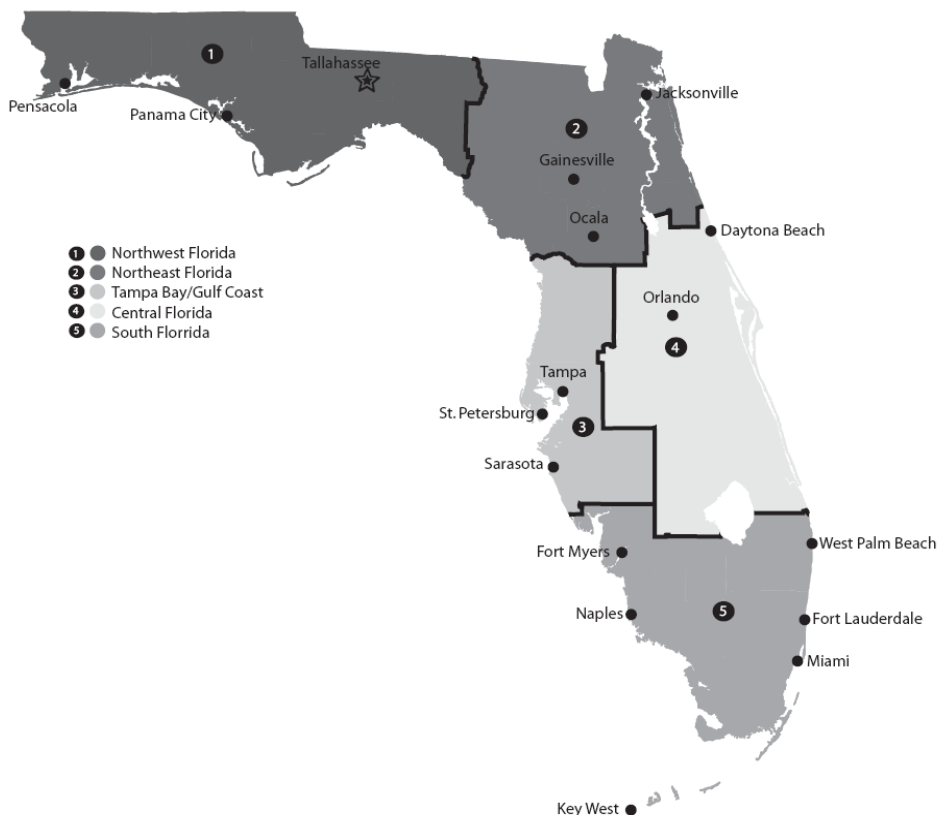
**See Additional Data

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

Region	Print	Digital	Qualified Paid			Total Qualified Non-Paid	Unique Total Qualified*	Percent
			Single-Copy Sales	Paid Subscriptions	Total Paid			
Northwest Florida	4,167	153	10	2,408	2,418	1,798	4,216	7.9
Jacksonville/Northeast Florida	5,250	184	14	3,574	3,588	1,709	5,297	9.9
Tampa Bay/Gulfcoast Florida	10,323	398	136	6,979	7,115	3,338	10,453	19.5
Orlando/Central Florida	11,245	449	29	7,306	7,335	4,082	11,417	21.4
South Florida	14,568	575	43	9,841	9,884	4,857	14,741	27.6
Other/Non Florida	7,170	225	6	5,828	5,834	1,480	7,314	13.7
UNIQUE TOTAL QUALIFIED CIRCULATION*	52,723	1,984	238	35,936	36,174	17,264	53,438	100.0

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

**See Additional Data



E-NEWSLETTER CHANNEL

2017	The Daily Pulse*	Florida Trend Health Care	Florida Trend Education	2017	The Daily Pulse*	Florida Trend Health Care	Florida Trend Education
JULY				OCTOBER			
July 1	46,523	-	-	October 3	-	13,858	-
July 3	-	13,316	-	October 5	-	-	12,587
July 6	-	-	12,093	October 7	46,498	-	-
July 8	46,523	-	-	October 10	-	13,908	-
July 11	-	13,373	-	October 12	-	-	12,639
July 13	-	-	12,157	October 14	46,449	-	-
July 15	46,516	-	-	October 17	-	13,898	-
July 18	-	13,417	-	October 19	-	-	12,637
July 20	-	-	12,186	October 21	46,359	-	-
July 22	46,508	-	-	October 24	-	13,877	-
July 25	-	13,463	-	October 26	-	-	12,636
July 27	-	-	12,231	October 28	46,275	-	-
July 29	46,469	-	-	October 31	-	14,062	-
AUGUST				NOVEMBER			
August 1	-	13,508	-	November 2	-	-	12,869
August 3	-	-	12,257	November 4	46,219	-	-
August 5	46,600	-	-	November 7	-	14,134	-
August 8	-	13,549	-	November 9	-	-	12,978
August 10	-	-	12,321	November 11	46,207	-	-
August 12	46,574	-	-	November 14	-	14,156	-
August 15	-	13,569	-	November 16	-	-	12,981
August 17	-	-	12,359	November 18	46,183	-	-
August 19	46,597	-	-	November 21	-	14,150	-
August 22	-	13,615	-	November 25	46,116	-	-
August 24	-	-	12,396	November 28	-	14,151	-
August 26	46,557	-	-	November 30	-	-	12,907
August 29	-	13,664	-	DECEMBER			
August 31	-	-	12,432	December 2	46,019	-	-
SEPTEMBER				December 5	-	14,162	-
September 2	46,527	-	-	December 7	-	-	12,997
September 5	-	13,712	-	December 9	45,875	-	-
September 7	-	-	12,459	December 12	-	14,141	-
September 9	46,378	-	-	December 14	-	-	12,956
September 12	-	13,619	-	December 16	45,718	-	-
September 14	-	-	12,464	December 19	-	14,308	-
September 16	46,508	-	-	December 21	-	-	13,119
September 19	-	13,739	-	December 23	45,573	-	-
September 21	-	-	12,492	December 26	-	14,320	-
September 23	46,506	-	-	December 28	-	-	13,174
September 26	-	13,805	-	AVERAGE:	46,343	13,826	12,595
September 28	-	-	12,541				
September 30	46,483	-	-				

The Daily Pulse (125 issues in the period)
 Florida Trend Health Care (26 issues in the period)
 Florida Trend Education (25 issued in the period)
 *Weekly averages are reported for the Daily Pulse E-Newsletter.

WEBSITE CHANNEL

WWW.FLORIDATREND.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	717,996	181,556	107,582	21:46
August	775,864	187,858	105,206	22:54
September	681,451	170,504	100,164	22:28
October	750,174	168,408	93,786	25:29
November	672,567	168,142	107,259	21:40
December	624,306	141,617	81,738	25:42
AVERAGE:	703,726	169,680	99,289	23:19

July – December 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

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.
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: 3,191 COPIES

PRICE & FREQUENCY:

Qualified paid, sponsored, individually addressed, averaging \$27.31 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 24 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 \$9.17, in quantities of 2 to 5.
Qualified Non-Paid Multi-Copy Same Addressee copies averaging 1,592 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 6,066 copies were sold to corporate sponsors at an average annual order price of \$27.31. 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:

2017 Issue	Print	Digital	Total	Sponsored Single Copy		Individual Single Copy		Total
				Reduced	Basic	Reduced	Basic	
July	618	12	630	524	7	-	99	630
August	1,140	11	1,151	1,033	3	-	115	1,151
September	104	8	112	-	2	-	110	112
October	409	10	419	325	4	-	90	419
November	226	12	238	110	8	-	120	238
December	106	6	112	5	-	-	107	112

PARAGRAPH 2:

For the July issue, 2,608 copies were individually addressed and mailed to a list of top attorneys in Florida. For the October issue, 1,750 copies were individually addressed and mailed to a list of site planners in New York. 3,300 copies were individually addressed and mailed to a list of high-level executives in the New York Metro area, and 5,000 copies were individually addressed and mailed to a list of the state's Wealthiest Floridians (wealthfinder model of \$2,729,000+). For the November issue, 999 copies were individually addressed and mailed to a list of site planners in New York and Massachusetts. For the December issue, 324 copies were individually addressed and mailed to the Golden Spoon Winners.

2017 Issue	Event	Date	Total	2017 Issue	Event	Date	Total
July	FL Society of Assoc Executives Conference	July 12-14	500	October	BioFlorida Annual Conference	October 15-17	200
July	Floridians for Better Transportation Conference	July 19-21	200	October	WEL Corporate Salute	October 18	350
August	FL Public Relations Assoc Annual Conference	August 6-9	175	October	Florida Energy Summit	October 18-20	400
August	FL Mag Assoc 2017 FL Media Conference	August 10-11	30	October	FSU College of Business Real Estate Trends Conference	October 19-20	100
August	Enterprise Florida Board Meeting	August 21-22	20	November	Florida Director's Institute	October 30	185
August	HR Florida Annual Conference	August 28	1,800	November	Assoc of Florida Colleges Annual Convention	November 1	100
September	Enterprise Florida Board Meeting	August 21-22	50	November	2017 East Pasco Economic Development Summit	November 1	25
September	American Planning Assoc FL Annual Conference	September 5-8	700	November	FL Association of Health Plans Conference	November 2-4	300
September	FL Rural Economic Development Conference	September 6-8	200	November	ACG Florida Capital Connection	November 8-9	600
September	FL Water Forum	September 21-22	200	November	FL Assoc of Chamber Professionals Conference	November 14-16	100
October	FL Chamber - Future of Florida Forum	September 27-29	300	November	Florida Automated Vehicle Summit	November 14-15	500
October	Miami-Dade County Parks Recreation & Open	October 3	150	November	Enterprise Florida Board Meeting	November 29-30	20
October	Palm Beach Partners Matchmaker Conference	October 13	350	December	Enterprise Florida Board Meeting	November 29-30	50

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

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.

PARAGRAPH 4:

Paragraph 4 includes 17,264 qualified non-paid circulation. Qualified paid circulation of 36,174 combined with the qualified non-paid equals 53,438 total qualified circulation for the analyzed issue. Rosters and Directories include 23 sources of circulation for quantities of 11 copies or 0.1% to 1,438 copies or 18.4%, including selected high level civic leaders and officials from Florida League of Cities, Florida Association of Counties, Miami Beacon Council, Florida Congressional Delegation, Florida House of Representatives, Florida Governor and Cabinet, Greater Miami Chamber of Commerce Leadership and selected members, Florida Society of Association Executives, and various local and regional EDC Boards around the State.
Other sources include 23 sources of circulation for quantities of 1 copy or -% to 5,290 copies or 30.6%, including copies distributed in executive lounges of hotels catering to business executives, at select trade shows, to individually addressed, Public Place copies targeting waiting room / public place locations, luxury car dealerships, upscale yacht, tennis and country clubs, spas and doctor's offices, and to individually addressed copies mailed to high level executives and site selectors in New York and Massachusetts.

USE OF PROMOTIONAL INCENTIVES:

Premiums: Two downloadable editorial premiums of no stated value were used in subscription promotions: "Florida Trend's 67 Reasons to Love Florida" was sent to 503 subscribers, and "Florida Trend's TopRank Book of Lists" was sent to 785 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	47,182	85.3	46,531	84.1	1,897	3.4	1,246	2.3
Membership Benefits	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	1,616	2.9	1,616	3.0	-	-	-	-
Sponsored Individually Addressed	6,066	11.0	6,015	10.9	75	0.2	24	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Sub-Total Subscriptions:	54,864	99.2	54,162	98.0	1,972	3.6	1,270	2.3
Single-Copy Sales	107	0.2	97	0.2	10	-	-	-
Sponsored Single-Copy Sales	337	0.6	337	0.6	-	-	-	-
TOTAL	55,308	100.0	54,596	98.8	1,982	3.6	1,270	2.3

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 of 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 January 25, 2018
State Florida
County Pinellas
Received by BPA Worldwide January 25, 2018
Type CBJ
ID Number F047B0D7

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.