

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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INSTORE MAGAZINE is a B2B brand intended for individuals with broad-based interests in jewelry industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

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

INSTORE MAGAZINE



6 Issues in the period
22,053 average circulation

INSTORE MAGAZINE WEBSITE



32,690 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INSTORE MAGAZINE (6 issues in the period)	22,022	31	22,053
INSTORE MAGAZINE WEBSITE (Monthly Users 110,502 average Pageviews)	32,690	-	32,690

FIELD SERVED

INSTORE MAGAZINE serves retailers, manufacturers and designers, wholesalers and dealers, others allied to the field and paid individuals.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Owner/Partner/Proprietor, President/Managing Director, Vice President/Director, General/Store/Department Manager, Buyer/Merchandising/Purchasing Manager, Sales/Marketing Manager, Jewelry Designer and Others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	93
Allocated for Trade Shows and Conventions	1,172
All Other	2,514
TOTAL	3,779

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,953	99.5	21,922	99.4	31	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	100	0.5	100	0.5	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,053	100.0	22,022	99.9	31	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	22,069
February	22,069
March	22,051
April	22,051
May	22,051
June	22,026

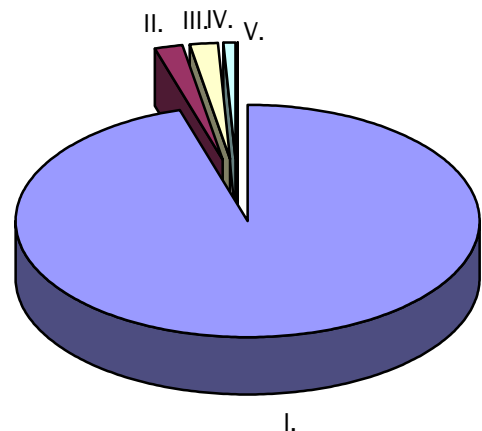
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY*	TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers (independents, headquarters, chains, department stores, and jewelry departments)	21,025	95.4
Manufacturers and designers	402	1.8
Wholesalers, distributors, and dealers	441	2.0
Others allied to the field, including students and trade organizations	151	0.7
Paid-Individual	32	0.1
TOTAL QUALIFIED CIRCULATION	22,051	100.0
PERCENT	100.0	

*Qualified recipients include Owner/Partner/Proprietor, President/Managing Director, Vice President/Director, General/Store/Department Manager, Buyer/Merchandising/Purchasing Manager, Sales/Marketing Manager, Jewelry Designer and Others allied to the field.

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
I. Retailers (independents, headquarters, chains, department stores, and jewelry departments)	21,025	95.4
II. Manufacturers and designers	402	1.8
III. Wholesalers, distributors, and dealers	441	2.0
IV. Others allied to the field, including students and trade organizations	151	0.7
V. Paid-Individual	32	0.1
TOTAL	22,051	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	13,278	2,532	1,827	17,637	79.9
II. Request from recipient's company:	1,067	170	100	1,337	6.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,993	84	-	3,077	14.0
*Association rosters and directories	2,966	-	-	2,966	13.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	27	84	-	111	0.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,338	2,786	1,927	22,051	100.0
PERCENT	78.7	12.6	8.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	21,035	95.3
Individuals by name only	874	4.0
Titles or functions only	15	0.1
Company names only	27	0.1
Multi-Copy Same Addressee copies	100	0.5
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	22,051	100.0

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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	22,071	22,102	22,057	22,079	22,063	22,053
Qualified Non-Paid:	22,033	22,066	22,029	22,053	22,041	22,022
Qualified Paid:	38	36	28	26	22	31
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$61.32	\$62.45	\$62.46	\$60.67	\$64.95	\$63.28

*NOTE: July 2016 – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	116		Kentucky	248	
New Hampshire	108		Tennessee	345	
Vermont	65		Alabama	313	
Massachusetts	571		Mississippi	142	
Rhode Island	132		EAST SO. CENTRAL	1,048	4.8
Connecticut	329		Arkansas	201	
NEW ENGLAND	1,321	6.0	Louisiana	343	
New York	1,937		Oklahoma	207	
New Jersey	833		Texas	1,323	
Pennsylvania	1,010		WEST SO. CENTRAL	2,074	9.4
MIDDLE ATLANTIC	3,780	17.1	Montana	89	
Ohio	794		Idaho	95	
Indiana	396		Wyoming	32	
Illinois	1,193		Colorado	336	
Michigan	727		New Mexico	141	
Wisconsin	492		Arizona	332	
EAST NO. CENTRAL	3,602	16.3	Utah	140	
Minnesota	360		Nevada	129	
Iowa	209		MOUNTAIN	1,294	5.9
Missouri	400		Alaska	32	
North Dakota	41		Washington	326	
South Dakota	66		Oregon	208	
Nebraska	127		California	2,190	
Kansas	177		Hawaii	130	
WEST NO. CENTRAL	1,380	6.3	PACIFIC	2,886	13.1
Delaware	73		UNITED STATES	21,447	97.3
Maryland	279		U.S. Territories	138	
Washington, DC	33		Canada	459	
Virginia	442		Mexico	-	
West Virginia	78		Other International	7	
North Carolina	652		APO/FPO	-	
South Carolina	279				
Georgia	621				
Florida	1,605				
SOUTH ATLANTIC	4,062	18.4			
			TOTAL QUALIFIED CIRCULATION	22,051	100.0

*See Additional Data

WEBSITE CHANNEL

HTTP://INSTOREMAG.COM/

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	102,838	58,349	25,473	1:35
February	99,772	56,368	29,179	1:30
March	151,865	91,636	52,610	1:27
April	92,649	54,690	27,544	1:35
May	112,557	69,201	31,574	1:32
June	103,336	62,549	29,762	1:31
AVERAGE:	110,502	65,465	32,690	1:31

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.adcompli.com

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 2,966 copies or 13.5%, including The Jewelers Board of Trade. Other sources include 4 sources of circulation for quantities of 2 copies or -% to 56 copies or 0.3%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

QUESTIONNAIRE USED BY THE PUBLICATION TO ELICIT SUPPLEMENTAL DATA:

INSTORE

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

EMAIL (REQUIRED) _____

TELEPHONE _____

FAX _____

SIGNATURE _____

DATE _____

YES, I would also like to take part in monthly online surveys as a member of the INSTORE Brain Squad. * EMAIL ADDRESS REQUIRED.

EXCLUSIVE TO U.S. and Canadian Jewelry stores only. (All questions must be answered to qualify for a free subscription.)

Are you a member or an invitee of? (Check all that apply)

A. Centurion C. Couture
B. AGS D. Other _____

How many designer lines do you carry in your store? (See lines (write down number))

Your company's annual jewelry sales volume:

A. Less than \$100,000 E. \$1 million - \$2,999,999
B. \$100,000 - \$249,999 F. \$3 million - \$10 million
C. \$250,000 - \$499,999 G. Over \$10 million
D. \$500,000 - \$999,999


Which category best describes your job title? (choose one)

A. Owner/Partner/Proprietor
B. President/Managing Director
C. Vice President/Director
D. General/Store/Department Manager
E. Buyer/Merchandising/Purchasing Manager
F. Sales/Marketing Manager
G. Jewelry Designer
H. Other (Specify) _____

Related **FREE** offer from **W. SMART MEDIA**. Check if you wish to receive **INDESIGN**, Styles and Stories of Fine Jewelry Design.

YES I want to receive. (Continue to receive) **INDESIGN**

*No subscription necessary and the number on receive and request does not include postage and handling fees. Subscriptions and/or repeat requests based on information provided.



INSTORE

PLEASE MAIL OR FAX (TOLL-FREE) TO (877) 471-1312

FOR FASTEST SERVICE, SHOOT THIS CARD AND EMAIL TO US! circulation@smartworkmedia.com

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

David Squires, Group Editorial Director

Wipawan Saelim, Business Manager

(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.

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Country Thailand

City Bangkok

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Type BJ

ID Number G116B0J7

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.