

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.

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.

CHANNELS

INSTORE MAGAZINE



6 Issues in the period
22,079 average circulation

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)	22,053	26	22,079

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	128
Allocated for Trade Shows and Conventions	1,356
All Other	2,704
TOTAL	4,187

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,979	99.5	21,953	99.4	26	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	100	0.5	100	0.5	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,079	100.0	22,053	99.9	26	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Total Qualified
January	1,308	1,416	22,144
February	367	273	22,051
March	845	905	22,113
April	228	183	22,069
May	460	443	22,050
June	109	113	22,050
TOTAL	3,317	3,333	

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

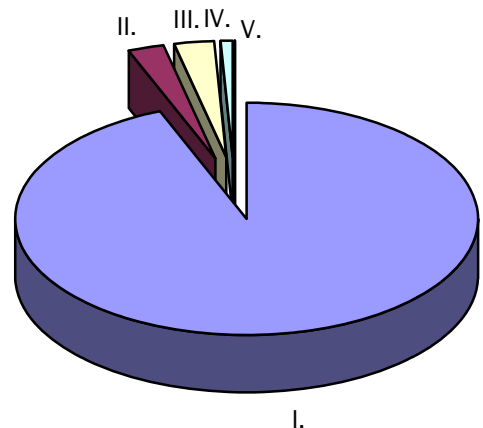
This issue is 0.2% or 35 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY*	TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers (independents, headquarters, chains, department stores, and jewelry departments)	20,711	93.9
Manufacturers and designers	543	2.5
Wholesalers, distributors, and dealers	629	2.9
Others allied to the field, including students and trade organizations	140	0.6
Paid-Individual	27	0.1
TOTAL QUALIFIED CIRCULATION	22,050	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)	20,711	93.9
II. Manufacturers and designers	543	2.5
III. Wholesalers, distributors, and dealers	629	2.9
IV. Others allied to the field, including students and trade organizations	140	0.6
V. Paid-Individual	27	0.1
TOTAL	22,050	100.0



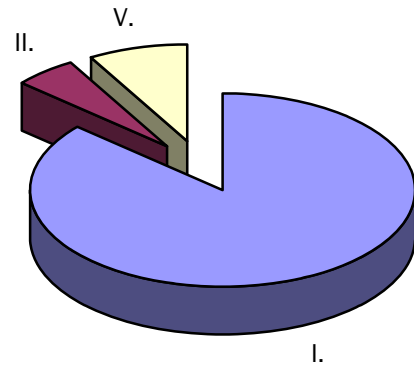
3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,010	5,941	2,119	19,070	86.5
II. Request from recipient's company:	685	352	98	1,135	5.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,845	-	-	1,845	8.4
*Association rosters and directories	1,747	-	-	1,747	7.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	98	-	-	98	0.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,540	6,293	2,217	22,050	100.0
PERCENT	61.4	28.5	10.1	100.0	

*See Additional Data

3b. Breakout of Qualified Circulation by Source

QUALIFICATION SOURCE	TOTAL QUALIFIED	PERCENT OF TOTAL
I. Direct Request from the recipient	19,070	86.5
II. Request from recipient's company	1,135	5.1
III. Membership Benefit	-	-
IV. Communication from recipient or recipient's company (other than request)	-	-
V. Sources other than above (listed alphabetically)	1,845	8.4
TOTAL	22,050	100.0



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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	21,325	96.7
Individuals by name only	573	2.6
Titles or functions only	22	0.1
Company names only	30	0.1
Multi-Copy Same Addressee copies	100	0.5
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	22,050	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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	22,362	22,185	22,071	22,102	22,057	22,079
Qualified Non-Paid:	22,315	22,145	22,033	22,066	22,029	22,053
Qualified Paid:	47	40	38	36	28	26
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$59.30	\$61.50	\$61.32	\$62.45	\$62.46	\$60.67

*NOTE: July 2015 - June 2016 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 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	134		Kentucky	240	
New Hampshire	121		Tennessee	348	
Vermont	66		Alabama	276	
Massachusetts	551		Mississippi	135	
Rhode Island	127		EAST SO. CENTRAL	999	4.5
Connecticut	329		Arkansas	202	
NEW ENGLAND	1,328	6.0	Louisiana	336	
New York	1,895		Oklahoma	205	
New Jersey	811		Texas	1,289	
Pennsylvania	997		WEST SO. CENTRAL	2,032	9.2
MIDDLE ATLANTIC	3,703	16.8	Montana	92	
Ohio	812		Idaho	100	
Indiana	424		Wyoming	35	
Illinois	1,257		Colorado	332	
Michigan	741		New Mexico	136	
Wisconsin	512		Arizona	340	
EAST NO. CENTRAL	3,746	17.0	Utah	130	
Minnesota	379		Nevada	136	
Iowa	225		MOUNTAIN	1,301	5.9
Missouri	407		Alaska	36	
North Dakota	46		Washington	334	
South Dakota	68		Oregon	229	
Nebraska	132		California	2,085	
Kansas	196		Hawaii	130	
WEST NO. CENTRAL	1,453	6.6	PACIFIC	2,814	12.8
Delaware	65		UNITED STATES	21,425	97.2
Maryland	271		U.S. Territories	128	
Washington, DC	28		Canada	487	
Virginia	470		Mexico	-	
West Virginia	73		Other International	10	
North Carolina	657		APO/FPO	-	
South Carolina	271				
Georgia	625				
Florida	1,589				
SOUTH ATLANTIC	4,049	18.4			
			TOTAL QUALIFIED CIRCULATION	22,050	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,747 copies or 7.9%. Other sources include 2 sources of circulation for quantities of 32 copies or 0.2% to 66 copies or 0.3%.

QUESTIONNAIRE USED BY THE PUBLICATION TO ELICIT SUPPLEMENTAL DATA:

PUBLISHER'S AFFIDAVIT

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

Wipawan Saelim, Business Manager
David Squires, Group Editorial 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.

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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.