

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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INVISION is a B2B brand intended for eyecare professionals with broad-based interests in the eyecare industries. The brand content and editorial scope of the publication includes news and industry commentary, in-depth technical articles, industry roundup 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

**INVISION
MAGAZINE**



6 Issues in the period
30,218 average circulation

**INVISION
MAGAZINE
WEBSITE**



11,676 average users

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| INVISION MAGAZINE (6 issues in the period) | 30,216 | 2 | 30,218 |
| INVISION MAGAZINE WEBSITE (Monthly Users with 35,687 average Pageviews) | 11,676 | - | 11,676 |

FIELD SERVED

INVISION serves Optical Stores, Optometric Practices, Ophthalmology Practices/Dispensaries, Department Stores, HMOs, Optical Labs, Wholesalers, and Others allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Optometrists (including Owners, Managers, and Employees), Dispensing Opticians (including Owners, Managers, and Employees), Ophthalmologists (including Owners, Managers, and Employees), Owners, Executives, General/Store/Department Managers, Buyers/Merchandisers/Purchasers, Sales/Marketing Personnel, Practice Administrators, and Others allied to the Field.

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | - |
| Advertiser and Agency | 99 |
| Allocated for Trade Shows and Conventions | 386 |
| All Other | 1,748 |
| TOTAL | 2,233 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 29,768 | 98.5 | 29,766 | 98.5 | 2 | - |
| Sponsored Individually Addressee | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | 450 | 1.5 | 450 | 1.5 | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 30,218 | 100.0 | 30,216 | 100.0 | 2 | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017 Issue | Total Qualified |
|------------|-----------------|
| January | 30,166 |
| February | 30,189 |
| March | 30,277 |
| April | 30,344 |
| May | 30,189 |
| June | 30,140 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 0.1% or 34 copies below the average of the other 5 issues reported in Paragraph 2.

| Business and Industry | TOTAL QUALIFIED | PERCENT OF TOTAL |
|--------------------------------------|-----------------|------------------|
| A. Optical Store | 7,159 | 23.7 |
| B. Optometric Practice | 17,135 | 56.8 |
| C. Ophthalmology Practice/Dispensary | 3,597 | 11.9 |
| D. Department Store | 517 | 1.7 |
| E. HMO | 58 | 0.2 |
| F. Optical Lab | 194 | 0.7 |
| G. Wholesaler | 402 | 1.3 |
| H. Others allied to the Field | 1,127 | 3.7 |
| TOTAL QUALIFIED CIRCULATION | 30,189 | 100.0 |
| PERCENT | 100.0 | |

TITLE/OCCUPATION BREAKOUT

| TITLE | TOTAL QUALIFIED | PERCENT OF TOTAL |
|---|-----------------|------------------|
| A. Optometrist (including Owner, Manager, and Employee) | 19,306 | 64.0 |
| B. Dispensing Optician (including Owner, Manager, and Employee) | 4,179 | 13.9 |
| C. Ophthalmologist (including Owner, Manager, and Employee) | 1,776 | 5.9 |
| D. Owner | 1,461 | 4.8 |
| E. Executive | 303 | 1.0 |
| F. General/Store/Department Manager | 1,731 | 5.7 |
| G. Buyer/Merchandiser/Purchaser | 73 | 0.2 |
| H. Sales/Marketing Personnel | 342 | 1.1 |
| I. Practice Administrator | 287 | 1.0 |
| J. Others Allied to the Field | 731 | 2.4 |
| TOTAL QUALIFIED | 30,189 | 100.0 |

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

| QUALIFICATION SOURCE | Qualified Within | | | Total Qualified | Percent |
|---|------------------|--------------|--------------|-----------------|--------------|
| | 1 year | 2 year | 3 years | | |
| I. Direct Request: | 13,959 | 7,268 | 3,864 | 25,091 | 83.2 |
| II. Request from recipient's company: | 422 | 44 | 1 | 467 | 1.5 |
| III. Membership Benefit: | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - |
| V. TOTAL – Sources other than above (listed alphabetically): | 4,006 | 625 | - | 4,631 | 15.3 |
| Association rosters and directories | - | - | - | - | - |
| *Business directories | 3,756 | - | - | 3,756 | 12.4 |
| Manufacturer's, distributor's and wholesaler's lists | - | - | - | - | - |
| *Other sources | 250 | 625 | - | 875 | 2.9 |
| VI. Single Copy Sales: | - | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 18,387 | 7,937 | 3,865 | 30,189 | 100.0 |
| PERCENT | 60.9 | 26.3 | 12.8 | 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 | 29,438 | 97.5 |
| Individuals by name only | 285 | 0.9 |
| Titles or functions only | 16 | 0.1 |
| Company names only | - | - |
| Multi-Copy Same Addressee copies | 450 | 1.5 |
| Single Copy Sales | - | - |
| TOTAL QUALIFIED CIRCULATION | 30,189 | 100.0 |

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|---|-------------------|----------------------|---------------------|-----------------------|----------------------|
| | April – June 2015 | July – December 2015 | January – June 2016 | July – December 2016* | January – June 2017* |
| Total Audit Average Qualified: | 30,112 | 30,189 | 30,163 | 30,144 | 30,218 |
| Qualified Non-Paid: | 30,112 | 30,188 | 30,161 | 30,142 | 30,216 |
| Qualified Paid: | - | 1 | 2 | 2 | 2 |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | \$64.95 | \$64.95 | \$64.95 | \$64.95 |

*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 | 158 | | Kentucky | 362 | |
| New Hampshire | 180 | | Tennessee | 610 | |
| Vermont | 61 | | Alabama | 372 | |
| Massachusetts | 743 | | Mississippi | 221 | |
| Rhode Island | 121 | | EAST SO. CENTRAL | 1,565 | 5.2 |
| Connecticut | 380 | | Arkansas | 269 | |
| NEW ENGLAND | 1,643 | 5.4 | Louisiana | 319 | |
| New York | 2,088 | | Oklahoma | 397 | |
| New Jersey | 976 | | Texas | 2,208 | |
| Pennsylvania | 1,604 | | WEST SO. CENTRAL | 3,193 | 10.6 |
| MIDDLE ATLANTIC | 4,668 | 15.5 | Montana | 126 | |
| Ohio | 1,166 | | Idaho | 182 | |
| Indiana | 659 | | Wyoming | 81 | |
| Illinois | 1,277 | | Colorado | 563 | |
| Michigan | 874 | | New Mexico | 147 | |
| Wisconsin | 673 | | Arizona | 542 | |
| EAST NO. CENTRAL | 4,649 | 15.4 | Utah | 250 | |
| Minnesota | 621 | | Nevada | 214 | |
| Iowa | 422 | | MOUNTAIN | 2,105 | 7.0 |
| Missouri | 635 | | Alaska | 78 | |
| North Dakota | 115 | | Washington | 637 | |
| South Dakota | 125 | | Oregon | 368 | |
| Nebraska | 223 | | California | 3,656 | |
| Kansas | 355 | | Hawaii | 135 | |
| WEST NO. CENTRAL | 2,496 | 8.3 | PACIFIC | 4,874 | 16.1 |
| Delaware | 73 | | UNITED STATES | 30,178 | 100.0 |
| Maryland | 443 | | U.S. Territories | 9 | |
| Washington, DC | 60 | | Canada | - | |
| Virginia | 664 | | Mexico | - | |
| West Virginia | 150 | | Other International | - | |
| North Carolina | 809 | | APO/FPO | 2 | |
| South Carolina | 397 | | | | |
| Georgia | 714 | | TOTAL QUALIFIED CIRCULATION | 30,189 | 100.0 |
| Florida | 1,675 | | | | |
| SOUTH ATLANTIC | 4,985 | 16.5 | | | |

*See Additional data

WEBSITE CHANNEL

HTTP://INVISIONMAG.COM/

| 2017 | PAGEVIEWS | SESSIONS | USERS | AVERAGE SESSION DURATION |
|-----------------|---------------|---------------|---------------|--------------------------|
| January | 36,356 | 21,607 | 10,671 | 1:26 |
| February | 30,373 | 19,229 | 9,941 | 1:18 |
| March | 33,187 | 19,903 | 9,960 | 1:26 |
| April | 30,411 | 19,159 | 9,892 | 1:18 |
| May | 40,192 | 25,352 | 12,378 | 1:23 |
| June | 43,605 | 30,130 | 17,214 | 1:04 |
| AVERAGE: | 35,687 | 22,563 | 11,676 | 1:19 |

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.adicompli.com

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,756 copies or 12.4%, including BB Direct. Other sources include 2 sources of circulation for quantities of 250 copies or 0.8% to 625 copies or 2.1%.

QUESTIONNAIRE USED BY THE PUBLICATION TO ELICIT SUPPLEMENTAL DATA:

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website is 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.

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.

Date signed July 13, 2017
Country Thailand
City Bangkok
Received by BPA Worldwide July 13, 2017
Type BJ
ID Number I383B0J7

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.