

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.

Retail Management Publishing, Inc.
12 West 37th Street
Suite 502
New York, NY 10018
Tel. No.: (212) 981-0242
Fax No.: (212) 981-0247
http://invisionmag.com
circulation@smartworkmedia.com

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.

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.

CHANNELS

**INVISION
MAGAZINE**



6 Issues in the period
30,163 average circulation

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)	30,161	2	30,163

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	91
Allocated for Trade Shows and Conventions	332
All Other	1,821
TOTAL	2,244

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,813	98.8	29,811	98.8	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	350	1.2	350	1.2	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,163	100.0	30,161	100.0	2	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	30,133
February	30,167
March	30,236
April	30,183
May	30,118
June	30,138

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016 This issue is 0.2% or 53 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Optical Store	7,723	25.6
B. Optometric Practice	15,942	53.0
C. Ophthalmology Practice/Dispensary	4,131	13.7
D. Department Store	515	1.7
E. HMO	124	0.4
F. Optical Lab	185	0.6
G. Wholesaler	358	1.2
H. Others allied to the Field	1,140	3.8
TOTAL QUALIFIED CIRCULATION	30,118	100.0
PERCENT	100.0	

TITLE/OCCUPATION BREAKOUT

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Optometrist (including Owner, Manager, and Employee)	17,438	57.8
B. Dispensing Optician (including Owner, Manager, and Employee)	6,340	21.1
C. Ophthalmologist (including Owner, Manager, and Employee)	1,961	6.5
D. Owner	955	3.2
E. Executive	257	0.9
F. General/Store/Department Manager	1,505	5.0
G. Buyer/Merchandiser/Purchaser	83	0.3
H. Sales/Marketing Personnel	331	1.1
I. Practice Administrator	331	1.1
J. Others Allied to the Field	917	3.0
TOTAL QUALIFIED	30,118	100.0

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 years		
I. Direct Request:	17,679	6,206	1,473	25,358	84.2
II. Request from recipient's company:	157	3	-	160	0.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,245	2,038	317	4,600	15.3
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,245	2,038	317	4,600	15.3
VI. Single Copy Sales:	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,081	8,247	1,790	30,118	100.0
PERCENT	66.7	27.4	5.9	100.0	

*See Additional Data

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	29,308	97.2
Individuals by name only	442	1.5
Titles or functions only	18	0.1
Company names only	-	-
Multi-Copy Same Addressee copies	350	1.2
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	30,118	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

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

*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	164		Kentucky	384	
New Hampshire	158		Tennessee	741	
Vermont	69		Alabama	436	
Massachusetts	708		Mississippi	242	
Rhode Island	102		EAST SO. CENTRAL	1,803	6.0
Connecticut	391		Arkansas	233	
NEW ENGLAND	1,592	5.3	Louisiana	319	
New York	2,017		Oklahoma	389	
New Jersey	864		Texas	2,149	
Pennsylvania	1,523		WEST SO. CENTRAL	3,090	10.3
MIDDLE ATLANTIC	4,404	14.6	Montana	133	
Ohio	1,115		Idaho	176	
Indiana	589		Wyoming	79	
Illinois	1,175		Colorado	586	
Michigan	865		New Mexico	147	
Wisconsin	684		Arizona	565	
EAST NO. CENTRAL	4,428	14.7	Utah	276	
Minnesota	638		Nevada	210	
Iowa	413		MOUNTAIN	2,172	7.2
Missouri	636		Alaska	85	
North Dakota	107		Washington	593	
South Dakota	118		Oregon	364	
Nebraska	205		California	3,610	
Kansas	353		Hawaii	144	
WEST NO. CENTRAL	2,470	8.2	PACIFIC	4,796	15.9
Delaware	69		UNITED STATES	30,100	99.9
Maryland	435		U.S. Territories	17	
Washington, DC	59		Canada	-	
Virginia	674		Mexico	-	
West Virginia	155		Other International	-	
North Carolina	900		APO/FPO	1	
South Carolina	489				
Georgia	1,066				
Florida	1,498				
SOUTH ATLANTIC	5,345	17.7			
			TOTAL QUALIFIED CIRCULATION	30,118	100.0

ADDITIONAL DATA

PARAGRAPH 3b: Other sources include 7 sources of circulation for quantities of 1 copy or -% to 2,244 copies or 7.5%.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY 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:

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