

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2015



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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CRM delivers industry trends, case studies of successful CRM implementations, and commentary from business leaders as well as the latest insight on how leading global companies are using customer relationship management principles and technologies.

FIELD SERVED

CRM Magazine serves automotive, bankers/financers, call centers, consultants/integrators/VAR, consumer product goods, education/training, Governmentfederal/state/local, insurance, manufacturers, marketers/advertisers/PR, media/publishers, medical/health care, non-profit, pharmaceutical, professional services, retail/etail, sports, technology, telecommunication, travel/ hospitality, utility/energy, wholesalers/distributors and others allied to the field as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in corporate/general management, customer service, marketing, sales, IT/web/technical development and consultant/integrator and other titled and non-titled personnel in the field served, as reported in Paragraph 3a.

CHANNELS

CRM **MAGAZINE**



6 Issues in the period 70,000 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CRM MAGAZINE (6 issues in the period)	70,000	-	70,000
a. Print	52,674	-	52,674
b. Digital	17,326	-	17,326
1. Requested	2,230	-	2,230
2. Non-Requested	15,096	-	15,096

/	AVERAGE NON-QUALIFIED CIRCULATION		
	NON-QUALIFIED Not Included Elsewhere	Copies	_
	Other Paid Circulation	45	
	Advertiser and Agency	489	
	Allocated for Trade Shows and Conventions	-	
	All Other	430	
	TOTAL	964	_

	Total Qualified		Qualified	Non-Paid	Qualified Paid		
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent	
ndividual	70,000	100.0	70,000	100.0	-	-	
ponsored Individually ddressed	-	-	-	-	-	-	
Membership Benefit	-	-	-	-	-	-	
Multi-Copy Same ddressee	-	-	-	-	-	-	
ingle Copy Sales	-	-	-	-	-	-	

2015 Issue	Print	Digital	Total Qualified
July	54,022	15,978	70,000
August	54,000	16,000	70,000
September	53,975	16,025	70,000
October	51,000	19,000	70,000
November	51,000	19,000	70,000
December	52,049	17,951	70,000

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2

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

					Corporate/				IT/Web/		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	General Management	Customer Service	Marketing	Sales	Technical Developer	Consultant/ Integrator	Other
Automotive	616	0.9	559	57	199	52	74	129	149	13	-
Banking/Finance	4,609	6.6	3,236	1,373	497	997	1,308	270	1,458	77	2
Call Center	448	0.6	392	56	73	173	30	79	65	28	-
Consulting/Integrator/VAR	3,365	4.8	2,804	561	1,263	138	210	335	621	798	-
Consumer Product Goods	830	1.2	749	81	303	106	98	157	143	23	-
Education/Training	3,912	5.6	3,056	856	351	329	414	67	2,628	122	1
Government - Federal, State, Local	2,685	3.8	2,355	330	566	259	67	44	1,633	116	-
Insurance	2,650	3.8	1,798	852	152	887	643	170	757	40	1
Manufacturing	17,124	24.4	10,548	6,576	870	6,223	5,559	966	3,434	56	16
Marketing/Advertising/PR	1,470	2.1	1,240	230	340	77	631	202	161	59	-
Media/Publishing	904	1.3	745	159	201	69	266	128	215	25	-
Medical/Health Care	4,458	6.3	3,354	1,104	467	521	1,202	148	2,043	77	-
Non Profit	566	0.8	468	98	134	73	79	35	216	29	-
Pharmaceutical	245	0.4	209	36	60	23	45	30	73	14	-
Professional Services	3,495	5.0	2,644	851	740	463	1,248	253	647	142	2
Retail/Etail	4,180	6.0	2,859	1,321	512	1,193	1,118	284	1,045	27	1
Sports	418	0.6	298	120	36	60	193	35	93	1	-
Technology	6,176	8.8	4,459	1,717	1,088	1,503	1,284	705	1,339	255	2
Telecommunication	1,798	2.6	1,391	407	361	417	308	201	428	82	1
Travel/Hospitality	1,044	1.5	860	184	201	111	342	179	192	19	-
Utility/Energy	1,751	2.5	1,231	520	269	633	218	63	519	45	4
Wholesale/Distribution	3,125	4.5	2,117	1,008	350	1,157	813	308	483	11	3
Others Allied to the Field	4,131	5.9	3,628	503	464	210	808	302	469	1,050	828
TOTAL QUALIFIED CIRCULATION	70,000	100.0	51 ,000	19,000	9,497	15,674	16,958	5,090	18,811	3,109	861
PERCENT	100.0		72.9	27.1	13.6	22.4	24.2	7.3	26.9	4.4	1.2

	(Qualified Within	า				
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
I. Direct Request:	17,163	6,322	9,809	29,455	3,839	33,294	47.6
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	36,706	-	-	21,545	15,161	36,706	52.4
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	36,706	-	-	21,545	15,161	36,706	52.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,869	6,322	9,809	51,000	19,000	70,000	100.0
PERCENT	77.0	9.0	14.0	72.9	27.1	100.0	

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	January – June 2013	July - December 2013	January – June 2014	July – December 2014	January - June 2015	July – December 2015*
Total Audit Average Qualified:	70,000	70,000	70,000	70,000	70,000	70,000
Qualified Non-Paid:	70,000	70,000	70,000	70,000	70,000	70,000
Print:	63,467	63,312	63,358	64,323	60,648	52,674
Digital:	6,533	6,688	6,642	5,677	9,352	17,326
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

3

^{**}NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF (DUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015
GEOGRAFIIIOAE BREAROUT OF C	COALII ILD CIRCOLATION I OR 1330L OF ROVERIBLE 2013

01-1-	Dist	District	Total	B	01-1-	Direct	District.	Total	D
State	Print	Digital	Qualified	Percent	State	Print	Digital	Qualified	Percent
Maine	182	64	246		Kentucky	488	153	641	
New Hampshire	278	98	376		Tennessee	828	235	1,063	
Vermont	93	16	109		Alabama	560	160	720	
Massachusetts	1,672	791	2,463		Mississippi	215	49	264	
Rhode Island	192	69	261		EAST SO. CENTRAL	2,091	597	2,688	3.8
Connecticut	940	449	1,389		Arkansas	272	124	396	
NEW ENGLAND	3,357	1,487	4,844	6.9	Louisiana	355	96	451	
New York	3,505	1,329	4,834		Oklahoma	377	100	477	
New Jersey	2,006	746	2,752		Texas	3,212	1,096	4,308	
Pennsylvania	2,461	868	3,329		WEST SO. CENTRAL	4,216	1,416	5,632	8.0
MIDDLE ATLANTIC	7,972	2,943	10,915	15.6	Montana	103	41	144	
Ohio	2,183	785	2,968		Idaho	180	62	242	
Indiana	1,067	385	1,452		Wyoming	52	9	61	
Illinois	3,088	1,404	4,492		Colorado	1,013	332	1,345	
Michigan	1,549	577	2,126		New Mexico	125	32	157	
Wisconsin	1,384	471	1,855		Arizona	809	269	1,078	
EAST NO. CENTRAL	9,271	3,622	12,893	18.4	Utah	409	139	548	
Minnesota	1,317	525	1,842		Nevada	258	74	332	
Iowa	466	136	602		MOUNTAIN	2,949	958	3,907	5.6
Missouri	995	359	1,354		Alaska	38	11	49	
North Dakota	111	20	131		Washington	925	326	1,251	
South Dakota	120	30	150		Oregon	534	210	744	
Nebraska	415	142	557		California	6,287	2,845	9,132	
Kansas	438	172	610		Hawaii	78	24	102	
WEST NO. CENTRAL	3,862	1,384	5,246	7.5	PACIFIC	7,862	3,416	11,278	16.1
Delaware	144	47	191		UNITED STATES	50,972	18,989	69,961	99.9
Maryland	932	287	1,219		U.S. Territories	26	7	33	
Washington, DC	354	115	469		Canada	-	1	1	
Virginia	1,429	481	1.910		Mexico	-	-	-	
West Virginia	111	34	145		Other International	-	-	-	
North Carolina	1,402	463	1,865		APO/FPO	2	2	4	
South Carolina	507	145	652		Email Only	-	1	1	
Georgia	1,797	757	2,554		-				
Florida	2,716	837	3,553		TOTAL QUALIFIED	51,000	19,000	70,000	100.0
SOUTH ATLANTIC	9,392	3,166	12,558	18.0	CIRCULATION	32,000	20,000	. 0,000	

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. 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.

PARAGRAPH 3B:

Other Sources include 1 source of circulation for a quantity of 36,706 copies or 52.4%, including B2B Data Group Multi Channel Licensing.

PUBLISHER'S AFFIDAVIT

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

Bob Fernekees, Group Publisher

Roy Beagley, Director of Pub Services

(At least one of the above signatures must be that of an officer of the publishing company or its

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 State County Received by BPA Worldwide January 19, 2016 Connecticut Fairfield January 19, 2016

BJ Туре S271B0D5 **ID Number**

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