

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, Government-federal/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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	70,000	100.0	70,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,000	100.0	70,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

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

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.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Corporate/General Management	Customer Service	Marketing	Sales	IT/Web/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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
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	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	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.

**NC = None Claimed.

State	Print	Digital	Total Qualified	Percent
Maine	182	64	246	
New Hampshire	278	98	376	
Vermont	93	16	109	
Massachusetts	1,672	791	2,463	
Rhode Island	192	69	261	
Connecticut	940	449	1,389	
NEW ENGLAND	3,357	1,487	4,844	6.9
New York	3,505	1,329	4,834	
New Jersey	2,006	746	2,752	
Pennsylvania	2,461	868	3,329	
MIDDLE ATLANTIC	7,972	2,943	10,915	15.6
Ohio	2,183	785	2,968	
Indiana	1,067	385	1,452	
Illinois	3,088	1,404	4,492	
Michigan	1,549	577	2,126	
Wisconsin	1,384	471	1,855	
EAST NO. CENTRAL	9,271	3,622	12,893	18.4
Minnesota	1,317	525	1,842	
Iowa	466	136	602	
Missouri	995	359	1,354	
North Dakota	111	20	131	
South Dakota	120	30	150	
Nebraska	415	142	557	
Kansas	438	172	610	
WEST NO. CENTRAL	3,862	1,384	5,246	7.5
Delaware	144	47	191	
Maryland	932	287	1,219	
Washington, DC	354	115	469	
Virginia	1,429	481	1,910	
West Virginia	111	34	145	
North Carolina	1,402	463	1,865	
South Carolina	507	145	652	
Georgia	1,797	757	2,554	
Florida	2,716	837	3,553	
SOUTH ATLANTIC	9,392	3,166	12,558	18.0

State	Print	Digital	Total Qualified	Percent
Kentucky	488	153	641	
Tennessee	828	235	1,063	
Alabama	560	160	720	
Mississippi	215	49	264	
EAST SO. CENTRAL	2,091	597	2,688	3.8
Arkansas	272	124	396	
Louisiana	355	96	451	
Oklahoma	377	100	477	
Texas	3,212	1,096	4,308	
WEST SO. CENTRAL	4,216	1,416	5,632	8.0
Montana	103	41	144	
Idaho	180	62	242	
Wyoming	52	9	61	
Colorado	1,013	332	1,345	
New Mexico	125	32	157	
Arizona	809	269	1,078	
Utah	409	139	548	
Nevada	258	74	332	
MOUNTAIN	2,949	958	3,907	5.6
Alaska	38	11	49	
Washington	925	326	1,251	
Oregon	534	210	744	
California	6,287	2,845	9,132	
Hawaii	78	24	102	
PACIFIC	7,862	3,416	11,278	16.1
UNITED STATES	50,972	18,989	69,961	99.9
U.S. Territories	26	7	33	
Canada	-	1	1	
Mexico	-	-	-	
Other International	-	-	-	
AP0/FPO	2	2	4	
Email Only	-	1	1	
TOTAL QUALIFIED CIRCULATION	51,000	19,000	70,000	100.0