

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.

CRM Media, a division of Information Today, Inc
237 West 35th Street, 14th Floor
New York, NY 10001
Tel. No.: (212) 251-0608
Fax No.: (212) 779-1152
www.destinationcrm.com

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.

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.

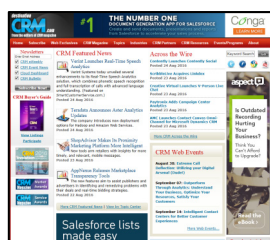
CHANNELS

CRM MAGAZINE



12 Issues in the period
68,154 average circulation

CRM WEBSITE



53,464 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CRM MAGAZINE (12 issues in the period)	68,154	-	68,154
a. Print	51,358	-	51,358
b. Digital	16,796	-	16,796
1. Requested	-	-	-
2. Non-Requested	16,796	-	16,796
CRM WEBSITE (Monthly Unique Browsers with 100,106 average Page Impressions)	53,464	-	53,464

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.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		43
Advertiser and Agency		494
Allocated for Trade Shows and Conventions		-
All Other		1,157
TOTAL		1,693

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD (SEE ADDITIONAL DATA)

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	68,154	100.0	68,154	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	68,154	100.0	68,154	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD (SEE ADDITIONAL DATA)

2015/2016 Issue	Print	Digital	Total Qualified
July	54,022	15,978	70,000
August	54,000	14,820	68,820
September	53,975	14,750	68,725
October	51,000	17,508	68,508
November	51,000	17,351	68,351
December	52,049	16,230	68,279
January	52,057	15,994	68,051
February	52,039	15,850	67,889
March	51,931	15,830	67,761
April	51,318	16,328	67,646
May	46,450	23,550	70,000
June	46,450	17,357	63,807

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 3.0% or 2,015 copies above the average of the other 11 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Within		Corporate/General Management	Customer Service	Marketing	Sales	IT/Web/Technical Developer	Consultant/Integrator	Other
			Print	Digital							
Automotive	625	0.9	625	-	233	58	67	151	104	12	-
Banking/Finance	3,975	5.7	1,474	2,501	854	865	810	544	842	60	-
Call Center	345	0.5	345	-	68	135	26	53	47	16	-
Consulting/Integrator/VAR	2,964	4.2	2,549	415	1,083	189	335	358	467	531	1
Consumer Product Goods	837	1.2	837	-	310	94	101	188	125	19	-
Education/Training	3,953	5.7	2,081	1,872	1,052	420	508	171	1,721	79	2
Government - Federal, State, Local	2,722	3.9	2,246	476	709	363	109	64	1,384	93	-
Insurance	2,299	3.3	755	1,544	302	685	405	367	509	31	-
Manufacturing	12,267	17.5	3,087	9,180	2,207	3,850	1,814	2,618	1,733	45	-
Marketing/Advertising/PR	1,253	1.8	1,136	117	342	65	469	229	109	39	-
Media/Publishing	592	0.8	592	-	177	44	84	126	143	18	-
Medical/Health Care	2,243	3.2	1,563	680	674	288	251	187	795	48	-
Non Profit	478	0.7	476	2	151	62	63	28	157	17	-
Pharmaceutical	206	0.3	206	-	58	18	36	26	59	9	-
Professional Services	2,493	3.6	2,048	445	859	215	493	346	472	108	-
Retail/Etail	3,526	5.0	1,524	2,002	916	843	692	486	569	20	-
Sports	131	0.2	131	-	38	21	23	28	19	2	-
Technology	3,487	5.0	3,068	419	1,068	404	435	642	752	185	1
Telecommunication	1,604	2.3	1,073	531	380	318	226	273	346	61	-
Travel/Hospitality	847	1.2	750	97	228	89	134	229	152	15	-
Utility/Energy	1,423	2.0	756	667	348	468	144	109	320	34	-
Wholesale/Distribution	4,616	6.6	2,031	2,585	769	1,269	1,039	876	656	7	-
Others Allied to the Field	17,114	24.4	17,097	17	461	160	340	285	394	155	15,319
TOTAL QUALIFIED CIRCULATION	70,000	100.0	46,450	23,550	13,287	10,923	8,604	8,384	11,875	1,604	15,323
PERCENT	100.0		66.4	33.6	19.0	15.6	12.3	12.0	16.9	2.3	21.9

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	Print	Digital			
I. Direct Request:	6,650	15,922	5,770	28,342	-	-	28,342	40.5
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,014	11,730	1,574	15,318	-	-	15,318	21.9
V. TOTAL – Sources other than above (listed alphabetically):	23,666	2,641	33	2,790	23,550	26,340	37.6	
Association rosters and directories	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
*Other sources	23,666	2,641	33	2,790	23,550	26,340	37.6	
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,330	30,293	7,377	46,450	23,550	70,000	100.0	
PERCENT	46.2	43.3	10.5	66.4	33.6	100.0		

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS (SEE ADDITIONAL DATA)

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
	July – December 2013	January – June 2014	July – December 2014	January - June 2015	July – December 2015*	January - June 2016*
Total Audit Average Qualified:	70,000	70,000	70,000	70,000	68,780	67,526
Qualified Non-Paid:	70,000	70,000	70,000	70,000	68,780	67,526
Print:	63,312	63,358	64,323	60,648	52,674	50,041
Digital:	6,688	6,642	5,677	9,352	16,106	17,485
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: All data through June 2016 has been audited. 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	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	165	82	247		Kentucky	487	236	723	
New Hampshire	234	94	328		Tennessee	851	396	1,247	
Vermont	85	62	147		Alabama	513	254	767	
Massachusetts	1,428	889	2,317		Mississippi	238	111	349	
Rhode Island	159	102	261		EAST SO. CENTRAL	2,089	997	3,086	4.4
Connecticut	689	451	1,140		Arkansas	292	132	424	
NEW ENGLAND	2,760	1,680	4,440	6.4	Louisiana	384	117	501	
New York	3,109	2,103	5,212		Oklahoma	412	158	570	
New Jersey	1,806	924	2,730		Texas	3,257	1,563	4,820	
Pennsylvania	2,066	1,274	3,340		WEST SO. CENTRAL	4,345	1,970	6,315	9.0
MIDDLE ATLANTIC	6,981	4,301	11,282	16.1	Montana	114	35	149	
Ohio	1,898	970	2,868		Idaho	160	88	248	
Indiana	795	467	1,262		Wyoming	63	16	79	
Illinois	2,480	1,400	3,880		Colorado	985	316	1,301	
Michigan	1,269	735	2,004		New Mexico	183	30	213	
Wisconsin	1,208	679	1,887		Arizona	759	262	1,021	
EAST NO. CENTRAL	7,650	4,251	11,901	17.0	Utah	360	166	526	
Minnesota	1,176	657	1,833		Nevada	250	76	326	
Iowa	524	264	788		MOUNTAIN	2,874	989	3,863	5.5
Missouri	933	588	1,521		Alaska	28	27	55	
North Dakota	145	45	190		Washington	850	444	1,294	
South Dakota	139	59	198		Oregon	498	254	752	
Nebraska	424	149	573		California	5,207	3,045	8,252	
Kansas	552	231	783		Hawaii	63	25	88	
WEST NO. CENTRAL	3,893	1,993	5,886	8.4	PACIFIC	6,646	3,795	10,441	14.9
Delaware	119	61	180		UNITED STATES	46,421	23,550	69,971	99.9
Maryland	1,046	321	1,367		U.S. Territories	17	-	17	
Washington, DC	471	105	576		Canada	-	-	-	
Virginia	1,547	581	2,128		Mexico	-	-	-	
West Virginia	145	48	193		Other International	-	-	-	
North Carolina	1,307	613	1,920		AP0/FPO	12	-	12	
South Carolina	467	270	737						
Georgia	1,470	690	2,160						
Florida	2,611	885	3,496						
SOUTH ATLANTIC	9,183	3,574	12,757	18.2					
					TOTAL QUALIFIED CIRCULATION	46,450	23,550	70,000	100.0

WEBSITE CHANNEL

WWW.DESTINATIONCRM.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	98,773	67,089	50,777	1.32	02:29	01:10
February	107,012	71,591	55,149	1.30	02:21	01:10
March	114,430	78,056	64,248	1.21	02:12	01:01
April	93,813	61,857	51,407	1.20	02:06	01:05
May	99,194	64,297	51,957	1.24	02:03	01:07
June	87,418	57,141	47,248	1.21	01:59	01:03
AVERAGE:	100,106	66,671	53,464	1.25	02:11	01:06

January - June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookie'd 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.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

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:

Communication from recipient or recipient's company (Other than Request) includes 4 sources of circulation from 400 copies or 0.5% to 10,340 copies or 14.7%, including KM World.

Other Sources include 2 sources of circulation for quantities of 33 copies or -% to 26,307 copies or 37.6% including B2B Data Group Multi Channel Licensing.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

As a result of the June 2016 audit, the following adjustments have been made to the previously released unaudited June 2016 Brand Report.

PARAGRAPH 2:

Due to insufficient digital distribution, the total qualified digital circulation has been reduced to the following: The August 2015 total qualified has been reduced by 1,180 copies or 1.7%. The September 2015 total qualified has been reduced by 1,275 copies or 1.8%. The October 2015 total qualified has been reduced by 1,492 copies or 2.1%. The November 2015 total qualified has been reduced by 1,649 copies or 2.3%. The December 2015 total qualified has been reduced by 1,721 copies or 2.4%. The January 2016 total qualified has been reduced by 1,949 copies or 2.8%. The February 2016 total qualified has been reduced by 2,111 copies or 3.0%. The March 2016 total qualified has been reduced by 2,239 copies or 3.2%. The April 2016 total qualified has been reduced by 2,354 copies or 3.3%. The June 2016 total qualified has been reduced by 6,193 copies or 8.8%.

Paragraphs 1 and Average Annual Audited Qualified Circulation have been adjusted accordingly.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

December 22, 2016

TYPE: BA

ID Number: S271BAJ6

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.