



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



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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IT IS INNOVATION (i3), a print and digital publication, is edited to drill down what top industry executives need to know to make sound business decisions. It covers the latest trends and news that affect the design, development, manufacturing, purchase and distribution of audio, video, mobile electronics, wireless and landline communications, IT, home networking, multimedia, accessory products and related services sold through consumer channels. It also features market research, new product trends, business management and public policy to engineering standards, industry events and product training.

FIELD SERVED

IT IS INNOVATION (i3) serves Retail, Distributors, Manufacturing and Engineering/Research & Development Companies, CTA Member Companies and Employees, and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: Executive Management, Global Executives, Buying and Merchandising, Marketing, Engineering, and Others Allied to the Field.

CHANNELS

IT IS INNOVATION (i3) MAGAZINE



3 Issues in the period
43,112 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
IT IS INNOVATION (i3) MAGAZINE (3 issues in the period)	43,112	-	43,112
a. Print	19,665	-	19,665
b. Digital	23,447	-	23,447
1. Requested	14,061	-	14,061
2. Non-Requested	9,386	-	9,386

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	4,512
Allocated for Trade Shows and Conventions	6,863
All Other	2,475
TOTAL	13,850

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	35,078	81.4	35,078	81.4	-	-
Membership Benefit Multi-Copy Same Addressee	8,034	18.6	8,034	18.6	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,112	100.0	43,112	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January/February	19,227	16,915	36,142
March/April	20,179	26,657	46,836
May/June	19,588	26,769	46,357

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017
This issue is 11.7% or 4,868 copies above the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Exec. Management		Global Executives		Buying and Merchandising		Marketing		Engineering		Others Allied to the Field	
					Partner/Agent	Percent of Total	Mgr. and Mgr.	Percent of Total	Merchandising Mgr	Percent of Total	Customer Acct Mgr	Percent of Total	Engineering titles	Percent of Total	Titles specified other than those listed here	Percent of Total
1. Retail (Note 1)	9,097	19.6	5,722	3,375	6,949	15.0	740	1.6	420	0.9	77	0.2	91	0.2	820	1.8
2. Distributors	784	1.7	182	602	266	0.6	219	0.5	103	0.2	107	0.2	10	-	79	0.2
3. Manufacturing and Engineering (Note 2)	5,014	10.8	1,047	3,967	591	1.3	982	2.1	34	0.1	164	0.3	459	1.0	2,784	6.0
4. CTA Member Companies and Employees	9,378	20.2	5,780	3,598	890	1.9	2,863	6.2	47	0.1	1,694	3.7	385	0.8	3,499	7.5
5. Others Allied to the Field (Note 3)	22,084	47.7	6,857	15,227	8,566	18.4	3,188	6.9	272	0.6	758	1.6	592	1.3	8,708	18.8
TOTAL QUALIFIED CIRCULATION	46,357	100.0	19,588	26,769	17,262	37.2	7,992	17.3	876	1.9	2,800	6.0	1,537	3.3	15,890	34.3
PERCENT	100.0		42.3	57.7	37.2		17.3		1.9		6.0		3.3		34.3	

Note 1: Includes Institutional, VAR/Dealer, Systems Integrator/Installation, and Specialty Retail

Note 2: Includes Research & Development

Note 3: Includes Corporate (Non-Retail), Service Professional (Non-Retail), Software Development/Publishing, Manufacturer's Rep, Consulting, Carrier/Provider, Broadcasting Industry, Reporter/Writer, Editor, Photographer, News Publisher, Exhibiting Press, Broadcast Crew, Producer/Director, Advertising, Marketing, Production, Financial Analysis/Equity Analysis, Industry Analyst, Market Research, Venture Capitalist/Private Equity/Investing, Business Development/Sales, Blogger, Content Development, Film Industry, Public Policy, Procurement, Business Services, Non-Profit/Trade Association, Financial Services, Entertainment, Media/New Media, Aerospace, Architecture/Building/Construction, Automotive, Education/Training, Electronic Components, Fashion, Insurance, IT/MIS, Packaging, Sports & Fitness, Toys, Travel & Hospitality, Health Care Related Industry, Digital Health and Fitness, Exhibiting Manufacturer's Rep, Exhibitor, Speaker, Official Contractor, LIT, Government Agency, 3D Printing Services, and Other

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

Qualified Within

QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
I. Direct Request:	10,106	10,173	-	4,253	16,026	20,279	43.8
II. Request from recipient's company:	7	-	-	7	-	7	-
III. Membership Benefit:	9,328	50	-	5,780	3,598	9,378	20.2
IV. *Communication from recipient or recipient's company (other than request):	10,285	4,177	-	9,194	5,268	14,462	31.2
V. TOTAL - Sources other than above (listed alphabetically):	1,481	750	-	354	1,877	2,231	4.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	1,481	750	-	354	1,877	2,231	4.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,207	15,150	-	19,588	26,769	46,357	100.0
PERCENT	67.3	32.7	-	42.3	57.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	18,491	20,269	38,760	83.6
Individuals by name only	1,097	6,500	7,597	16.4
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,588	26,769	46,357	100.0

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
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	56,413	54,315	48,366	41,687	44,619	43,112
Qualified Non-Paid:	56,413	54,315	48,366	41,687	44,619	43,112
Print:	18,886	19,453	19,362	19,852	19,945	19,665
Digital:	37,527	34,862	29,004	21,835	24,674	23,447
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 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/JUNE 2017

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	5	5	10		Kentucky	57	31	88	
New Hampshire	40	33	73		Tennessee	135	89	224	
Vermont	5	11	16		Alabama	32	35	67	
Massachusetts	432	318	750		Mississippi	15	11	26	
Rhode Island	35	24	59		EAST SO. CENTRAL	239	166	405	0.9
Connecticut	156	83	239		Arkansas	97	33	130	
NEW ENGLAND	673	474	1,147	2.5	Louisiana	51	26	77	
New York	1,756	1,057	2,813		Oklahoma	69	39	108	
New Jersey	667	417	1,084		Texas	931	560	1,491	
Pennsylvania	257	208	465		WEST SO. CENTRAL	1,148	658	1,806	3.9
MIDDLE ATLANTIC	2,680	1,682	4,362	9.4	Montana	22	9	31	
Ohio	228	190	418		Idaho	68	28	96	
Indiana	185	89	274		Wyoming	12	9	21	
Illinois	675	399	1,074		Colorado	339	251	590	
Michigan	430	313	743		New Mexico	41	41	82	
Wisconsin	146	100	246		Arizona	478	318	796	
EAST NO. CENTRAL	1,664	1,091	2,755	5.9	Utah	315	187	502	
Minnesota	392	156	548		Nevada	850	816	1,666	
Iowa	42	34	76		MOUNTAIN	2,125	1,659	3,784	8.2
Missouri	108	67	175		Alaska	8	9	17	
North Dakota	15	18	33		Washington	666	337	1,003	
South Dakota	18	7	25		Oregon	242	174	416	
Nebraska	40	18	58		California	6,689	4,616	11,305	
Kansas	77	36	113		Hawaii	40	32	72	
WEST NO. CENTRAL	692	336	1,028	2.2	PACIFIC	7,645	5,168	12,813	27.6
Delaware	23	16	39		UNITED STATES	18,942	12,776	31,718	68.4
Maryland	193	152	345		U.S. Territories	3	6	9	
Washington, DC	329	205	534		Canada	547	160	707	
Virginia	194	170	364		Mexico	1	228	229	
West Virginia	8	8	16		Other International	95	12,433	12,528	
North Carolina	198	143	341		APO/FPO	-	-	-	
South Carolina	51	43	94		Email Only	-	1,166	1,166	
Georgia	433	260	693						
Florida	647	545	1,192						
SOUTH ATLANTIC	2,076	1,542	3,618	7.8					
					TOTAL QUALIFIED CIRCULATION	19,588	26,769	46,357	100.0

