



BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2016

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.

PPAI

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About

Promotional Products Business serves the Suppliers and Distributors in the promotional products industry.

Field Served

PROMOTIONAL PRODUCTS BUSINESS serves the suppliers and distributors in the promotional products industry.

Definition of Recipient Qualification

Qualified recipients are suppliers, distributors and other titled/non-titled personnel. Also qualified are paid subscribers.

CHANNELS

**PROMOTIONAL PRODUCTS
BUSINESS-PPB Magazine**

6 issues in period
13,487 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PROMOTIONAL PRODUCTS BUSINESS-PPB (6 issues in period)	13,465	22	13,487

MAGAZINE CHANNEL Official Publication Of: Promotional Products Association International /Established: 1976/Issues Per Year:12

AVERAGE NON-QUALIFIED CIRCULATION**NON-QUALIFIED**

	Copies
Not Included Elsewhere	-
Other Paid Circulation	51
Advertiser and Agency	-
Allocated for Trade Shows If; and Conventions	1,466
All Other	1,518
TOTAL	1,518

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22	0.2	-	-	22	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	13,061	96.8	13,061	96.8	-	-
Multi-Copy Same Addressee	404	3.0	404	3.0	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,487	100.0	13,465	99.8	22	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
Jan 2016	13,557	20	13,577
Feb 2016	13,369	20	13,389
Mar 2016	13,306	20	13,326
Apr 2016	13,276	22	13,298
May 2016	13,519	24	13,543
Jun 2016	13,764	28	13,792

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016 2016

This issue is 0.5% or 67 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
	D	L
PROMOTIONAL PRODUCTS BUSINESS serves the suppliers and distributors in the promotional products industry.	13,137	97.0
Multi-Copy Same Address Copies	406	3.0
TOTAL QUALIFIED CIRCULATION	13,543	100.0
PERCENT	100.0	-

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. Direct request:	430	-	-	430	3.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership benefit:	13,113	-	-	13,113	96.8
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,543	-	-	13,543	100.0
PERCENT	100.0	-	-	100.0	-

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016
Total Audit Average Qualified:	12,420	12,507	12,322	12,271	12,355	13,487
Qualified Non-Paid:	12,323	12,441	12,312	12,225	12,317	13,465
Qualified Paid:	97	66	10	46	38	22
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC = None Claimed.

GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016 2016

State	Total Qualified	Percent
Maine	46	
New Hampshire	59	
Vermont	21	
Massachusetts	234	
Rhode Island	52	
Connecticut	154	
NEW ENGLAND	566	4.2
New York	633	
New Jersey	446	
Pennsylvania	465	
MIDDLE ATLANTIC	1,544	11.4
Ohio	463	
Indiana	285	
Illinois	563	
Michigan	332	
Wisconsin	257	
EAST NO. CENTRAL	1,900	14.0
Minnesota	353	
Iowa	167	
Missouri	309	
North Dakota	39	
South Dakota	38	
Nebraska	88	
Kansas	188	
WEST NO. CENTRAL	1,182	8.7
Delaware	50	
Maryland	233	
Washington, DC	11	
Virginia	256	
West Virginia	26	
North Carolina	303	
South Carolina	133	
Georgia	406	
Florida	816	
SOUTH ATLANTIC	2,234	16.5
Kentucky	135	
Tennessee	275	
Alabama	112	
Mississippi	47	
EAST SO. CENTRAL	569	4.2
Arkansas	91	
Louisiana	197	
Oklahoma	162	
Texas	1,529	
WEST SO. CENTRAL	1,979	14.6
Montana	44	
Idaho	61	
Wyoming	21	
Colorado	297	
New Mexico	63	
Arizona	338	
Utah	151	
Nevada	137	
MOUNTAIN	1,112	8.2
Alaska	30	
Washington	254	
Oregon	199	
California	1,875	
Hawaii	43	
PACIFIC	2,401	17.7
UNITED STATES	13,487	99.6
U.S. Territories	52	
Canada	4	

Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL	13,543	100.0

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

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

Date signed

July 28, 2016

Ellen Tucker, Business Development Manager

State

Texas

Sandy Mendoza, Report Analyst

County

Dallas

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

Received by BPA Worldwide

July 28, 2016

IMPORTANT NOTE:

Type

PD

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

ID Number

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About BPA Worldwide:

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