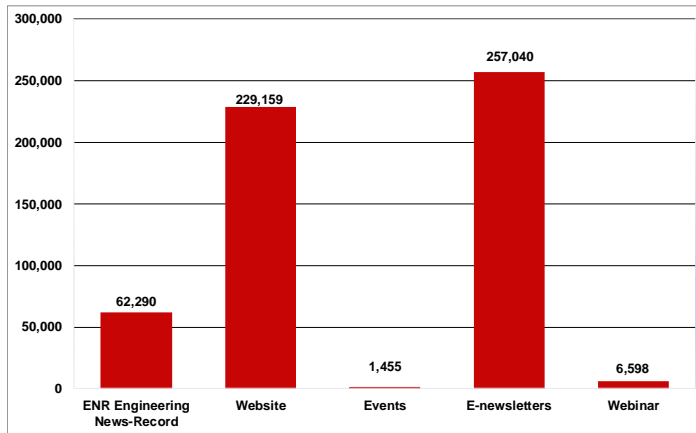


**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2017

TOTAL GROSS CONTACTS: 556,542*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
ENR Engineering News-Record: (See pages 2 - 7)	Qualified Paid & Nonpaid: 62,290	6 months ended June 30, 2017 <i>Subject to Audit</i>
Website[^] (See page 7) www.enr.com	Average Page Impressions: 737,067 Average Visits: 334,899 Average Unique Browsers: 229,159	6 months ended June 30, 2017
Events (See page 8)	Total Registrants: 1,455	6 months ended June 30, 2017
E-newsletters^{^^} (See page 9)	Average Net Distribution Per Issue: 257,040	6 months ended June 30, 2017
Social Media (See page 9)	Twitter Followers: 44,490	As of June 30, 2017
App Downloads^{^^} (See page 10)	ENR: Digital Edition: IOS Version: 5,410 ENR: Digital Edition: Android Version: 461	From Launch through June 30, 2017
Webinar (See page 10)	Total Attendees: 6,598	6 months ended June 30, 2017

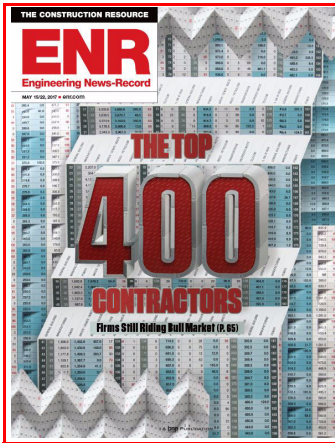
*Total Gross Contacts include Qualified Paid and Nonpaid Circulation, Unique Browsers, Events Total Registrants, E-newsletters Average Net Distribution Per Issue and Webinar Attendees. Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.

[^]SOURCE: Site Certifier ^{^^}SOURCE: AAM Digital Audit



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CHANNEL PROFILES



Field Served: Construction, Contracting, Engineering, Architecture, Government, Facility Management/Development, Manufacturing, Distribution, Training/Education, Association/Libraries in all its phases. See Par. 3A.

Published by: BNP Media II, LLC
Frequency: 36 times per year, including 16 double-issues.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 62,290

1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory	29,875	
Digital Only, See Explanatory	4,223	
Print & Digital (Unduplicated), See Explanatory	3,732	
Total Individual	37,830	
Sponsored Individually Addressed - Print Only, See Explanatory	6,291	
Sponsored Individually Addressed - Digital Only, See Explanatory	314	
Sponsored Individually Addressed - Print & Digital (Unduplicated), See Explanatory	25	
Total Sponsored Individually Addressed	6,630	
Multi-Copy Same Addressee - Print Only, See Explanatory	210	
Multi-Copy Same Addressee - Print & Digital (Unduplicated), See Explanatory	11	
Total Multi-Copy Same Addressee	221	
Single Copy Sales, See Explanatory	20	
Total Average Qualified Paid Circulation		44,701

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Individual	17,589	
Total Average Qualified Nonpaid Circulation		17,589

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	342	
Miscellaneous, Including Staff Copies - Print Only	3,149	
Miscellaneous, Including Staff Copies - Digital Only	1,458	
Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	1,250	
Total Miscellaneous, Including Staff Copies, See Explanatory	5,857	
Total Average Nonqualified Circulation		6,199

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

Edition & Number of Issues	Average Qualified Paid Circulation	Average Qualified Nonpaid Circulation	Total Qualified Paid and Nonpaid Circulation
California (3)	6,631	1,421	8,052
Mid-Atlantic (3)	5,037	2,394	7,431
Midwest (3)	7,684	2,856	10,540
Mountain (3)	2,083	3,798	5,881
New York (3)	4,136	3,331	7,467
Southeast (3)	5,479	3,325	8,804
Southwest (3)	1,203	4,774	5,977
Texas/Louisiana (3)	3,373	4,398	7,771

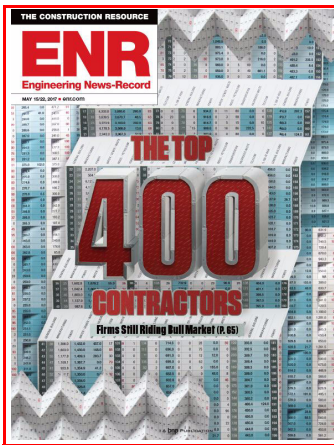
**CONSOLIDATED
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CHANNEL PROFILES

ENR
Engineering
News-Record

2

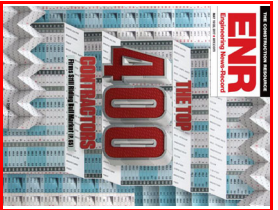
QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES



2017 Issue		Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid
Jan	09/16	62,318	37,267	4,172	3,069	44,508	17,810
Jan	23	62,249	37,218	4,221	3,119	44,558	17,691
Jan	30	62,254	37,250	4,268	3,162	44,680	17,574
Feb	06	62,379	36,382	4,343	3,288	44,013	18,366
Feb	13	62,328	36,392	4,381	3,386	44,159	18,169
Feb	20/27	62,379	36,544	4,435	3,481	44,460	17,919
Mar	06	62,263	36,403	4,380	3,638	44,421	17,842
Mar	13	62,346	36,440	4,449	3,713	44,602	17,744
Mar	20/27	62,357	36,516	4,547	3,758	44,821	17,536
Apr	03	62,192	36,286	4,564	3,793	44,643	17,549
Apr	10	62,143	36,261	4,613	3,867	44,741	17,402
Apr	17/24	62,235	36,327	4,705	3,950	44,982	17,253
May	01	62,260	36,156	4,623	4,044	44,823	17,437
May	08	62,228	36,175	4,683	4,166	45,024	17,204
May	15/22	62,341	36,319	4,770	4,261	45,350	16,991
May	29/Jun 05	62,279	36,382	4,837	4,297	45,516	16,763
Jun	12	62,330	35,395	4,818	4,391	44,604	17,726
Jun	19	62,342	35,414	4,860	4,443	44,717	17,625



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CHANNEL PROFILES

ENR
Engineering
News-Record

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 15/22, 2017 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 1.5% GREATER THAN THE PERIOD AVERAGE
 • QUALIFIED NONPAID CIRCULATION WAS 3.4% LESS THAN THE PERIOD AVERAGE

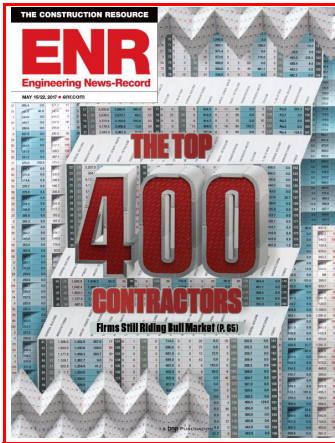
3A

BUSINESS/OCCUPATIONAL ANALYSIS

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid	Classification by Job Function					
								Corporate/ Executive/ Management/ General Management	Engineering	Architecture/ Design	Instructor/ Student	Other Functions and Functions Not Available	
Building Construction	9,361	15.0	4,087	756	871	5,714	3,647	7,894	214	52	45	1,156	
Highway/Heavy Construction	13,388	21.5	4,585	308	415	5,308	8,080	12,096	208	23	4	1,057	
Both Highway/Heavy and Building Construction	1,439	2.3	867	53	74	994	445	1,135	79	3	2	220	
Sub-Total Construction	24,188	38.8	9,539	1,117	1,360	12,016	12,172	21,125	501	78	51	2,433	
Other Contracting Firm	5,487	8.8	3,987	350	357	4,694	793	4,239	124	23	5	1,096	
Engineering Firm/Architecture Firm	14,044	22.5	9,505	1,062	856	11,423	2,621	9,127	1,846	797	11	2,263	
Government: Federal	604	1.0	439	52	59	550	54	238	113	12	2	239	
Government: State	873	1.4	496	63	62	621	252	504	176	14	4	175	
Government: Municipal	2,066	3.3	1,212	286	157	1,655	411	1,217	433	22	1	394	
Government: International	28	0.0	13	9	4	26	2	17	3	1	1	6	
Sub-Total Government	3,571	5.7	2,160	410	282	2,852	719	1,976	725	49	7	814	
Facility Management/Development	4,877	7.8	3,668	425	418	4,511	366	3,277	142	36	3	1,419	
Manufacturer	1,461	2.3	942	230	204	1,376	85	1,086	76	9	1	289	
Distributor	589	1.0	441	59	55	555	34	422	23	17	2	148	
Training/Education	940	1.5	679	113	87	879	61	356	23	13	2	413	
Association/Libraries	612	1.0	493	41	64	598	14	389	16	1	2	204	
Others Allied to the Field	1,883	3.1	832	540	385	1,757	126	1,162	95	14	28	584	
Sub-Total Qualified	57,652	92.5	32,246	4,347	4,068	40,661	16,991	43,159	3,565	1,020	245	9,663	
Other Paid Circulation								1,808	162	16	20	2,668	
Subscriptions	4,674	7.5	4,058	423	193	4,674							
Single Copy Sales	15	0.0	15			15							
Total Qualified Circulation	62,341	100.0	36,319	4,770	4,261	45,350	16,991	44,967	3,727	1,036	265	12,331	

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CHANNEL PROFILES



3B AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	5,530	2,153	1,547	9,230	54.3
Written	1,260	301	34	1,595	9.4
Telecommunication	3,114	1,577	1,113	5,804	34.1
Internet and E-mail	1,156	275	400	1,831	10.8
Total Direct request from recipient's company:					
Written					
Telecommunication					
Internet and E-mail					
Total Communication other than request:					
Written					
Telecommunication					
Internet and E-mail					
Association					
Business Directories					
Lists, See Explanatory	7,761			7,761	45.7
Acquired Circulation					
Other Sources					
Total Qualified Nonpaid Circulation	13,291	2,153	1,547	16,991	100.0
Percent	78.2	12.7	9.1	100.0	
Paid Subscription Circulation				45,335	
Single Copy Sales				15	
Total Qualified Circulation				62,341	

The figures used in Par. 3B are based on percentages established for the November 21, 2016 issue and projected against the totals for the May 15/22, 2017 issue.

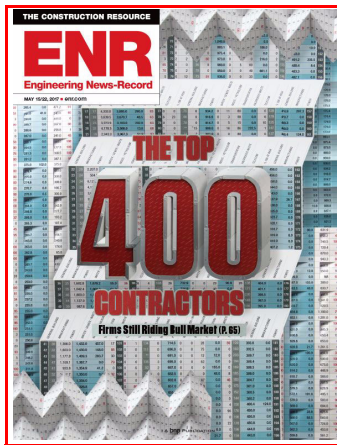
3C MAILING ADDRESS ANALYSIS

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Total Qualified Nonpaid
Individual by name and title and/or occupation .	57,776	92.7	32,364	4,415	4,022	40,801	16,975
Individual by name only	3,677	5.9	3,225	317	135	3,677	
Title or occupation only	249	0.4	182	22	40	244	5
Company name only	437	0.7	357	16	53	426	11
Multi-Copy Same Addressee	187	0.3	176		11	187	
Total Qualified Paid Subscription & Nonpaid Circulation	62,326	100.0	36,304	4,770	4,261	45,335	16,991
Single Copy Sales	15						
Total Qualified Circulation	62,341						

The figures used in Par. 3C are based on percentages established for the November 21, 2016 issue and projected against the totals for the May 15/22, 2017 issue.

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4 GEOGRAPHIC ANALYSIS

State	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid	Total Circulation
Alabama	338	44	50	432	17	449
Arizona	652	63	83	798	942	1,740
Arkansas	168	7	12	187	14	201
California	5,905	689	577	7,171	399	7,570
Colorado	1,040	173	171	1,384	629	2,013
Connecticut	610	52	63	725	1,004	1,729
Delaware	76	6	8	90	1	91
District of Columbia	198	34	50	282	2	284
Florida	2,156	475	194	2,825	290	3,115
Georgia	799	116	121	1,036	139	1,175
Idaho	159	19	19	197	149	346
Illinois	1,474	197	229	1,900	522	2,422
Indiana	528	52	60	640	241	881
Iowa	290	22	32	344	96	440
Kansas	332	41	49	422	60	482
Kentucky	287	19	13	319	264	583
Louisiana	416	28	40	484	244	728
Maine	144	15	14	173	357	530
Maryland	912	93	115	1,120	23	1,143
Massachusetts	1,181	151	178	1,510	1,217	2,727
Michigan	653	79	61	793	211	1,004
Minnesota	657	64	75	796	157	953
Mississippi	142	10	10	162	11	173
Missouri	663	77	66	806	178	984
Montana	132	13	14	159	121	280
Nebraska	248	22	23	293	48	341
Nevada	308	35	24	367	402	769
New Hampshire	235	18	17	270	332	602
New Jersey	1,295	123	129	1,547	958	2,505
New Mexico	153	11	15	179	428	607
New York	2,463	265	277	3,005	2,228	5,233
North Carolina	734	93	98	925	105	1,030
North Dakota	97	7	6	110	7	117
Ohio	1,215	81	108	1,404	754	2,158
Oklahoma	208	19	15	242	12	254
Oregon	455	58	54	567	997	1,564
Pennsylvania	1,662	172	180	2,014	60	2,074
Rhode Island	144	13	9	166	192	358
South Carolina	427	35	38	500	53	553
South Dakota	81	7	5	93	4	97
Tennessee	454	41	55	550	30	580
Texas	2,100	356	324	2,780	1,224	4,004
Utah	296	27	25	348	315	663
Vermont	84	6	4	94	196	290
Virginia	1,137	151	160	1,448	25	1,473
Washington	889	116	127	1,132	994	2,126
West Virginia	113	4	7	124	7	131
Wisconsin	535	58	59	652	261	913
Wyoming	74	7	5	86	56	142
TOTAL 48 CONTERMINOUS STATES	35,319	4,264	4,068	43,651	16,976	60,627
Alaska	136	10	6	152	10	162
Hawaii	163	18	13	194	3	197
TOTAL ALASKA & HAWAII	299	28	19	346	13	359
Single Copy Sales	15			15		15
U.S. Unclassified						
TOTAL UNITED STATES	35,633	4,292	4,087	44,012	16,989	61,001
Poss. & Other Areas	96	7	6	109	2	111
U.S. & POSS., etc.	35,729	4,299	4,093	44,121	16,991	61,112
Canada	298	97	53	448		448
International	285	373	114	772		772
Military or Civilian Personnel Overseas	7	1	1	9		9
Other International						
TOTAL INTERNATIONAL	590	471	168	1,229		1,229
E-Mail Address Only						
Other Unclassified						
GRAND TOTAL	36,319	4,770	4,261	45,350	16,991	62,341

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CHANNEL PROFILES

ENR
Engineering
News-Record

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2017



5

PRICE DATA

Basic Prices: Subscriptions: U.S., 1 yr. \$87.00; 2 yrs. \$130.00; 3 yrs. \$174.00.
Canada, 1 yr. \$129.00; 2 yrs. \$193.00; 3 yrs. \$258.00. International,
1 yr. \$199.00; 2 yrs. \$298.00; 3 yrs. \$398.00
Single Copy: \$9.95

6

TERM DATA Reporting not required

7

SALES CHANNELS Reporting not required

8

PREMIUM USAGE Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9

**POST EXPIRATION COPIES
INCLUDED IN PAID CIRCULATION**

Reporting not required

10

**RENEWAL ANALYSIS OF
PAID CIRCULATION**

Reporting not required

WEBSITE

GET EVERYTHING
THAT ENR HAS TO OFFER






ENR.com

6 MONTHS ENDED JUNE 30, 2017	Page Impressions	Visits	Unique Browsers	Avg. Time Per Session	Avg. Time Per Browser
January	755,090	344,878	234,834	2 minutes 8 seconds	3 minutes 10 seconds
February	701,029	322,179	222,850	2 minutes 6 seconds	3 minutes 4 seconds
March	743,894	339,679	227,974	2 minutes 9 seconds	3 minutes 14 seconds
April	666,110	300,075	203,854	2 minutes 10 seconds	3 minutes 15 seconds
May	848,948	378,612	264,870	2 minutes 7 seconds	3 minutes 5 seconds
June	707,330	323,968	220,573	2 minutes 3 seconds	3 minutes 6 seconds

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EVENTS

ENR held 3 events during this reporting period. Registration was measured for these events. (See Explanatory)

EVENTS	Registrants	
 <p>ENR AWARD of EXCELLENCE APRIL 13-14, 2017 New Location in 2017 NEW YORK HILTON • MIDTOWN • NEW YORK, NY</p>	<p>ENR invited attendees to be part of this very special construction industry event. Attendees had the opportunity to network with more than 1,000 construction leaders and make critical connections, while joining ENR in celebrating the Top 25 Newsmakers for their achievements in 2016 and be inspired by the Award of Excellence Winner.</p> <p>April 13-14, 2017 New York, NY</p>	<p>624</p>
 <p>GWIC GROUNDBREAKING WOMEN IN CONSTRUCTION</p>	<p>Ground Breaking Women in Construction (GWIC) took San Francisco by storm this year as the event SOLD OUT this year with more than 350 attendees! Women learned about key industry trends and needed skills, made new connections, and inspired one another to pursue career growth with renewed zest and passion.</p> <p>May 2-3, 2017 San Francisco, CA</p>	<p>382</p>
 <p>FutureTech Where Construction Technology Innovators Meet MAY 30-JUNE 1, 2017 GRAND HYATT SAN FRANCISCO CALIFORNIA</p>	<p>ENR FutureTech was a three-day conference that brought together business and IT leaders in architecture, engineering and construction to examine the business and design issues driving technology.</p> <p>May 30 - June 1, 2017 San Francisco, CA</p>	<p>449</p>
<p>Total Event Registrants</p>		<p>1,455</p>

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CHANNEL PROFILES

E-NEWSLETTERS



E-NEWSLETTER	Period Reported	Average Net Distribution Per Issue
ENR INSIDER GLOBAL EDITION	6 months ended June 2017 (25 issues)	27,716
ENR DAILY NEWS ALERT	6 months ended June 2017 (130 issues)	26,919
ENR CALIFORNIA INSIDER	6 months ended June 2017 (13 issues)	10,782
ENR MIDATLANTIC INSIDER	6 months ended June 2017 (13 issues)	13,869
ENR MIDWEST INSIDER	6 months ended June 2017 (13 issues)	9,482
ENR MOUNTAIN STATES INSIDER	6 months ended June 2017 (13 issues)	7,495
ENR NEW ENGLAND INSIDER	6 months ended June 2017 (6 issues)	8,636
ENR NEW YORK INSIDER	6 months ended June 2017 (13 issues)	6,984
ENR NORTHWEST INSIDER	6 months ended June 2017 (6 issues)	3,720
ENR SOUTHEAST INSIDER	6 months ended June 2017 (13 issues)	7,929
ENR SOUTHWEST INSIDER	6 months ended June 2017 (12 issues)	6,991
ENR TEXAS AND LOUISIANA INSIDER	6 months ended June 2017 (13 issues)	7,064
ENR ENERGY	6 months ended June 2017 (6 issues)	16,479
ENR EQUIPMENT	6 months ended June 2017 (13 issues)	25,672
ENR FUTURE TECH	6 months ended June 2017 (13 issues)	28,028
ENR RISK REVIEW	6 months ended June 2017 (13 issues)	21,738
ENR WORKFORCE TODAY	6 months ended June 2017 (6 issues)	27,536

Social Media As of June 30, 2017

See Explanatory

Twitter Followers

44,490



<https://twitter.com/ennews>

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CHANNEL PROFILES

App Downloads

ENR: Digital Edition: IOS Version

5,410

ENR: Digital Edition: Android Version

461

WEBINAR

ENR hosted webinars on the topics listed below. The webinars were presented live and then made available on-demand.
Webinar Registrants: Total registrants represents individuals that registered for the live webinar and may or may not have attended.
Webinar Attendees: Total attendees represents individuals that attended only the live webinar. (See Explanatory)



	Date	Registrants	Attendees
Mobile Field Management for Infrastructure Construction	1/25/2017	778	247
What the Trump Administration Will Mean for the Construction Industry	1/26/2017	1,752	700
Requiring BIM Deliverables: Why do The Ohio State University and Carolinas Healthcare System Do It?	2/8/2017	683	580
Blending Lean and CPM: Going to the Next Level	2/9/2017	588	216
Cool Cutting Edge Technology: What's Ahead	2/15/2017	739	490
Data Overload: Drowning in a Sea of Information	3/15/2017	878	286
The Visual Jobsite	3/23/2017	765	301
Anchoring Project Visions in Reality: Aerial Imagery Comes to Life	3/29/2017	476	157
The Future of Construction Software	4/5/2017	1,227	421
Fabric Structure: How to Specify Quality and Longevity	4/6/2017	517	227
Linking Generations to Build Jobsite Skillsets	4/19/2017	441	145
The Top 500 Design Firms Unveiled	4/27/2017	861	331
Trump and Construction: What's Ahead for the Next 100 Days?	5/4/2017	898	301
Are You Ready? Preparing for OSHA Silica Dust Regulations	5/9/2017	980	478
The Top 400 Contractors Unveiled	5/17/2017	934	260
How Leading Firms Leverage Technology to Attract Top Talent	5/18/2017	405	115
Rogue Drones - Ensuring Safe Drone Use on Every Job Site	5/23/2017	1,003	371
"Reality Matters": Using Reality Capture Technology in the Construction Industry	5/25/2017	851	140
Panel Discussion: Unlocking the Potential of Advanced Visualization	5/31/2017	447	165
Leveraging Project Management Software to Foster Innovation	6/6/2017	456	161
Marking It Up: Digital Collaboration Comes of Age in Civil Works	6/21/2017	727	210
Going to Pot	6/22/2017	702	296
Total		17,108	6,598

EXPLANATORY

Publication:

Audit Cycle: December Ending.

- (a) Print Only Individual subscriptions, averaging 29,875 paid copies per issue and 17,589 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of ENR.
- (b) Digital Only Individual subscriptions, averaging 4,223 paid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ENR is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (c) Print and Digital (Unduplicated) Individual subscriptions, averaging 3,732 paid copies per issue, represent copies served to individuals receiving both a print and digital version of ENR. The digital version of ENR is made available to subscribers through a password secure website wherein an e-mail is sent to recipients notifying them of the availability of each issue.
- (d) Sponsored Individually Addressed - Print Only subscriptions, averaging 6,291 copies per issue, represent subscriptions sold in quantities of 2 to 1,116 to business concerns at rates of \$0.15 to \$71.54. Copies were mailed by the publisher to names and addresses furnished by purchaser.
- (e) Sponsored Individually Addressed - Digital Only subscriptions, averaging 314 copies per issue, represent subscriptions sold in quantities of 2 or more to business concerns receiving the digital version only at rates of \$1.00 to \$10.00. The digital version of ENR is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (f) Sponsored Individually Addressed - Print & Digital (Unduplicated) subscriptions, averaging 25 copies per issue, represent subscriptions sold in quantities of 2 or more to business concerns receiving both the print and digital versions at a rate of \$88.00. The digital version of ENR is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue. Copies were mailed by the publisher to names and addresses furnished by purchaser.
- (g) Multi-Copy Same Addressee - Print Only subscriptions, averaging 210 copies per issue, represent subscriptions sold in quantities of 2 to 5 to business concerns at rates of \$17.41 to \$129.00. Copies were mailed in bulk to the purchasers for redistribution.
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**CONSOLIDATED
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EXPLANATORY (Continued)

Website:

AAM Digital Services Definitions:

Domains included in website traffic: www.enr.com.

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate Visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single unique browser for the period.

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server.

Unique Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of unique browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

Visit: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

Events:

Total Event Registrants represents individuals or groups that registered for the events. No attempt was made to confirm actual attendance for the events.

E-newsletters:

Net Distribution: The number of e-newsletters for a given mailing that reached the subscriber's email delivery server with a positive status code response received in return. Net distribution is calculated by subtracting undelivered messages from sent messages.

Social Media:

Twitter Followers:

Twitter is a real-time short messaging service that works over multiple networks and devices. Followers are registered users of Twitter who "follow" the "tweets" of another registered user. A tweet consists of a text message of 140 characters or less. The number of Twitter Followers represents the total followers of the tweets and may contain followers that subscribe to multiple feeds. A Twitter Follower may not equate to an individual person.

App Downloads:

Download:

Represents a successful download and installation of the application software as recorded by the Apple and Google Play Store Fronts.

Webinar:

Total Webinar attendees represents individuals that attended the live webinar. AAM used a combination of vendor reports and auditor attendance to validate attendance for each webinar. Webinar attendees were counted as one individual although there may have been multiple individuals viewing the webinar under one sign-in. Attendees are included in the registrant totals.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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