

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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P.O.B. - POINT OF BEGINNING is a B2B brand intended for the surveying and mapping community. The editorial scope of the brand focuses on helping our industry succeed through our coverage of new applications and evolving technologies, practical solutions to surveying and mapping problems, and business, legal and educational issues.

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

P.O.B. - POINT OF BEGINNING MAGAZINE



6 issues in the period
35,005 average circulation

P.O.B. - POINT OF BEGINNING E-NEWSLETTERS



38 total issued in the period
22,537 average per occurrence
7,728 average per occurrence

P.O.B. - POINT OF BEGINNING WEBSITE



27,561 average users

P.O.B. - POINT OF BEGINNING SOCIAL MEDIA



7,744 LinkedIn group members
3,571 Twitter followers
2,721 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
P.O.B. - POINT OF BEGINNING MAGAZINE (6 issues in the period)	34,999	6	35,005
a. Print	28,639	6	28,645
b. Digital	6,360	-	6,360
1. Requested	6,359	-	6,359
2. Non-Requested	1	-	1
P.O.B. - POINT OF BEGINNING E-NEWSLETTERS			
a. P.O.B. - Point of Beginning E-News (26 issued in the period)	22,537	-	22,537
b. GeoDataPoint: P.O.B. - POINT OF BEGINNING Supplement E-Newsletter (12 issued in the period)	7,728	-	7,728
P.O.B. - POINT OF BEGINNING WEBSITE			
a. P.O.B. - POINT OF BEGINNING WEBSITE (Monthly Users with 55,192 average Pageviews)	27,561	-	27,561
P.O.B. - POINT OF BEGINNING SOCIAL MEDIA			
a. LinkedIn group members	*7,744	-	*7,744
b. Twitter followers	*3,571	-	*3,571
c. Facebook likes	*2,721	-	*2,721

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

P.O.B. - POINT OF BEGINNING serves private corporations and companies and government in the areas of surveying, civil engineering (including architectural), imaging (including photogrammetry/LiDAR/RS), GIS/mapping, government, construction, training/education, consulting, utilities and other allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate/executive management (including owners, partners, presidents, vice president and C-level officers), general management, engineering, surveying/geomatics, consulting and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		26
Advertiser and Agency		291
Allocated for Trade Shows and Conventions		-
All Other		1,730
TOTAL		2,047

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	35,005	100.0	34,999	100.0	6	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,005	100.0	34,999	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	29,150	5,855	35,005
February	29,176	5,829	35,005
March	28,194	6,811	35,005
April	28,366	6,639	35,005
May	28,491	6,514	35,005
June	28,495	6,510	35,005

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	2017		CLASSIFICATION BY JOB FUNCTION							
			Print	Digital	Privately Owned/ Publicly Traded Organization	Government Organization	Corporate/ Executive (Note 1)	General Management	Engineering	Surveying/ Geomatics	Consulting	Other Functions and Functions Not Available
Surveying	16,055	45.9	13,391	2,664	14,364	1,346	6,966	1,526	280	7,012	228	43
Civil Engineering (Note 2)	2,898	8.3	2,308	590	2,382	464	1,006	289	1,171	354	65	13
Both Surveying and Civil Engineering	9,259	26.5	7,725	1,534	7,915	1,117	3,072	1,270	1,341	3,329	211	36
Imaging (Photogrammetry/LiDAR/RS)	468	1.3	332	136	394	44	189	108	40	96	26	9
GIS/Mapping	1,041	3.0	708	333	556	431	233	163	89	417	99	40
Government	1,442	4.1	1,080	362	-	1,422	82	219	411	702	28	-
Construction	1,673	4.8	1,384	289	1,523	91	761	368	188	276	56	24
Training/Education	311	0.9	215	96	128	158	57	38	31	82	37	66
Consulting	1,102	3.1	820	282	983	36	460	77	226	73	258	8
Utilities	387	1.1	281	106	217	151	54	74	95	142	9	13
Others Allied to the Field	369	1.0	247	122	352	3	143	58	33	49	37	49
TOTAL QUALIFIED CIRCULATION	35,005	100.0	28,491	6,514	28,814	5,263	13,023	4,190	3,905	12,532	1,054	301
PERCENT	100.0		81.4	18.6			37.2	12.0	11.2	35.8	3.0	0.8

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.

Note 2: Civil Engineering includes architectural.

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

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	24,504	7,000	3,501	28,491	6,514	35,005	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,504	7,000	3,501	28,491	6,514	35,005	100.0
PERCENT	70.0	20.0	10.0	81.4	18.6	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	229	35	264		Kentucky	458	77	535	
New Hampshire	233	35	268		Tennessee	657	115	772	
Vermont	119	21	140		Alabama	445	79	524	
Massachusetts	634	105	739		Mississippi	323	59	382	
Rhode Island	85	16	101		EAST SO. CENTRAL	1,883	330	2,213	6.3
Connecticut	373	54	427		Arkansas	259	57	316	
NEW ENGLAND	1,673	266	1,939	5.5	Louisiana	451	71	522	
New York	1,253	196	1,449		Oklahoma	355	51	406	
New Jersey	724	119	843		Texas	1,947	401	2,348	
Pennsylvania	1,146	225	1,371		WEST SO. CENTRAL	3,012	580	3,592	10.3
MIDDLE ATLANTIC	3,123	540	3,663	10.5	Montana	222	33	255	
Ohio	1,078	204	1,282		Idaho	263	52	315	
Indiana	607	110	717		Wyoming	180	36	216	
Illinois	836	176	1,012		Colorado	757	205	962	
Michigan	733	127	860		New Mexico	275	46	321	
Wisconsin	590	120	710		Arizona	517	132	649	
EAST NO. CENTRAL	3,844	737	4,581	13.1	Utah	287	71	358	
Minnesota	514	95	609		Nevada	237	56	293	
Iowa	332	65	397		MOUNTAIN	2,738	631	3,369	9.6
Missouri	544	127	671		Alaska	238	61	299	
North Dakota	132	23	155		Washington	796	188	984	
South Dakota	160	31	191		Oregon	518	109	627	
Nebraska	205	41	246		California	2,347	545	2,892	
Kansas	270	50	320		Hawaii	127	38	165	
WEST NO. CENTRAL	2,157	432	2,589	7.4	PACIFIC	4,026	941	4,967	14.2
Delaware	87	13	100		UNITED STATES	28,289	5,537	33,826	96.6
Maryland	517	92	609		U.S. Territories	158	52	210	
Washington, DC	26	11	37		Canada	9	171	180	
Virginia	848	166	1,014		Mexico	4	21	25	
West Virginia	272	45	317		Other International	30	733	763	
North Carolina	1,151	179	1,330		APO/FPO	1	-	1	
South Carolina	464	75	539						
Georgia	754	141	895						
Florida	1,714	358	2,072						
SOUTH ATLANTIC	5,833	1,080	6,913	19.7					
					TOTAL QUALIFIED CIRCULATION	28,491	6,514	35,005	100.0

*See Additional Data

2017

P.O.B. – POINT OF BEGINNING E-News

2017		P.O.B. – POINT OF BEGINNING E-News
JANUARY		
January 4		23,721
January 11		23,647
January 18		23,615
January 25		23,517
FEBRUARY		
February 1		23,485
February 8		23,457
February 15		23,448
February 22		23,411
MARCH		
March 1		23,365
March 8		23,340
March 15		23,339
March 22		23,314
March 29		23,300
APRIL		
April 5		23,267
April 12		23,208
April 19		23,169
April 26		23,128
MAY		
May 3		23,079
May 10		22,858
May 17		22,965
May 24		20,008
May 31		19,955
JUNE		
June 7		19,798
June 14		19,790
June 21		19,910
June 28		19,880
AVERAGE:		22,537

P.O.B. – POINT OF BEGINNING E-News (26 issued in the period).

2017

GeoDataPoint: P.O.B. – POINT OF BEGINNING Supplement E-Newsletter

2017		GeoDataPoint: P.O.B. – POINT OF BEGINNING Supplement E-Newsletter
JANUARY		
January 5		8,029
January 19		7,995
FEBRUARY		
February 2		7,949
February 16		7,957
MARCH		
March 2		7,947
March 16		7,918
APRIL		
April 6		7,913
April 20		7,883
MAY		
May 4		7,855
May 18		7,783
JUNE		
June 1		6,824
June 15		6,680
AVERAGE:		7,728

GeoDataPoint: P.O.B. – POINT OF BEGINNING Supplement E-Newsletter (12 issued in the period).

**GeoDataPoint: P.O.B. – POINT OF BEGINNING Supplement E-Newsletter
BUSINESS/OCCUPATIONAL BREAKOUT FOR ISSUE OF MAY 18, 2017**

CLASSIFICATION BY JOB FUNCTION

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB FUNCTION					Other Functions and Functions Not Available
			Corporate/ Executive Management (Note 1)	General Management	Engineering	Surveying/ Geomatics	Consulting	
Surveying	3,010	38.8	1,286	365	47	771	42	499
Civil Engineering (Note 2)	368	4.7	94	54	117	58	3	42
Both Surveying and Civil Engineering	1,596	20.5	454	321	150	506	21	144
Imaging (Photogrammetry/LiDAR/RS)	180	2.3	63	39	15	35	9	19
GIS/Mapping	428	5.5	67	64	24	170	23	80
Government	300	3.9	10	55	62	106	3	64
Construction	261	3.4	48	59	38	71	6	39
Training/Education	71	0.9	17	5	8	8	7	26
Consulting	242	3.1	91	29	28	10	59	25
Utilities	126	1.6	12	24	22	42	1	25
Others Allied to the Field	1,184	15.3	277	121	85	23	7	671
TOTAL QUALIFIED CIRCULATION	7,766	100.0	2,419	1,136	596	1,800	181	1,634

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.

Note 2: Civil Engineering includes architectural.

*May 18, 2017 Distribution count of 7,783 includes Advertising & Agency copies.

WEBSITE CHANNEL

WWW.POBONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	56,550	35,653	29,288	1:37
February	54,890	33,425	27,641	1:48
March	57,795	36,516	30,069	1:43
April	51,626	32,251	26,549	2:15
May	57,597	32,914	26,504	3:00
June	52,694	30,826	25,316	2:12
AVERAGE:	55,192	33,598	27,561	2:05

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

Average Session Duration: The 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

SOCIAL MEDIA CHANNEL

P. O. B. – POINT OF BEGINNING Social Media



LinkedIn group members



Twitter followers



Facebook likes

2017

<http://www.linkedin.com/groups/2051285/profile>

<http://twitter.com/POBmag>

<http://www.facebook.com/PointOfBeginning>

Beginning Balance:	7,560	3,285	2,480
January	7,585	3,333	2,527
February	7,633	3,389	2,566
March	7,663	3,439	2,621
April	7,683	3,496	2,679
May	7,707	3,535	2,702
June	7,744	3,571	2,721

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient 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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

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

IMPORTANT NOTE:

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

Date signed	July 3, 2017
State	Michigan
County	Oakland
Received by BPA Worldwide	July 3, 2017
Type	BJ
ID Number	P225B0J7

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.