

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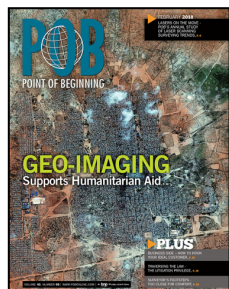
**P.O.B. - POINT OF BEGINNING** is a B2B brand intended for the surveying and mapping community. The editorial scope of the brand focuses on helping our industry succeed through our coverage of new applications and evolving technologies, practical solutions to surveying and mapping problems, and business,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



36 total issued in the period  
21,038 average per occurrence  
8,740 average per occurrence

### P.O.B. - POINT OF BEGINNING WEBSITE



24,472 average users

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



7,773 LinkedIn group members  
4,020 Twitter followers  
2,994 Facebook likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>P.O.B. - POINT OF BEGINNING MAGAZINE</b> (6 issues in the period)	34,997	8	35,005
a. Print	21,740	6	21,746
b. Digital	13,257	2	13,259
1. Requested	13,257	2	13,259
2. Non-Requested	-	-	-
<b>P.O.B. - POINT OF BEGINNING E-NEWSLETTERS</b>			
a. P.O.B. - Point of Beginning E-News (25 issued in the period)	21,038	-	21,038
b. GeoDataPoint ENews: P.O.B. - POINT OF BEGINNING Supplement E-Newsletter (11 issued in the period)	8,740	-	8,740
<b>P.O.B. - POINT OF BEGINNING WEBSITE</b>			
a. P.O.B. - POINT OF BEGINNING WEBSITE (Monthly Users with 45,815 average Pageviews)	24,472	-	24,472
<b>P.O.B. - POINT OF BEGINNING SOCIAL MEDIA</b>			
a. LinkedIn group members	*7,773	-	*7,773
b. Twitter followers	*4,020	-	*4,020
c. Facebook likes	*2,994	-	*2,994

\*Social Media claims are cumulative figures, not averages.

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## 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	19
Advertiser and Agency	358
Allocated for Trade Shows and Conventions	-
All Other	1,321
<b>TOTAL</b>	<b>1,698</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,005	100.0	34,997	100.0	8	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,005</b>	<b>100.0</b>	<b>34,997</b>	<b>100.0</b>	<b>8</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	21,362	13,643	35,005
February	21,180	13,825	35,005
March	21,376	13,629	35,005
April	21,528	13,477	35,005
May	22,462	12,543	35,005
June	22,571	12,434	35,005

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

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

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Organization Type		Classification by Job Function					
					Privately Owned/ Publicly Traded Organization	Government Organization	Corporate/ Executive (Note 1)	General Management	Engineering	Surveying/ Geomatics	Consulting	Other Functions and Functions Not Available
Surveying	15,898	45.4	9,576	6,322	14,273	1,348	6,076	1,429	321	7,809	218	45
Civil Engineering (Note 2)	2,643	7.6	1,683	960	2,221	390	891	300	1,008	364	68	12
Both Surveying and Civil Engineering	8,941	25.5	5,900	3,041	7,725	1,063	2,898	1,118	1,291	3,390	217	27
Imaging (Photogrammetry/LiDAR/RS)	430	1.2	252	178	363	53	168	106	34	82	30	10
GIS/Mapping	1,024	2.9	568	456	603	387	262	168	87	383	110	14
Government	1,314	3.8	900	414	49	1,259	110	260	346	569	23	6
Construction	1,963	5.6	1,629	334	1,841	106	1,029	577	181	135	39	2
Training/Education	385	1.1	253	132	176	192	129	50	52	112	34	8
Consulting	1,287	3.7	880	407	1,204	44	564	134	222	69	295	3
Utilities	777	2.2	625	152	509	255	224	189	157	194	13	-
Others Allied to the Field	343	1.0	196	147	289	19	80	107	38	20	38	60
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,005</b>	<b>100.0</b>	<b>22,462</b>	<b>12,543</b>	<b>29,253</b>	<b>5,116</b>	<b>12,431</b>	<b>4,438</b>	<b>3,737</b>	<b>13,127</b>	<b>1,085</b>	<b>187</b>
<b>PERCENT</b>	<b>100.0</b>		<b>64.2</b>	<b>35.8</b>			<b>35.5</b>	<b>12.7</b>	<b>10.7</b>	<b>37.5</b>	<b>3.1</b>	<b>0.5</b>

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 2018

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	24,504	7,001	3,500	22,462	12,543	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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,504</b>	<b>7,001</b>	<b>3,500</b>	<b>22,462</b>	<b>12,543</b>	<b>35,005</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>20.0</b>	<b>10.0</b>	<b>64.2</b>	<b>35.8</b>	<b>100.0</b>	

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018\*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	158	93	251		Kentucky	325	188	513	
New Hampshire	183	90	273		Tennessee	567	288	855	
Vermont	87	60	147		Alabama	357	175	532	
Massachusetts	471	251	722		Mississippi	250	125	375	
Rhode Island	61	35	96		<b>EAST SO. CENTRAL</b>	<b>1,499</b>	<b>776</b>	<b>2,275</b>	<b>6.5</b>
Connecticut	302	135	437		Arkansas	199	115	314	
<b>NEW ENGLAND</b>	<b>1,262</b>	<b>664</b>	<b>1,926</b>	<b>5.5</b>	Louisiana	398	182	580	
New York	996	445	1,441		Oklahoma	243	142	385	
New Jersey	589	275	864		Texas	1,537	770	2,307	
Pennsylvania	972	430	1,402		<b>WEST SO. CENTRAL</b>	<b>2,377</b>	<b>1,209</b>	<b>3,586</b>	<b>10.2</b>
<b>MIDDLE ATLANTIC</b>	<b>2,557</b>	<b>1,150</b>	<b>3,707</b>	<b>10.6</b>	Montana	176	77	253	
Ohio	837	403	1,240		Idaho	204	114	318	
Indiana	510	237	747		Wyoming	122	68	190	
Illinois	728	337	1,065		Colorado	597	350	947	
Michigan	619	259	878		New Mexico	206	96	302	
Wisconsin	459	253	712		Arizona	374	224	598	
<b>EAST NO. CENTRAL</b>	<b>3,153</b>	<b>1,489</b>	<b>4,642</b>	<b>13.3</b>	Utah	220	126	346	
Minnesota	393	193	586		Nevada	174	122	296	
Iowa	282	126	408		<b>MOUNTAIN</b>	<b>2,073</b>	<b>1,177</b>	<b>3,250</b>	<b>9.3</b>
Missouri	416	236	652		Alaska	152	117	269	
North Dakota	127	53	180		Washington	599	360	959	
South Dakota	93	54	147		Oregon	359	228	587	
Nebraska	154	85	239		California	1,834	1,004	2,838	
Kansas	201	105	306		Hawaii	92	67	159	
<b>WEST NO. CENTRAL</b>	<b>1,666</b>	<b>852</b>	<b>2,518</b>	<b>7.2</b>	<b>PACIFIC</b>	<b>3,036</b>	<b>1,776</b>	<b>4,812</b>	<b>13.8</b>
Delaware	69	35	104		<b>UNITED STATES</b>	<b>22,168</b>	<b>11,494</b>	<b>33,662</b>	<b>96.2</b>
Maryland	408	211	619		U.S. Territories	79	132	211	
Washington, DC	22	16	38		Canada	36	151	187	
Virginia	651	326	977		Mexico	5	28	33	
West Virginia	211	91	302		Other International	174	738	912	
North Carolina	872	454	1,326		APO/FPO	-	-	-	
South Carolina	342	183	525						
Georgia	591	333	924						
Florida	1,379	752	2,131						
<b>SOUTH ATLANTIC</b>	<b>4,545</b>	<b>2,401</b>	<b>6,946</b>	<b>19.8</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,462</b>	<b>12,543</b>	<b>35,005</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2018

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

2018		P.O.B. - POINT OF BEGINNING E-News
<b>JANUARY</b>		
January 12		20,598
January 17		20,584
January 24		20,524
January 31		20,557
<b>FEBRUARY</b>		
February 7		20,543
February 14		20,532
February 21		20,631
February 28		20,651
<b>MARCH</b>		
March 7		20,637
March 14		20,724
March 21		20,719
March 28		20,776
<b>APRIL</b>		
April 4		20,786
April 11		21,232
April 18		21,271
April 25		21,253
<b>MAY</b>		
May 2		21,235
May 9		21,557
May 16		21,678
May 23		21,632
May 30		21,651
<b>JUNE</b>		
June 6		21,558
June 13		21,370
June 20		21,612
June 27		21,628
		<b>AVERAGE:</b>
		<b>21,038</b>

P.O.B. - POINT OF BEGINNING E-News (25 issued in the period).

2018

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

2018		GeoDataPoint ENews: P.O.B. - POINT OF BEGINNING Supplement E-Newsletter
<b>JANUARY</b>		
January 25		8,420
<b>FEBRUARY</b>		
February 2		8,424
February 16		7,898
<b>MARCH</b>		
March 1		8,504
March 15		8,603
<b>APRIL</b>		
April 5		8,653
April 19		8,921
<b>MAY</b>		
May 3		8,869
May 17		9,260
<b>JUNE</b>		
June 7		9,238
June 21		9,347
		<b>AVERAGE:</b>
		<b>8,740</b>

GeoDataPoint ENews: P.O.B. - POINT OF BEGINNING Supplement E-Newsletter (11 issued in the period).

## GeoDataPoint ENewsletter: P.O.B. - POINT OF BEGINNING Supplement E-Newsletter BUSINESS/OCCUPATIONAL BREAKOUT FOR ISSUE OF MAY 17, 2018

Classification by Job Function

Business and Industry	Total Qualified*	Percent of Total	Corporate/Executive Management (Note 1)	General Management	Engineering	Surveying/Geomatics	Consulting	Other Functions and Functions Not Available
Surveying	1,795	19.5	751	237	26	444	25	312
Civil Engineering (Note 2)	240	2.8	61	41	73	34	3	28
Both Surveying and Civil Engineering	981	10.6	288	190	95	307	10	91
Imaging (Photogrammetry/LiDAR/RS)	130	1.4	44	25	13	28	6	14
GIS/Mapping	292	3.2	49	44	17	112	11	59
Government	186	2.0	3	25	38	76	1	43
Construction	158	1.7	25	37	29	43	5	19
Training/Education	38	0.4	6	3	3	6	4	16
Consulting	146	1.6	55	17	16	10	36	12
Utilities	73	0.8	2	17	13	23	1	17
Others Allied to the Field	5,189	56.0	184	73	66	12	5	4,849
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,228</b>	<b>100.0</b>	<b>1,468</b>	<b>709</b>	<b>389</b>	<b>1,095</b>	<b>107</b>	<b>5,460</b>

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

Note 2: Civil Engineering includes architectural.

\*May 17, 2018 Distribution count of 9,260 includes Advertising & Agency copies.

## WEBSITE CHANNEL

### WWW.POBONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	45,376	27,785	23,839	1:17
February	47,178	28,953	24,285	1:21
March	47,524	30,429	25,767	1:12
April	45,905	29,152	24,763	1:14
May	43,074	28,497	24,307	1:08
June	45,835	28,332	23,868	1:14
<b>AVERAGE:</b>	<b>45,815</b>	<b>28,858</b>	<b>24,472</b>	<b>1:14</b>

January – June 2018 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 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 Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## SOCIAL MEDIA CHANNEL

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

2018	 LinkedIn group members <a href="https://www.linkedin.com/groups/2051285/profile">https://www.linkedin.com/groups/2051285/profile</a>	 Twitter followers <a href="https://twitter.com/POBmag">https://twitter.com/POBmag</a>	 Facebook likes* <a href="https://www.facebook.com/PointOfBeginning">https://www.facebook.com/PointOfBeginning</a>
Beginning Balance:	7,822	3,819	2,870
January	7,812	3,861	2,905
February	7,804	3,899	2,932
March	7,793	3,945	2,960
April	7,786	3,970	2,698
May	7,780	4,000	2,698
June	7,773	4,020	2,994

\*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

## 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 2, 2018
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#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.