

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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Scan for Publisher's contact information

SNIPS is a B2B brand intended for those in the sheet metal, heating, air conditioning, ventilation, architectural sheet metal and metal roofing industries. The editorial scope of the brand provides new products, technology, field projects and business management tips.

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

SNIPS MAGAZINE

6 issues in the period
20,000 average circulation

SNIPS E-NEWSLETTER

26 issued in the period
12,521 average per occurrence

SNIPS WEBSITE

6,162 average users

SNIPS SOCIAL MEDIA

5,160 Twitter followers
825 Facebook likes
668 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SNIPS MAGAZINE (6 issues in the period)	19,970	30	20,000
a. Print	17,294	29	17,323
b. Digital	2,676	1	2,677
1. Requested	2,676	1	2,677
2. Non-Requested	-	-	-
SNIPS E-NEWSLETTER			
a. SNIPS E-Newsletter (26 issued in the period)	12,521	-	12,521
SNIPS WEBSITE (Monthly Users with 19,496 average Pageviews)	6,162	-	6,162
SNIPS SOCIAL MEDIA			
a. Twitter followers	*5,160	-	*5,160
b. Facebook likes	*825	-	*825
c. LinkedIn group members	*668	-	*668

*Social Media claims are cumulative figures, not averages.

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FIELD SERVED

SNIPS serves contracting firms (including sheet metal, HVACR, mechanical and other contracting firms), wholesalers, manufacturers, manufacturers reps and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients perform the following job functions in the field served: corporate/executive management (owner, partner, president, vice president, C-level officer), general management (general manager, branch manager, supervisor, foreman, other manager), sales & marketing, engineering, technician/mechanic/installer/journeyman and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency Allocated for Trade Shows and Conventions	420
	-
All Other	967
TOTAL	1,398

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,000	100.0	19,970	99.9	30	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	19,970	99.9	30	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	17,304	2,696	20,000
February	17,323	2,677	20,000
March	17,330	2,670	20,000
April	17,202	2,798	20,000
May	17,387	2,613	20,000
June	17,391	2,609	20,000

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	Print	Digital	CLASSIFICATION BY JOB FUNCTION					
					Corporate/ Executive Management (Owner, Partner, President, Vice President, C-level Officer)	General Management (General Manager, Branch Manager, Supervisor, Foreman, Other Manager)	Sales & Marketing	Engineering	Technician/ Mechanic/ Installer/ Journeyman	Other Functions and Functions not Available
Contracting Firm (Note 1)	17,200	86.0	15,178	2,022	11,677	3,324	542	509	1,148	-
Wholesaler	1,700	8.5	1,417	283	533	579	524	36	28	-
Manufacturer	850	4.3	603	247	328	146	264	73	39	-
Manufacturers Rep	250	1.2	189	61	137	23	85	3	2	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	17,387	2,613	12,675	4,072	1,415	621	1,217	-
PERCENT	100.0		86.9	13.1	63.4	20.3	7.1	3.1	6.1	-

Note 1: Contracting Firm includes sheet metal, HVACR, mechanical and other contracting firms.

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	11,100	6,000	-	14,487	2,613	17,100	85.5
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:	2,900	-	-	2,900	-	2,900	14.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,000	6,000	-	17,387	2,613	20,000	100.0
PERCENT	70.0	30.0	-	86.9	13.1	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	74	14	88		Kentucky	215	18	233	
New Hampshire	86	12	98		Tennessee	322	38	360	
Vermont	38	5	43		Alabama	186	34	220	
Massachusetts	421	55	476		Mississippi	110	19	129	
Rhode Island	78	18	96		EAST SO. CENTRAL	833	109	942	4.7
Connecticut	281	29	310		Arkansas	185	26	211	
NEW ENGLAND	978	133	1,111	5.6	Louisiana	223	26	249	
New York	986	133	1,119		Oklahoma	234	31	265	
New Jersey	572	83	655		Texas	1,173	164	1,337	
Pennsylvania	830	107	937		WEST SO. CENTRAL	1,815	247	2,062	10.3
MIDDLE ATLANTIC	2,388	323	2,711	13.6	Montana	87	9	96	
Ohio	833	99	932		Idaho	83	9	92	
Indiana	411	58	469		Wyoming	35	2	37	
Illinois	1,007	132	1,139		Colorado	376	37	413	
Michigan	629	85	714		New Mexico	115	13	128	
Wisconsin	527	62	589		Arizona	302	29	331	
EAST NO. CENTRAL	3,407	436	3,843	19.2	Utah	135	13	148	
Minnesota	392	55	447		Nevada	117	15	132	
Iowa	275	47	322		MOUNTAIN	1,250	127	1,377	6.9
Missouri	431	50	481		Alaska	38	7	45	
North Dakota	83	6	89		Washington	282	31	313	
South Dakota	75	11	86		Oregon	133	24	157	
Nebraska	176	27	203		California	1,379	157	1,536	
Kansas	230	30	260		Hawaii	45	7	52	
WEST NO. CENTRAL	1,662	226	1,888	9.4	PACIFIC	1,877	226	2,103	10.5
Delaware	72	5	77		UNITED STATES	17,338	2,249	19,587	97.9
Maryland	342	50	392		U.S. Territories	26	9	35	
Washington, DC	12	2	14		Canada	12	169	181	
Virginia	425	62	487		Mexico	2	10	12	
West Virginia	85	9	94		Other International	8	176	184	
North Carolina	503	68	571		APO/FPO	1	-	1	
South Carolina	226	20	246						
Georgia	476	73	549						
Florida	987	133	1,120						
SOUTH ATLANTIC	3,128	422	3,550	17.7					
					TOTAL QUALIFIED CIRCULATION	17,387	2,613	20,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	SNIPS E-Newsletter
JANUARY	
January 5	12,897
January 12	12,862
January 19	12,860
January 26	12,823
FEBRUARY	
February 2	12,959
February 9	12,981
February 16	12,969
February 23	12,971
MARCH	
March 2	12,953
March 9	12,942
March 16	12,904
March 23	12,902
March 30	12,883
APRIL	
April 6	12,863
April 13	12,806
April 20	12,801
April 27	12,775
MAY	
May 4	12,740
May 11	12,350
May 18	12,330
May 25	12,250
JUNE	
June 1	12,155
June 8	12,006
June 15	12,008
June 22	10,294
June 29	10,259
AVERAGE:	12,521

SNIPS E-Newsletter (26 issued in the period)

WEBSITE CHANNEL

WWW.SNIPSMAG.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	20,147	7,552	6,056	1:48
February	15,177	6,522	5,465	1:36
March	19,357	7,983	6,489	1:39
April	20,453	9,261	7,699	3:29
May	22,579	6,350	5,117	9:27
June	19,260	7,717	6,143	4:51
AVERAGE:	19,496	7,564	6,162	3:48

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 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

SNIPS Social Media



Twitter followers

<http://twitter.com/SNIPSMag>



Facebook likes

<http://facebook.com/SNIPSMag>



LinkedIn group members

<http://linkedin.com/groups/4395449/profile>

2017

	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance:	4,932	773	651
January	4,992	787	655
February	5,029	793	658
March	5,076	805	664
April	5,105	807	662
May	5,138	814	667
June	5,160	825	668

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.

MAGAZINE:

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 705 copies or 3.5% to 2,195 copies or 11.0%, including Dun & Bradstreet and Infogroup.

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.

Anna C. Silvestri, 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

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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 for the latest audit reports, membership information and publishing and advertising industry news.