

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.

Trade Show Executive
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From its monthly flagship magazine to its quarterly directories, e-news, web site and semi-annual events, **TRADE SHOW EXECUTIVE** is the authoritative voice and inspirational muse for senior executives who organize trade shows and events. TSE's editorial scope is wide-ranging, providing show organizers with short and long-term forecasts, monthly trade show performance stats and analysis, features and directories on trendsetters and record-breakers, the hottest new products and services, an annual compensation trends report, and more. Every issue from 2008 onward is available to subscribers globally via the online digital version and is searchable by numerous parameters. Founded in 2000, TSE grew steadily to become one of the leading publications serving the \$24 billion exposition industry.

FIELD SERVED

TRADE SHOW EXECUTIVE magazine serves for-profit show owners/producers; corporate/event management; business or trade associations/societies; scientific, military, educational, religious, and fraternal organizations; and other allied fields that organize trade or business shows.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include executive management, show management, convention management, exhibition staff and other titled and non-titled personnel.

CHANNELS

TRADE SHOW EXECUTIVE MAGAZINE



6 Issues in the period
5,311 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
TRADE SHOW EXECUTIVE MAGAZINE (6 issues in the period)	5,311	-	5,311

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	378
Allocated for Trade Shows and Conventions	-
All Other	208
TOTAL	586

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,311	100.0	5,311	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,311	100.0	5,311	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
January	5,065
February	5,116
March	5,138
April	5,487
May	5,520
June	5,538

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

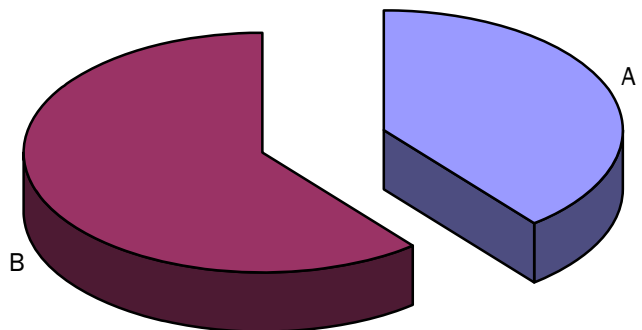
This issue is 4.8% or 251 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE MANAGEMENT*	SHOW MANAGEMENT	CONVENTION MANAGEMENT	EXHIBITION STAFF**	OTHERS ALLIED TO THE FIELD
For-Profit Show Owners/Producers, Corporate/Event Management	2,490	45.1	1,009	1,123	106	203	49
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and others allied to the field	3,030	54.9	1,302	795	425	325	183
TOTAL QUALIFIED CIRCULATION	5,520	100.0	2,311	1,918	531	528	232
PERCENT	100.0		41.9	34.7	9.6	9.6	4.2

* Qualified subscribers include organizers of each of the largest 100 trade shows in the U.S. (The 100 largest shows are ranked each year in TSE's Gold 100 directory.)
** Sales, operations, etc.

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A For-Profit Show Owners/ Producers, Corporate/ Event Management	2,490	45.1
B Business or Trade Association/ Society, Scientific, Military, Educational, Religious, and Fraternal organizations, and other allied to the fields	3,030	54.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	3,417	1,190	534	5,141	93.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	246	133	-	379	6.9
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	246	133	-	379	6.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,663	1,323	534	5,520	100.0
PERCENT	66.3	24.0	9.7	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2012	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015*
Total Audit Average Qualified:	5,000	5,000	4,983	5,006	5,094	5,311
Qualified Non-Paid:	5,000	5,000	4,983	5,004	5,094	5,311
Qualified Paid:	-	-	-	2	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	32		Kentucky	39	
New Hampshire	15		Tennessee	52	
Vermont	3		Alabama	37	
Massachusetts	145		Mississippi	24	
Rhode Island	14		EAST SO. CENTRAL	152	2.8
Connecticut	152		Arkansas	33	
NEW ENGLAND	361	6.5	Louisiana	24	
New York	312		Oklahoma	66	
New Jersey	140		Texas	364	
Pennsylvania	131		WEST SO. CENTRAL	487	8.8
MIDDLE ATLANTIC	583	10.6	Montana	13	
Ohio	133		Idaho	7	
Indiana	78		Wyoming	5	
Illinois	439		Colorado	101	
Michigan	90		New Mexico	6	
Wisconsin	96		Arizona	60	
EAST NO. CENTRAL	836	15.1	Utah	25	
Minnesota	106		Nevada	107	
Iowa	29		MOUNTAIN	324	5.9
Missouri	77		Alaska	10	
North Dakota	8		Washington	268	
South Dakota	6		Oregon	89	
Nebraska	20		California	451	
Kansas	45		Hawaii	6	
WEST NO. CENTRAL	291	5.3	PACIFIC	824	14.9
Delaware	14		UNITED STATES	5,315	96.3
Maryland	226		U.S. Territories	6	
Washington, DC	300		Canada	199	
Virginia	412		Mexico	-	
West Virginia	6		Other International	-	
North Carolina	71		APO/FPO	-	
South Carolina	24				
Georgia	194		TOTAL QUALIFIED CIRCULATION	5,520	100.0
Florida	210				
SOUTH ATLANTIC	1,457	26.4			

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 61 copies or 1.1% to 246 copies or 4.5%.

PUBLISHER'S AFFIDAVIT

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

Darlene Gudea, Publisher

Gudea, Darlene, Publisher

(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 8, 2015

State California

County San Diego

Received by BPA Worldwide July 8, 2015

Type BD

ID Number T255B0J5

About BPA Worldwide:

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