

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
5,182 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)	5,182	-	5,182

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	139
All Other	634
TOTAL	773

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,182	100.0	5,182	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,182	100.0	5,182	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	5,475
February	5,255
March	5,251
April	5,110
May	5,000
June	5,000

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

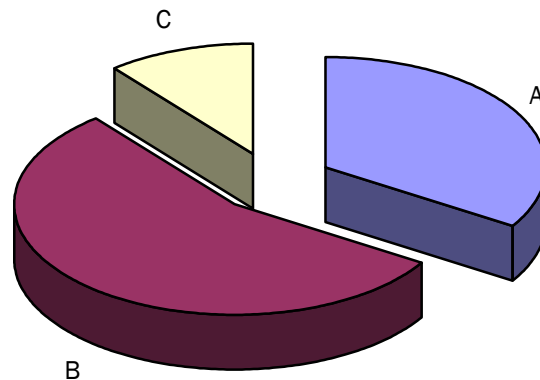
This issue is 4.2% or 218 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified (Note 1)	Percent of Total	Executive Management	Show Management	Convention Management	Exhibition Staff (Note 2)	Others Allied to the Field
For-Profit Show Owners/Producers, Corporate/Event Management	1,696	33.9	880	528	90	176	22
Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations	2,760	55.2	1,271	642	367	373	107
Others allied to the field	544	10.9	160	51	34	52	247
TOTAL QUALIFIED CIRCULATION	5,000	100.0	2,311	1,221	491	601	376
PERCENT	100.0		46.3	24.4	9.8	12.0	7.5

Note 1: Qualified subscribers include organizers of each of the largest 100 trade shows in the U.S. (The largest shows are ranked each year in TSE's Gold 100 directory)
 Note 2: 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	1,696	33.9
B Business or Trade Association/Society, Scientific, Military, Educational, Religious, and Fraternal organizations	2,760	55.2
C Others allied to the field	544	10.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent	
	1 Year	2 Years	3 Years			
I. Direct Request:	3,470	236	830	4,536	90.7	
II. Request from recipient's company:	253	-	-	253	5.1	
III. Membership Benefit:	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	
V. TOTAL – Sources other than above (listed alphabetically):	-	211	-	211	4.2	
Association rosters and directories	-	-	-	-	-	
Business directories	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	
Other sources	-	211	-	211	4.2	
VI. Single Copy Sales:	-	-	-	-	-	
	TOTAL QUALIFIED CIRCULATION	3,723	447	830	5,000	100.0
	PERCENT	74.5	8.9	16.6	100.0	

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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Total Audit Average Qualified:	5,092	5,002	4,986	4,995	5,129	5,182
Qualified Non-Paid:	5,092	5,002	4,986	4,995	5,129	5,182
Qualified Paid:	-	-	-	-	-	-
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 2018 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 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	27		Kentucky	47	
New Hampshire	9		Tennessee	52	
Vermont	1		Alabama	34	
Massachusetts	108		Mississippi	29	
Rhode Island	15		EAST SO. CENTRAL	162	3.2
Connecticut	113		Arkansas	30	
NEW ENGLAND	273	5.5	Louisiana	36	
New York	276		Oklahoma	36	
New Jersey	109		Texas	321	
Pennsylvania	126		WEST SO. CENTRAL	423	8.5
MIDDLE ATLANTIC	511	10.2	Montana	10	
Ohio	140		Idaho	6	
Indiana	71		Wyoming	9	
Illinois	427		Colorado	94	
Michigan	77		New Mexico	6	
Wisconsin	118		Arizona	45	
EAST NO. CENTRAL	833	16.6	Utah	28	
Minnesota	114		Nevada	60	
Iowa	32		MOUNTAIN	258	5.2
Missouri	88		Alaska	8	
North Dakota	18		Washington	55	
South Dakota	10		Oregon	43	
Nebraska	25		California	374	
Kansas	51		Hawaii	10	
WEST NO. CENTRAL	338	6.8	PACIFIC	490	9.8
Delaware	16		UNITED STATES	4,868	97.4
Maryland	209		U.S. Territories	3	
Washington, DC	394		Canada	129	
Virginia	469		Mexico	-	
West Virginia	7		Other International	-	
North Carolina	77		APO/FPO	-	
South Carolina	33				
Georgia	181				
Florida	194				
SOUTH ATLANTIC	1,580	31.6			
			TOTAL QUALIFIED CIRCULATION	5,000	100.0

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

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

Gabrielle Weiss, President/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 16, 2018

State Illinois

County Cook

Received by BPA Worldwide July 16, 2018

Type BD

ID Number T255B0J8

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.