



**BUSINESS PUBLICATION
Publisher's Statement**

6 months ended June 30, 2016
Subject to Audit

HOMEWORLD BUSINESS

Field Served:

HOMEWORLD BUSINESS serves the retail and wholesale housewares industry, including mass merchandisers, department stores, houseware specialty stores, supermarkets, other retailers, wholesalers, distributors, and others allied to the field.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 12,025

1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Individual	12,025	
Total Average Qualified Nonpaid Circulation		12,025

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	1,011	
Miscellaneous, Including Staff Copies, See Par. 11(a)	1,247	
Total Average Nonqualified Circulation		2,258

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid	2016 Issue	Total	Paid	Qualified Nonpaid
Jan 04	12,025		12,025	Apr 11	12,025		12,025
Jan 18	12,025		12,025	Apr 25	12,025		12,025
Feb 01	12,025		12,025	May 09	12,025		12,025
Feb 15	12,025		12,025	May 23	12,025		12,025
Mar 01	12,025		12,025	Jun 06	12,025		12,025
Mar 14	12,025		12,025	Jun 20	12,025		12,025
Mar 28	12,025		12,025				

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BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Classification by Title					
			Corporate Executives, Managers, Owners	Buyers	Merchandise Managers	Advertising Promotion Managers	Sales/Marketing Managers	Other
Mass Merchandisers (including Discount Stores, Drug Stores, Office Superstores, Hardware Stores, Home Centers, Mail Order/ Internet, Variety Stores, Electronic/ Appliance Stores, Wholesale Clubs and other mass merchandisers).....	5,491	45.7	4,941	313	125	13	89	10
Department Stores, Housewares, Specialty Stores	5,043	41.9	4,468	211	248	9	85	22
Supermarkets	296	2.5	167	46	24	2	37	20
Other Retailers	325	2.7	201	56	25	3	39	1
Wholesalers, Distributors	605	5.0	384	55	43	7	110	6
Others Allied to the Field	265	2.2	189	2	6	1	65	2
Other Paid Circulation								
Subscriptions								
Single Copy Sales.....								
Total Qualified Circulation.....	12,025	100.0	10,350	683	471	35	425	61
Percent	100.0		86.1	5.7	3.9	0.3	3.5	0.5

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AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Direct request from recipient	10,459	373		10,832	90.1
Direct request from recipient's company					
Communication other than request					
Association					
Business Directories.....					
Lists					
Acquired Circulation					
Other Sources, See Par. 11(b)	1,193			1,193	9.9
Total Qualified Nonpaid Circulation	11,652	373		12,025	100.0
Percent	96.9	3.1		100.0	
Paid Subscription Circulation.....					
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				12,025	

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GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid
Alabama	12
Arizona	96
Arkansas	108
California	623
Colorado	97
Connecticut	160
Delaware	37
District of Columbia	21
Florida	992
Georgia	527
Idaho	31
Illinois	1,041
Indiana	408
Iowa	150
Kansas	59
Kentucky	130
Louisiana	166
Maine	1
Maryland	206
Massachusetts	541
Michigan	494
Minnesota	176
Mississippi	107
Missouri	201
Montana	27
Nebraska	45
Nevada	31
New Hampshire	71
New Jersey	430
New Mexico	30
New York	957
North Carolina	453
North Dakota	11

State	Qualified Nonpaid
Ohio	519
Oklahoma	122
Oregon	83
Pennsylvania	570
Rhode Island	51
South Carolina	202
South Dakota	14
Tennessee	235
Texas	741
Utah	68
Vermont	45
Virginia	221
Washington	249
West Virginia	71
Wisconsin	301
Wyoming	14
TOTAL 48 CONTERMINOUS STATES	11,945
Alaska	17
Hawaii	17
TOTAL ALASKA & HAWAII	34
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	11,979
Poss. & Other Areas	41
U.S. & POSS., etc.	12,020
Canada	
International	5
Military or Civilian Personnel Overseas	
Other International	
TOTAL INTERNATIONAL	5
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	12,025

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**
Reporting not required

10 **RENEWAL ANALYSIS OF PAID CIRCULATION**
Reporting not required

11 **EXPLANATORY**

Audit Cycle: June Ending.

(a) Miscellaneous includes checking and promotion copies, averaging 932 copies per issue, served to advertisers and agencies.

(b) Other Sources represent copies served to subscribers obtained from independent field reports.

Definition of Recipient Qualification:

Qualified recipients are: corporate executives, managers, owners, buyers, merchandise managers, advertising promotion managers, sales/marketing managers and other titled and nontitled personnel in the field served.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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NADINE SALOGUB

Director of Circulation

DAVE PALCEK

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