

## AUDIT REPORT B2B Media

**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.

**REPORT FOR 18 MONTHS ENDED DECEMBER 31, 2017:** In accordance with Rule B 2.5 of the AAM Rules, averages shown are for 12 months ended December 31, 2017 and for 6 months ended December 31, 2016.

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**TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2017:**

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<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>12,025</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	12,025
<b>Total Qualified Nonpaid Individual</b>	<b>12,025</b>
<b>Total Average Qualified Nonpaid Circulation</b>	<b>12,025</b>

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**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Allocated for Shows & Conventions - Print	683
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>683</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	1,223
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>1,223</b>
<b>Total Average Nonqualified Circulation</b>	<b>1,906</b>

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**TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 6 MONTHS ENDED DECEMBER 31, 2016:**

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<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>12,025</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print	12,025	
<b>Total Qualified Nonpaid Individual</b>	<u>12,025</u>	
<b>Total Average Qualified Nonpaid Circulation</b>		<b>12,025</b>

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**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Allocated for Shows & Conventions - Print	267	
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<u>267</u>	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,318	
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<u>1,318</u>	
<b>Total Average Nonqualified Circulation</b>		<b>1,585</b>

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**AUDIT STATEMENT**

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

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**CIRCULATION BY ISSUES**

	<b>Qualified Nonpaid - Print</b>
<b>2016 Issue</b>	
Jul 04	12,025
Jul 18	12,025
Aug 01	12,025
Aug 15	12,025
Aug 29	12,025
Sep 12	12,025
Sep 26	12,025
Oct 10	12,025
Oct 24	12,025
Nov 07	12,025
Nov 21	12,025
Dec 12	12,025
<b>2017 Issue</b>	
Jan 02	12,025
Jan 16	12,025
Jan 30	12,025
Feb 13	12,025
Feb 27	12,025
Mar 13	12,025
Mar 27	12,025
Apr 10	12,025
Apr 24	12,025
May 08	12,025
May 22	12,025
Jun 05	12,025
Jun 19	12,025
Jul 04	12,025
Jul 18	12,025
Aug 01	12,025
Aug 15	12,025
Aug 29	12,025
Sep 12	12,025
Sep 26	12,025
Oct 10	12,025
Oct 24	12,025
Nov 07	12,025
Nov 21	12,025
Dec 12	12,025

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total Qualified Nonpaid - Print	%	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)	5,625	46.8	5,086	281	124	14	112	8
Department Stores, Housewares, Specialty Stores	5,210	43.3	4,577	366	137	14	105	11
Supermarkets	106	0.9	37	41	16	1	9	2
Other Retailers	478	4.0	308	54	30	3	78	5
Wholesalers, Distributors	486	4.0	293	57	33	10	93	0
Others Allied to the Field	120	1.0	75	4	2	1	38	0
<b>Total Qualified Circulation</b>	<b>12,025</b>	<b>100.0</b>	<b>10,376</b>	<b>803</b>	<b>342</b>	<b>43</b>	<b>435</b>	<b>26</b>
<b>Percent</b>	<b>100.0</b>		<b>86.3</b>	<b>6.7</b>	<b>2.8</b>	<b>0.4</b>	<b>3.6</b>	<b>0.2</b>

**AGE OF SOURCE ANALYSIS**

Source	Qualified Within				Percent
	1 Year	2 Years	3 Years	Total	
<b>Total Direct Request From Recipient</b>	<b>10,348</b>	<b>629</b>		<b>10,977</b>	<b>91.3</b>
<b>Total Direct Request From Recipient's Company</b>					
<b>Total Communication Other Than Request</b>					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	1,048			1,048	8.7
<b>Total Qualified Subscriptions</b>	<b>11,396</b>	<b>629</b>		<b>12,025</b>	<b>100.0</b>
<b>Percent</b>	<b>94.8</b>	<b>5.2</b>		<b>100.0</b>	

## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	96
Arizona	87
Arkansas	137
California	621
Colorado	83
Connecticut	203
Delaware	54
District of Columbia	24
Florida	814
Georgia	385
Idaho	33
Illinois	995
Indiana	304
Iowa	134
Kansas	44
Kentucky	102
Louisiana	129
Maine	123
Maryland	182
Massachusetts	444
Michigan	631
Minnesota	218
Mississippi	108
Missouri	185
Montana	25
Nebraska	38
Nevada	26
New Hampshire	87
New Jersey	527
New Mexico	30
New York	1,045
North Carolina	440
North Dakota	16
Ohio	524
Oklahoma	110
Oregon	82
Pennsylvania	652
Rhode Island	93
South Carolina	177
South Dakota	16
Tennessee	227
Texas	683
Utah	49
Vermont	53
Virginia	299
Washington	161
West Virginia	80
Wisconsin	375
Wyoming	11
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>11,962</b>
Alaska	12
Hawaii	14
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>26</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>11,988</b>
Poss. & Other Areas	6
<b>U.S. &amp; POSS., etc.</b>	<b>11,994</b>
Canada	31
International	
Military or Civilian Personnel Overseas	
<b>TOTAL INTERNATIONAL</b>	<b>31</b>
E-Mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>12,025</b>

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## NOTES

### **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.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Other Sources:** Represent copies served to subscribers obtained from independent field reports.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the November 21, 2017 issue.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

***Alliance for Audited Media***