

BUSINESS PUBLICATION

Publisher's Statement

6 months ended December 31, 2017

Subject to Audit

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 NONPAID CIRCULATION		12,025
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		12,025
Total Average Qualified Nonpaid Circulation		12,025

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	286
Nonqualified Miscellaneous, Including Staff Copies - Print	1,290
Total Average Nonqualified Circulation	1,576

AVERAGE CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
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
Total Qualified Circulation	12,025	100.0	10,376	803	342	43	435	26
Percent	100.0		86.3	6.7	2.8	0.4	3.6	0.2

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

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
TOTAL 48 CONTERMINOUS STATES	11,962
Alaska	12
Hawaii	14
TOTAL ALASKA & HAWAII	26
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	11,988
Poss. & Other Areas	6
U.S. & POSS., etc.	11,994
Canada	31
International	
Military or Civilian Personnel Overseas	
Total International	31
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	12,025

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.

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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