

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.

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NAILS is a B2B brand intended for individuals with broad-based interests in Nail Salons and related industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

NAILS MAGAZINE

6 Issues in the period
59,468 average circulation

NAILS WEBSITE

510,984 average unique browsers

NAILS SOCIAL MEDIA

1,013,033 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
NAILS MAGAZINE (6 issues in the period) Unique Total*	52,881	6,587	59,468
a. Print	50,673	6,457	57,130
b. Digital	8,940	1,645	10,585
1. Requested	8,225	1,623	9,849
2. Non Requested	715	22	737
NAILS WEBSITE (Monthly Unique Browsers with 1,557,266 average Page Impressions)	510,984	-	510,984
NAILS SOCIAL MEDIA			
a. Facebook likes	**1,013,033	-	**1,013,033

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**Social Media claims is a cumulative figure, not an average.

FIELD SERVED

NAILS MAGAZINE serves nail salons, other salons/spas offering nail services, schools, beauty suppliers and distributors, manufacturers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified paid and non-paid recipients are primarily salon owners, managers, and nail technicians, plus school instructors/administrators, students, distributors and manufacturers and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,220
Allocated for Trade Shows and Conventions	158
All Other	467
TOTAL	1,846

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	58,661	98.7	52,881	88.9	5,780	9.8
Sponsored Individually Addressed	791	1.3	-	-	791	1.3
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	16	-	-	-	16	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	59,468	100.0	52,881	88.9	6,587	11.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	57,103	11,120	59,307
February	57,112	10,771	59,294
March	57,159	10,609	59,337
April	57,085	10,527	59,472
May	57,109	10,358	59,654
June	57,212	10,124	59,747

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is 0.4% or 223 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	JOB TITLE		SALON OWNER/ MANAGER	NAIL TECHNICIAN	STUDENT	SCHOOL INSTRUCTOR/ ADMINISTRA- TOR	MANUFAC- TURERS/ DISTRIBUTORS (Note 1)	OTHER TITLED & NON-TITLED PERSONNEL (Note 2)
			PRINT	DIGITAL						
NAIL SALONS	31,698	53.1	31,048	4,283	23,934	7,106	36	10	93	519
FULL SERVICE SALON	19,519	32.7	19,038	3,134	15,357	2,880	30	13	15	1,224
MOBILE/HOME BASED SALON	2,387	4.0	1,683	1,354	1,300	588	147	7	7	338
DAY/HOTEL/DESTINATION SPA	1,134	1.9	1,081	284	790	241	3	3	1	96
SCHOOL	1,348	2.3	1,190	447	103	38	642	364	7	194
MANUFACTURER	252	0.4	218	93	37	6	1	1	111	96
BEAUTY SUPPLY DISTRIBUTOR	450	0.8	347	222	181	16	4	19	148	82
OTHERS ALLIED TO THE FIELD SERVED	2,866	4.8	2,504	541	488	202	116	12	17	2,031
Sub Total	59,654	100.0	57,109	10,358	42,190	11,077	979	429	399	4,580

OTHER PAID CIRCULATION:

Subscriptions	-	-
Single Copy Sales	-	-

UNIQUE TOTAL QUALIFIED CIRCULATION* 59,654 100.0

Note 1: includes Manufacturers, Distributors & Manufacturer Educators.

Note 2: includes cosmetologists and estheticians.

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	32,323	16,140	2,458	48,380	9,693	50,921	85.4
II. Request from recipient's company:	600	327	20	943	42	947	1.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	2	-	2	1	2	-
V. TOTAL - Sources other than above (listed alphabetically):	7,362	422	-	7,784	622	7,784	13.0
Association rosters and directories	554	421	-	975	26	975	1.6
**Business directories	6,808	-	-	6,808	596	6,808	11.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	1	-	1	-	1	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,285	16,891	2,478	57,109	10,358	59,654	100.0
PERCENT	67.5	28.3	4.2	95.7	17.4	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	55,938	10,246	58,416	97.9
Individuals by name only	459	74	523	0.9
Titles or functions only	233	16	235	0.4
Company names only	463	22	464	0.8
Multi-Copy Same Addressee copies	16	-	16	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	57,109	10,358	59,654	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Unique Total Audit Average Qualified**:	58,122	57,431	57,349	58,046	58,654	59,468
Unique Qualified Non-Paid Total**:	47,866	48,762	49,184	50,306	51,110	52,881
Print:	47,866	48,762	49,184	49,582	49,715	50,673
Digital:	-	-	-	4,678	9,840	8,940
Unique Qualified Paid Total**:	10,256	8,669	8,165	7,740	7,544	6,587
Print:	10,256	8,669	8,165	7,518	7,322	6,457
Digital:	-	-	-	2,302	2,125	1,645
Post Expire Copies in Total Qualified Circulation:	2.20	2.10	1.70	1.60	1.50	1.60
Average Annual Order Price:	\$23.36	\$22.95	\$22.98	\$20.13	\$21.42	\$20.96

*NOTE: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	202	29	204		Kentucky	555	85	564	
New Hampshire	232	35	234		Tennessee	1,210	170	1,234	
Vermont	79	12	79		Alabama	852	113	867	
Massachusetts	1,246	178	1,270		Mississippi	409	61	416	
Rhode Island	258	35	260		EAST SO. CENTRAL	3,026	429	3,081	5.2
Connecticut	857	124	872		Arkansas	501	71	508	
NEW ENGLAND	2,874	413	2,919	4.9	Louisiana	821	97	828	
New York	3,011	488	3,087		Oklahoma	727	117	740	
New Jersey	1,819	279	1,854		Texas	4,472	653	4,559	
Pennsylvania	2,421	320	2,457		WEST SO. CENTRAL	6,521	938	6,635	11.1
MIDDLE ATLANTIC	7,251	1,087	7,398	12.4	Montana	206	45	210	
Ohio	2,071	343	2,123		Idaho	307	67	313	
Indiana	1,063	152	1,084		Wyoming	127	26	129	
Illinois	2,481	458	2,549		Colorado	1,148	171	1,167	
Michigan	1,726	291	1,764		New Mexico	363	55	367	
Wisconsin	1,020	163	1,034		Arizona	1,333	228	1,375	
EAST NO. CENTRAL	8,361	1,407	8,554	14.3	Utah	472	91	483	
Minnesota	909	107	922		Nevada	564	113	584	
Iowa	519	73	530		MOUNTAIN	4,520	796	4,628	7.8
Missouri	1,056	162	1,076		Alaska	71	11	75	
North Dakota	96	15	98		Washington	1,153	161	1,170	
South Dakota	111	13	114		Oregon	733	120	744	
Nebraska	371	63	380		California	6,790	1,068	6,965	
Kansas	493	78	500		Hawaii	122	21	126	
WEST NO. CENTRAL	3,555	511	3,620	6.1	PACIFIC	8,869	1,381	9,080	15.2
Delaware	179	22	180		UNITED STATES	56,677	8,837	57,865	97.0
Maryland	994	184	1,024		U.S. Territories	108	40	122	
Washington, DC	115	24	117		Canada	156	396	490	
Virginia	1,405	193	1,429		Mexico	1	13	14	
West Virginia	178	33	185		Other International	166	1,071	1,161	
North Carolina	1,761	271	1,788		APO/FPO	1	1	2	
South Carolina	790	148	806		UNIQUE TOTAL QUALIFIED CIRCULATION*	57,109	10,358	59,654	100.0
Georgia	1,918	280	1,953						
Florida	4,360	720	4,468						
SOUTH ATLANTIC	11,700	1,875	11,950	20.0					

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

WEBSITE CHANNEL

WWW.NAILSMAG.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	1,823,319	640,525	541,553	1.18	00:55	01:43
February	1,605,291	580,973	495,210	1.17	00:56	03:18
March	1,630,808	622,923	528,998	1.18	00:58	01:36
April	1,352,419	567,464	488,620	1.16	01:03	01:27
May	1,419,470	580,662	500,511	1.16	00:58	01:27
June	1,512,292	592,785	511,016	1.16	00:57	01:28
AVERAGE:	1,557,266	597,555	510,984	1.17	00:57	01:49

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Nails Social Media



Facebook likes

<http://facebook.com/nailsmag>

2016

Beginning Balance	1,019,439
January	1,017,034
February	1,014,849
March	1,013,028
April	1,011,831
May	1,010,174
June	1,013,033

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 975 copies or 1.6%.
Business directories include 1 source of circulation for a quantity of 6,808 copies or 11.4%, including InfoUSA.
Other sources include 1 source of circulation for a quantity of 1 copy or -%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

James Marinaccio, Audience Development Manager

Michelle Mullen, 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	August 4, 2016
State	California
City	Torrance
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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.