

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**

7 Issues in the period  
58,653 average circulation

**NAILS WEBSITE**

509,613 average unique browsers

**NAILS SOCIAL MEDIA**

1,019,439 Facebook likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>NAILS MAGAZINE</b> (7 issues in the period) Unique Total*	51,110	7,544	58,654
a. Print	49,715	7,322	57,037
b. Digital	9,840	2,125	11,965
1. Requested	9,299	2,100	11,399
2. Non Requested	541	25	566
<b>NAILS WEBSITE</b> (Monthly Unique Browsers with 2,095,731 average Page Impressions)	509,613	-	509,613
<b>NAILS SOCIAL MEDIA</b>			
a. Facebook likes	**1,019,439	-	**1,019,439

\*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	1,228
Allocated for Trade Shows and Conventions	104
All Other	1,110
<b>TOTAL</b>	<b>2,442</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	57,736	98.4	51,109	87.1	6,627	11.3
Sponsored Individually Addressed	903	1.5	-	-	903	1.5
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	15	-	-	-	15	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>58,654</b>	<b>100.0</b>	<b>51,109</b>	<b>87.1</b>	<b>7,545</b>	<b>12.9</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Unique Total Qualified*
July	57,100	7,955	58,306
August	56,937	14,162	58,104
September	56,791	13,960	57,938
October	57,100	13,619	58,260
November	57,122	11,505	59,339
December	57,102	11,275	59,313
Factbook	57,102	11,275	59,313

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

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

This issue is 1.4% or 800 copies above the average of the other 6 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	PRINT		DIGITAL		JOB TITLE			
			PRINT	DIGITAL	SALON OWNER/MANAGER	NAIL TECHNICIAN	STUDENT	SCHOOL INSTRUCTOR/ADMINISTRATOR	MANUFACTURERS/DISTRIBUTORS (Note 1)	OTHER TITLED & NON-TITLED PERSONNEL (Note 2)
NAIL SALONS	31,678	53.4	31,083	4,794	23,504	7,379	39	9	100	647
FULL SERVICE SALON	19,384	32.7	18,987	3,659	15,306	2,807	34	17	22	1,198
MOBILE/HOME BASED SALON	2,234	3.8	1,719	1,309	1,270	522	145	8	9	280
DAY/HOTEL/DESTINATION SPA	1,166	2.0	1,129	329	814	250	5	4	2	91
SCHOOL	1,439	2.4	1,286	528	107	37	704	366	6	219
MANUFACTURER	258	0.4	220	112	40	3	3	-	118	94
BEAUTY SUPPLY DISTRIBUTOR	453	0.8	357	245	182	19	3	18	147	84
OTHERS ALLIED TO THE FIELD SERVED	2,721	4.6	2,335	529	155	176	118	14	17	2,241
Sub Total	59,333	100.0	57,116	11,505	41,378	11,193	1,051	436	421	4,854

#### OTHER PAID CIRCULATION:

Subscriptions	6	-
Single Copy Sales	-	-

**UNIQUE TOTAL QUALIFIED CIRCULATION\* 59,339 100.0**

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 NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>32,153</b>	<b>16,055</b>	<b>2,445</b>	<b>48,442</b>	<b>10,784</b>	<b>50,653</b>	<b>85.4</b>
II. Request from recipient's company:	<b>596</b>	<b>325</b>	<b>20</b>	<b>935</b>	<b>55</b>	<b>941</b>	<b>1.6</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	<b>2</b>	-	<b>2</b>	<b>1</b>	<b>2</b>	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,323</b>	<b>420</b>	-	<b>7,743</b>	<b>665</b>	<b>7,743</b>	<b>13.0</b>
Association rosters and directories	551	419	-	970	27	970	1.6
**Business directories	6,772	-	-	6,772	638	6,772	11.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	1	-	1	-	1	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>40,072</b>	<b>16,802</b>	<b>2,465</b>	<b>57,122</b>	<b>11,505</b>	<b>59,339</b>	<b>100.0</b>
<b>PERCENT</b>	<b>67.5</b>	<b>28.3</b>	<b>4.2</b>	<b>96.3</b>	<b>19.4</b>	<b>100.0</b>	

\*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 NOVEMBER 2015

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	55,721	11,350	57,850	97.5
Individuals by name only	624	105	707	1.2
Titles or functions only	282	21	284	0.5
Company names only	480	29	483	0.8
Multi-Copy Same Addressee copies	15	-	15	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>57,122</b>	<b>11,505</b>	<b>59,339</b>	<b>100.0</b>

\*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		Circulation Claim	
	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015*	July – December 2015*
Unique Total Audit Average Qualified**:	58,874	58,122	57,431	57,349	58,254	58,654
Unique Qualified Non-Paid Total**:	48,382	47,866	48,762	49,184	50,454	51,110
Print:	48,382	47,866	48,762	49,184	49,582	49,715
Digital:	-	-	-	-	5,642	9,840
Unique Qualified Paid Total**:	10,492	10,256	8,669	8,165	7,800	7,544
Print:	10,492	10,256	8,669	8,165	7,518	7,322
Digital:	-	-	-	-	2,842	2,125
Post Expire Copies in Total Qualified Circulation:	1.80	2.20	2.10	1.70	1.60	1.50
Average Annual Order Price:	\$23.11	\$23.36	\$22.95	\$22.98	\$20.13	\$21.42

\*NOTE: January – December 2015 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 NOVEMBER 2015\*\*

State	Print	Digital	Unique Total Qualified*	Percent
Maine	205	37	208	
New Hampshire	235	43	237	
Vermont	81	12	81	
Massachusetts	1,237	201	1,255	
Rhode Island	253	40	255	
Connecticut	826	131	840	
<b>NEW ENGLAND</b>	<b>2,837</b>	<b>464</b>	<b>2,876</b>	<b>4.9</b>
New York	3,036	559	3,109	
New Jersey	1,792	314	1,827	
Pennsylvania	2,384	382	2,421	
<b>MIDDLE ATLANTIC</b>	<b>7,212</b>	<b>1,255</b>	<b>7,357</b>	<b>12.4</b>
Ohio	2,003	395	2,051	
Indiana	1,049	181	1,067	
Illinois	2,497	546	2,562	
Michigan	1,722	343	1,760	
Wisconsin	1,022	191	1,038	
<b>EAST NO. CENTRAL</b>	<b>8,293</b>	<b>1,656</b>	<b>8,478</b>	<b>14.3</b>
Minnesota	902	124	912	
Iowa	524	88	535	
Missouri	1,061	184	1,083	
North Dakota	97	20	97	
South Dakota	111	16	114	
Nebraska	373	82	380	
Kansas	498	98	506	
<b>WEST NO. CENTRAL</b>	<b>3,566</b>	<b>612</b>	<b>3,627</b>	<b>6.1</b>
Delaware	179	26	179	
Maryland	986	213	1,016	
Washington, DC	114	30	116	
Virginia	1,391	223	1,416	
West Virginia	182	41	188	
North Carolina	1,752	310	1,782	
South Carolina	779	163	794	
Georgia	1,939	314	1,977	
Florida	4,372	830	4,468	
<b>SOUTH ATLANTIC</b>	<b>11,694</b>	<b>2,150</b>	<b>11,936</b>	<b>20.1</b>
Kentucky	561	90	568	
Tennessee	1,200	193	1,224	
Alabama	852	125	863	
Mississippi	405	64	412	
<b>EAST SO. CENTRAL</b>	<b>3,018</b>	<b>472</b>	<b>3,067</b>	<b>5.2</b>
Arkansas	507	80	516	
Louisiana	825	110	837	
Oklahoma	744	134	758	
Texas	4,478	727	4,558	
<b>WEST SO. CENTRAL</b>	<b>6,554</b>	<b>1,051</b>	<b>6,669</b>	<b>11.2</b>
Montana	213	55	216	
Idaho	309	80	313	
Wyoming	131	26	133	
Colorado	1,165	189	1,185	
New Mexico	344	64	348	
Arizona	1,339	266	1,384	
Utah	469	104	476	
Nevada	570	147	591	
<b>MOUNTAIN</b>	<b>4,540</b>	<b>931</b>	<b>4,646</b>	<b>7.8</b>
Alaska	70	16	72	
Washington	1,166	186	1,184	
Oregon	731	145	741	
California	6,724	1,201	6,879	
Hawaii	117	30	121	
<b>PACIFIC</b>	<b>8,808</b>	<b>1,578</b>	<b>8,997</b>	<b>15.2</b>
<b>UNITED STATES</b>	<b>56,522</b>	<b>10,169</b>	<b>57,653</b>	<b>97.2</b>
U.S. Territories	111	45	124	
Canada	197	348	457	
Mexico	-	13	13	
Other International	291	929	1,090	
APO/FPO	1	1	2	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>57,122</b>	<b>11,505</b>	<b>59,339</b>	<b>100.0</b>

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

\*\*See Additional Data

## WEBSITE CHANNEL

WWW.NAILSMAG.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	2,373,597	669,209	550,451	1.22	00:46	01:51
August	2,291,340	653,899	539,511	1.21	00:47	01:55
September	2,109,872	634,002	503,657	1.26	00:49	01:59
October	2,006,824	623,609	500,020	1.25	00:51	01:53
November	1,721,810	558,707	460,476	1.21	00:51	01:46
December	2,070,943	611,948	503,560	1.22	00:47	01:52
<b>AVERAGE:</b>	<b>2,095,731</b>	<b>625,229</b>	<b>509,613</b>	<b>1.23</b>	<b>00:48</b>	<b>01:53</b>

July - December 2015 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 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 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](http://www.adicompli.com)

## SOCIAL MEDIA CHANNEL

### Nails Social Media



Facebook likes

<http://facebook.com/nailsmag>

2015

Beginning Balance	1,029,713
July	1,028,383
August	1,027,164
September	1,025,586
October	1,024,801
November	1,022,613
December	1,019,439

## 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 970 copies or 1.6%. Business Directories include 1 source of circulation for a quantity of 6,772 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

February 4, 2016

State

California

City

Torrance

Received by BPA Worldwide

February 4, 2016

Type

BD

ID Number

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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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.