

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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**INTEGRATED SOLUTIONS FOR RETAILERS** is a B2B brand intended for individuals with broad-based interests in the Retail industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technology and operations articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**FIELD SERVED**

**INTEGRATED SOLUTIONS FOR RETAILERS** serves the following businesses: Mass Merchandiser, Department Store, Drug Store, Home Center/Hardware, Furniture/Home Decor, Apparel, Footwear, Jewelry/Accessories, Gift/Novelty/Variety, Toy/Hobby/Pet, Books/Music/Video, Sporting Goods, Electronics/Computer/Cellular/Office Supplies, Grocery, Convenience Store/Petroleum, Automotive/Aftermarket/Tires, Discount Store/Wholesale Club, Restaurant, Travel/Entertainment/Recreation, Retail Services, Other Retailers, Distributor/Wholesaler, and Others Allied to the Field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are from the following titles: CEO/President, Partner/Owner, VP/GM, CIO/CTO, VP/Director of IS/IT, Systems Manager, Project Manager, COO/VP/Director of Operations, VP/Director of E-Commerce, CFO/Controller/Financial Manager, VP/Director/Manager Supply Chain, Loss Prevention/CMO/Marketing Manager, Merchandise Manager/Planner/Buyer, Human Resources/Training Manager, VP/Director/Manager of Customer Experience, and Other Professionals.

## CHANNELS

**INTEGRATED SOLUTIONS  
FOR RETAILERS  
MAGAZINE**



3 Issues in the period  
22,500 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>INTEGRATED SOLUTIONS FOR RETAILERS MAGAZINE</b> (3 issues in the period)	22,500	-	22,500

AVERAGE NON-QUALIFIED CIRCULATION		1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD								2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
NON-QUALIFIED Not Included Elsewhere	Copies	Total Qualified		Qualified Non-Paid		Qualified Paid		2015 Issue		Total Qualified	
		QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent			
Other Paid Circulation	3	Individual	22,500	100.0	22,500	100.0	-	-	January/February	22,500	
Advertiser and Agency	847	Sponsored Individually Addressed	-	-	-	-	-	-	March/April	22,500	
Allocated for Trade Shows and Conventions	1,092	Membership Benefit	-	-	-	-	-	-	May/June	22,500	
All Other	243	Multi-Copy Same Addressee	-	-	-	-	-	-			
<b>TOTAL</b>	<b>2,185</b>	Single Copy Sales	-	-	-	-	-	-			
		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,500</b>	<b>100.0</b>	<b>22,500</b>	<b>100.0</b>	-	-			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015 This issue is equal to the average of the other 2 issues reported in Paragraph 2.					
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CORPORATE MANAGEMENT (Note 1)	IS MANAGEMENT (Note 2)	OPERATIONS MANAGEMENT (Note 3)
Mass Merchandiser	1,295	5.7	575	240	480
Department Store	1,199	5.3	444	333	422
Drug Store	2,037	9.0	1,108	401	528
Home Center/Hardware, Furniture/Home Decor	3,141	14.0	1,776	641	724
Apparel, Footwear, Jewelry/Accessories	3,480	15.5	1,495	995	990
Gift/Novelty/Variety	812	3.6	440	185	187
Toy/Hobby/Pet	540	2.4	260	156	124
Books/Music/Video	458	2.0	211	123	124
Sporting Goods	825	3.7	387	225	213
Electronics/Computer/Cellular/Office Supplies	748	3.3	314	192	242
Grocery	1,862	8.3	696	313	853
Convenience Store/Petroleum	679	3.0	365	80	234
Automotive/Aftermarket/Tires	1,904	8.5	1,191	361	352
Discount Store/Wholesale Club, Distributor/Wholesaler	440	2.0	183	97	160
Travel/Entertainment/Recreation, Restaurant	1,660	7.4	562	630	468
Retail Services (salon, photo, healthclub, florist, etc.), Other Retailers	1,167	5.2	596	267	304
Others	253	1.1	80	79	94
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,500</b>	<b>100.0</b>	<b>10,683</b>	<b>5,318</b>	<b>6,499</b>
<b>PERCENT</b>	<b>100.0</b>		<b>47.5</b>	<b>23.6</b>	<b>28.9</b>
Note 1: Includes CEO/President, Partner/Owner, VP/GM. Note 2: Includes CIO/CTO, VP/Director of IS/IT, Systems Manager, Project Manager, VP/Director of E-Commerce, Other Professionals. Note 3: Includes COO/VP/Director of Operations, CFO/Controller/Financial Manager, VP/Director/Manager Supply Chain, Loss Prevention/CMO/Marketing Manager, Merchandise Manager/Planner/Buyer, Human Resources/Training Manager, VP/Director/Manager of Customer Experience.					

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,038	9,204	-	18,242	81.1
II. Request from recipient's company:	145	-	-	145	0.6
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	4,113	-	4,113	18.3
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	-	4,113	-	4,113	18.3
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,183</b>	<b>13,317</b>	<b>-</b>	<b>22,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>40.8</b>	<b>59.2</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2015

Region	Total Qualified	Percent	Region	Total Qualified	Percent
Maine	127		Kentucky	311	
New Hampshire	89		Tennessee	451	
Vermont	53		Alabama	232	
Massachusetts	694		Mississippi	125	
Rhode Island	141		EAST SO. CENTRAL	1,119	5.0
Connecticut	258		Arkansas	179	
NEW ENGLAND	1,362	6.0	Louisiana	168	
New York	1,787		Oklahoma	217	
New Jersey	888		Texas	1,366	
Pennsylvania	1,210		WEST SO. CENTRAL	1,930	8.6
MIDDLE ATLANTIC	3,885	17.2	Montana	52	
Ohio	1,155		Idaho	91	
Indiana	417		Wyoming	24	
Illinois	1,054		Colorado	268	
Michigan	649		New Mexico	41	
Wisconsin	621		Arizona	296	
EAST NO. CENTRAL	3,896	17.3	Utah	116	
Minnesota	578		Nevada	119	
Iowa	226		MOUNTAIN	1,007	4.5
Missouri	501		Alaska	4	
North Dakota	66		Washington	483	
South Dakota	79		Oregon	323	
Nebraska	197		California	1,625	
Kansas	212		Hawaii	20	
WEST NO. CENTRAL	1,859	8.3	PACIFIC	2,455	10.9
Delaware	25		UNITED STATES	22,098	98.2
Maryland	575		U.S. Territories	15	
Washington, DC	21		Canada	386	
Virginia	737		Mexico	-	
West Virginia	102		Other International	-	
North Carolina	772		APO/FPO	1	
South Carolina	250				
Georgia	717				
Florida	1,386				
SOUTH ATLANTIC	4,585	20.4			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,500</b>	<b>100.0</b>

## ADDITIONAL DATA

### CHANGE IN FREQUENCY:

Effective with the January/February 2015 issue, Integrated Solutions for Retailers changed its frequency from 12 to 6 issues per year.

### PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 25 copies or 0.1% to 3,947 copies or 17.5%, including IHL Consulting Database.

#### PUBLISHER'S AFFIDAVIT

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

Melinda Fadden, Director of Audience Development

Erin Harris, Executive Editor

(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.

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#### About BPA Worldwide:

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