



**INNOVATIVE RETAIL
TECHNOLOGIES**

(See Additional Data)

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2016



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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INNOVATIVE RETAIL TECHNOLOGIES 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

INNOVATIVE RETAIL TECHNOLOGIES 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, VP/Director/Manager Loss Prevention, CMO/Marketing Manager, Merchandise Manager/Planner/Buyer, Human Resources/Training Manager, VP/Director/Manager of Customer Experience, and Other Professionals.

CHANNELS

INNOVATIVE RETAIL TECHNOLOGIES MAGAZINE



3 Issues in the period
22,000 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INNOVATIVE RETAIL TECHNOLOGIES MAGAZINE (3 issues in the period)	22,000	-	22,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	899
Allocated for Trade Shows and Conventions	2,808
All Other	189
TOTAL	3,898

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,000	100.0	22,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,000	100.0	22,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January/February	22,000
March/April	22,000
May/June	22,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016
 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)	IT MANAGEMENT (Note 2)	OPERATIONS MANAGEMENT (Note 3)
Mass Merchandiser	1,485	6.8	621	368	496
Department Store	1,177	5.4	392	380	405
Drug Store	1,759	8.0	1,004	272	483
Home Center/Hardware, Furniture/Home Decor	3,018	13.6	1,641	559	818
Apparel, Footwear, Jewelry/Accessories	3,780	17.1	1,415	992	1,373
Gift/Novelty/Variety	772	3.5	417	153	202
Toy/Hobby/Pet	466	2.1	250	87	129
Books/Music/Video	453	2.1	204	101	148
Sporting Goods	778	3.5	317	193	268
Electronics/Computer/Cellular/Office Supplies	817	3.7	347	219	251
Grocery	1,851	8.4	678	343	830
Convenience Store/Petroleum	672	3.1	360	85	227
Automotive/Aftermarket/Tires	1,844	8.4	1,110	298	436
Discount Store/Wholesale Club, Distributor/Wholesaler	478	2.2	197	124	157
Travel/Entertainment/Recreation, Restaurant	1,000	4.5	406	262	332
Retail Services (salon, photo, healthclub, florist, etc.), Other Retailers	1,177	5.4	600	264	313
Others	473	2.2	143	193	137
TOTAL QUALIFIED CIRCULATION	22,000	100.0	10,102	4,893	7,005
PERCENT	100.0		45.9	22.2	31.9

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, VP/Director/Manager 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 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,890	7,437	8,557	18,884	85.9
II. Request from recipient's company:	-	141	-	141	0.6
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,975	-	-	2,975	13.5
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,975	-	-	2,975	13.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,865	7,578	8,557	22,000	100.0
PERCENT	26.7	34.4	38.9	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

Region	Total Qualified	Percent	Region	Total Qualified	Percent
Maine	112		Kentucky	316	
New Hampshire	116		Tennessee	440	
Vermont	47		Alabama	247	
Massachusetts	624		Mississippi	122	
Rhode Island	145		EAST SO. CENTRAL	1,125	5.1
Connecticut	242		Arkansas	177	
NEW ENGLAND	1,286	5.8	Louisiana	181	
New York	1,738		Oklahoma	215	
New Jersey	885		Texas	1,335	
Pennsylvania	1,238		WEST SO. CENTRAL	1,908	8.7
MIDDLE ATLANTIC	3,861	17.6	Montana	51	
Ohio	1,176		Idaho	86	
Indiana	416		Wyoming	25	
Illinois	1,014		Colorado	229	
Michigan	671		New Mexico	40	
Wisconsin	613		Arizona	223	
EAST NO. CENTRAL	3,890	17.7	Utah	114	
Minnesota	529		Nevada	133	
Iowa	226		MOUNTAIN	901	4.1
Missouri	442		Alaska	4	
North Dakota	59		Washington	435	
South Dakota	81		Oregon	358	
Nebraska	187		California	1,810	
Kansas	228		Hawaii	23	
WEST NO. CENTRAL	1,752	8.0	PACIFIC	2,630	12.0
Delaware	26		UNITED STATES	21,511	97.8
Maryland	321		U.S. Territories	20	
Washington, DC	21		Canada	468	
Virginia	579		Mexico	-	
West Virginia	103		Other International	-	
North Carolina	784		APO/FPO	1	
South Carolina	255				
Georgia	743				
Florida	1,326				
SOUTH ATLANTIC	4,158	18.8			
			TOTAL QUALIFIED CIRCULATION	22,000	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2975 copies or 13.5%, 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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County Erie

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