

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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**FIELD TECHNOLOGIES** is a B2B publication dedicated to educating companies about the technologies that are available for the optimization of field workers, service, and assets. Field Technologies provides companies in the field service, transportation, government, public works, and utilities industries with information on solutions that can be used to improve productivity and drive efficiency – including field service software, mobile computing, and fleet & asset management. Field Technologies features real-world accounts of how companies are using mobile technologies to drive business benefits and thought leadership on the latest technology trends.

### FIELD SERVED

**FIELD TECHNOLOGIES** serves the following: Transportation/Logistics/Direct Store Delivery, Utilities/Energy/Mining/Forestry, Construction/Architecture/Engineering, Service, HVAC/Plumbing, Electrical, Pest Control, Building Maintenance (Landscape/Cleaning/Etc.), Aftermarket Services, Communications (Cable/Internet/Telecom), Government – Federal/State/Local, Public Safety/Security, Medical Device Mfg. & Svc, Insurance/Real Estate, Discrete Manufacturing/Computer Mfg./Wholesale/Distribution/Retail, CPG/Process Manufacturing/Wholesale/Distribution (non-computer), Military, VAR/Integrator/Consultant, and Other Qualified Businesses.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are from the following functions: Corporate and/or Executive Management, Operations Management, Service Management, Field Service/Sales, Field Service/Operations Engineering, Logistics/Transportation/Inventory Management, Accounting/Financial Management, Project/Product Management, Business Development/Sales/Marketing, Information/IT Systems Management, Consulting/Analysis, and Other Professional Services.

## CHANNELS

### FIELD TECHNOLOGIES MAGAZINE



4 Issues in the period  
 27,250 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>FIELD TECHNOLOGIES MAGAZINE</b> (4 issues in the period)	27,250	-	27,250

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	268
Allocated for Trade Shows and Conventions	392
All Other	308
<b>TOTAL</b>	<b>970</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,250	100.0	27,250	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,250</b>	<b>100.0</b>	<b>27,250</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2015 Issue	Total Qualified
January/February	28,000
March/April	28,000
May	28,000
June/July	25,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015**  
This issue is 3.7% or 1,000 copies above the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (See Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	C-Level/Executive Management (Note 1)	Operations/Line-of-Business (Note 2)	IT/Systems Professionals (Note 3)
Field Service Industries (Note 4)	16,840	60.1	8,167	6,358	2,315
Government/Public Works/Utilities (Note 5)	5,656	20.2	1,316	2,553	1,787
Transportation/Distribution (Note 6)	5,504	19.7	2,262	2,157	1,085
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>	<b>11,745</b>	<b>11,068</b>	<b>5,187</b>
<b>PERCENT</b>	<b>100.0</b>		<b>42.0</b>	<b>39.5</b>	<b>18.5</b>

- Note 1: Includes Corporate and/or Executive Management
- Note 2: Includes Operations Management, Service Management, Field Service/Sales, Field Service/Operations Engineering, Logistics/Transportation/Inventory Management, Accounting/Financial Management, Business Development/Sales/Marketing, and Other Professional Services
- Note 3: Includes Information/IT Systems Management, Project/Product Management, Consulting/Analysis
- Note 4: Includes Construction/Architecture/Engineering; Service Industries; HVAC/Plumbing; Electrical; Pest Control; Building Maintenance (Landscape/Cleaning/Etc.); Aftermarket Services; Communications (Cable/Internet/Telecom); Medical Device Mfg. & Service; Insurance/Real Estate; Other Qualified Businesses
- Note 5: Includes Utilities/Energy/Mining/Forestry; Government - Federal/State/Local; Public Safety/Security; and Military
- Note 6: Includes Transportation/Logistics/Direct Store Delivery; Discrete Manufacturing/Computer Manufacturing/Wholesale/Distribution/Retail; CPG/Process Mfg./Wholesale/Distribution (non-computer); Var/Integrator/Consultant

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015**

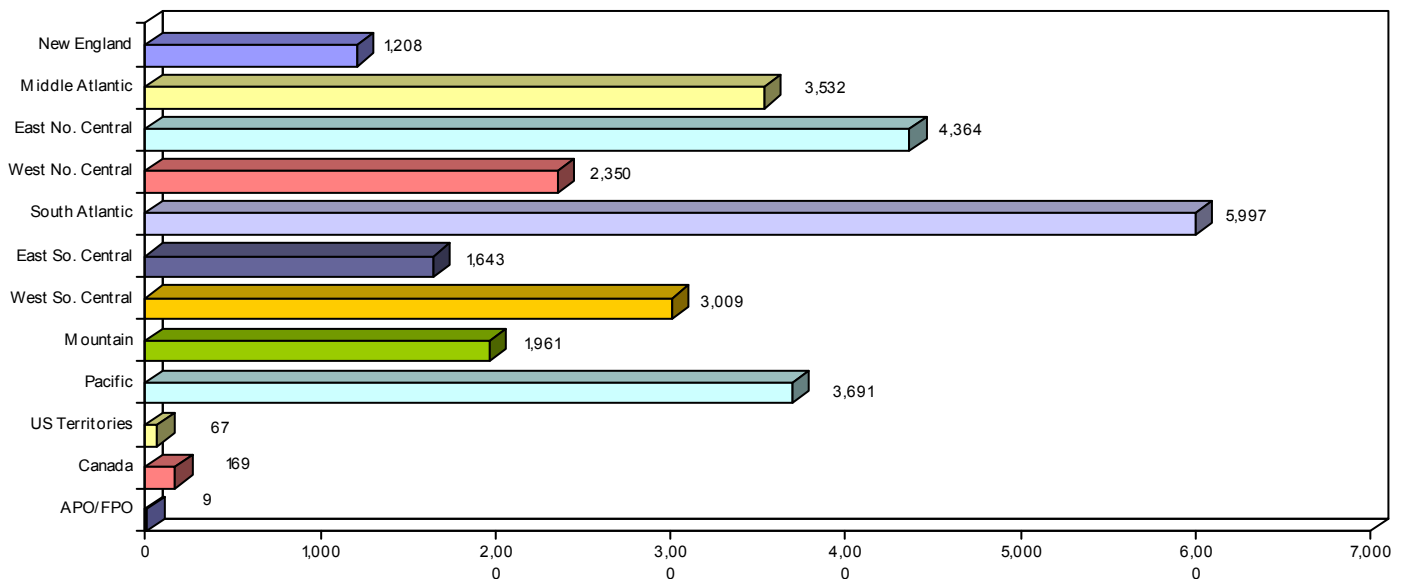
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>16,260</b>	<b>7,711</b>	-	<b>23,971</b>	<b>85.6</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,123</b>	<b>1,906</b>	-	<b>4,029</b>	<b>14.4</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,123	1,906	-	4,029	14.4
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,383</b>	<b>9,617</b>	-	<b>28,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>65.7</b>	<b>34.3</b>	-	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	112		Kentucky	375	
New Hampshire	120		Tennessee	583	
Vermont	55		Alabama	454	
Massachusetts	552		Mississippi	231	
Rhode Island	61		<b>EAST SO. CENTRAL</b>	<b>1,643</b>	<b>5.9</b>
Connecticut	308		Arkansas	279	
<b>NEW ENGLAND</b>	<b>1,208</b>	<b>4.3</b>	Louisiana	367	
New York	1,582		Oklahoma	365	
New Jersey	759		Texas	1,998	
Pennsylvania	1,191		<b>WEST SO. CENTRAL</b>	<b>3,009</b>	<b>10.7</b>
<b>MIDDLE ATLANTIC</b>	<b>3,532</b>	<b>12.6</b>	Montana	134	
Ohio	1,108		Idaho	156	
Indiana	583		Wyoming	81	
Illinois	1,260		Colorado	523	
Michigan	754		New Mexico	176	
Wisconsin	659		Arizona	441	
<b>EAST NO. CENTRAL</b>	<b>4,364</b>	<b>15.6</b>	Utah	248	
Minnesota	577		Nevada	202	
Iowa	384		<b>MOUNTAIN</b>	<b>1,961</b>	<b>7.0</b>
Missouri	564		Alaska	71	
North Dakota	122		Washington	517	
South Dakota	85		Oregon	343	
Nebraska	287		California	2,680	
Kansas	331		Hawaii	80	
<b>WEST NO. CENTRAL</b>	<b>2,350</b>	<b>8.4</b>	<b>PACIFIC</b>	<b>3,691</b>	<b>13.2</b>
Delaware	62		<b>UNITED STATES</b>	<b>27,755</b>	<b>99.1</b>
Maryland	672		U.S. Territories	67	
Washington, DC	89		Canada	169	
Virginia	899		Mexico	-	
West Virginia	146		Other International	-	
North Carolina	950		APO/FPO	9	
South Carolina	430				
Georgia	965				
Florida	1,784				
<b>SOUTH ATLANTIC</b>	<b>5,997</b>	<b>21.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,000</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### CHANGE IN FREQUENCY:

Effective with the January/February 2015 issue, Field Technologies changed its frequency from 12 to 9 issues per year.

### PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 60 copies or 0.2% to 2,123 copies or 7.6%.

### 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

Sarah Nicastro, Editor in Chief

(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	June 18, 2015
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County	Erie
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