

MOBILE ACTIVITY - PIT & QUARRY iPad APPLICATION**ISSUES DOWNLOADED: APRIL 1, 2014 – MARCH 31, 2015**

Issue	App Downloads
April 2014	N/A
May 2014	N/A
June 2014	N/A
July 2014	N/A
August 2014	N/A
September 2014	N/A
October 2014	30
November 2014	31
December 2014	23
January 2015	29
February 2015	17
March 2015	19
TOTAL	149
AVERAGE	25

Information for Mobile Activity was obtained by a review of publisher's iTunes Connect sales data for the period April 1, 2014 – March 31, 2015.

Data for app download was not available before October 2014. The review was done independently. In Verified's opinion, the Mobile Activity is fairly stated in this report.

Definitions:

App Download – New download/installation from a single device.

Average – Average downloads calculated by combining the download data available for the audit period April 1, 2014 – March 31, 2015 by the number of months (6 months) in which the data was available.

EMAIL NEWSLETTER ACTIVITY

AVERAGE E-NEWSLETTER DELIVERY: APRIL 1, 2014 – MARCH 31, 2015

E-NEWSLETTER	Issues Per Year	Issues This Report	Average Sent	Average Net Delivery
Pit & Quarry Weekly Report	52	52	7,575	7,518
Pit & Quarry Equipment Spotlight	12	12	8,479	8,349

E-NEWSLETTER DELIVERY BY ISSUE

PIT & QUARRY WEEKLY REPORT: APRIL 1, 2014 – MARCH 31, 2015

ISSUE DATE	Sent	Net Delivered	ISSUE DATE	Sent	Net Delivered
04/01/14	7,928	7,893	10/07/14	7,122	7,098
04/08/14	7,918	7,871	10/14/14	7,111	7,026
04/15/14	7,914	7,862	10/21/14	7,113	7,075
04/22/14	7,894	7,853	10/28/14	7,118	7,045
04/29/14	7,891	7,856	October Average	7,116	7,061
April Average	7,909	7,867	11/04/14	7,106	7,081
05/06/14	7,876	7,841	11/11/14	7,110	7,086
05/13/14	7,862	7,823	11/18/14	7,121	7,094
05/20/14	7,848	7,814	11/25/14	7,216	7,150
05/27/14	7,846	7,812	November Average	7,138	7,103
May Average	7,858	7,823	12/01/14	7,248	7,191
06/03/14	7,835	7,804	12/09/14	7,242	7,143
06/10/14	7,825	7,795	12/16/14	7,213	7,168
06/17/14	7,819	7,781	12/23/14	7,243	7,192
06/24/14	7,810	7,770	12/30/14	7,322	7,276
June Average	7,822	7,788	December Average	7,254	7,194
07/01/14	7,802	7,770	01/06/15	7,304	7,272
07/08/14	7,796	7,754	01/13/15	7,322	7,283
07/15/14	7,796	7,764	01/20/15	7,320	7,267
07/22/14	7,793	7,200	01/27/15	7,305	7,269
07/29/14	7,714	7,595	January Average	7,313	7,273
July Average	7,780	7,617	02/03/15	7,420	7,365
08/05/14	7,721	7,675	02/10/15	7,408	7,351
08/12/14	7,719	7,685	02/17/15	7,721	7,664
08/19/14	7,708	7,687	02/24/15	7,642	7,582
08/26/14	7,716	7,696	February Average	7,548	7,491
August Average	7,716	7,686	03/03/15	8,107	8,019
09/03/14	7,713	7,660	03/10/15	8,075	8,021
09/09/14	7,711	7,660	03/16/15	8,064	8,008
09/16/14	7,166	7,129	03/24/15	8,016	7,985
09/23/14	7,161	7,065	March Average	8,066	8,008
09/30/14	7,125	7,108	Average	7,575	7,518
September Average	7,375	7,324			

Information obtained by a review of publisher's Hallmark Data Systems, LLC reports for the period April 1, 2014 – March 31, 2015.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.

PIT & QUARRY EQUIPMENT SPOTLIGHT: APRIL 1, 2014 – MARCH 31, 2015

ISSUE DATE	Sent	Net Delivered
April 2014	8,820	8,699
May 2014	8,759	8,691
June 2014	8,619	8,570
July 2014	8,687	8,014
August 2014	8,617	8,564
September 2014	8,044	7,959
October 2014	8,008	7,929
November 2014	8,033	7,961
December 2014	8,252	8,159
January 2015	8,454	8,361
February 2015	8,562	8,454
March 2015	8,888	8,796
Average	8,479	8,349

Information obtained by a review of publisher’s Hallmark Data Systems, LLC reports for the period April 1, 2014 – March 31, 2015.

Definitions: Average Net Delivery – Calculated by subtracting undelivered messages from sent messages. Average – Calculated by dividing total net delivered by number of newsletters delivered.



FACEBOOK ACTIVITY – PIT & QUARRY

VISITOR ACTIVITY	
Total Lifetime Likes	2,462

Information for Facebook activity was obtained by a review of publisher’s Facebook likes on March 31, 2015. The review was done independently. In Verified’s opinion, the Facebook activity is fairly stated in this report.

Definitions: Lifetime Likes –The total number of Likes a Facebook Page received, as of the end of a specified date range.



TWITTER ACTIVITY: @pitandquarry

ACTIVITY	
Tweets	2,818
Followers	2,239

Information for Twitter activity was obtained by a review of publisher’s Twitter handle (@pitandquarry) as of March 31, 2015. The review was done independently. In Verified’s opinion, the Twitter activity is fairly stated in this report.

Definitions: Tweets – A message posted via Twitter containing 140 characters or fewer.

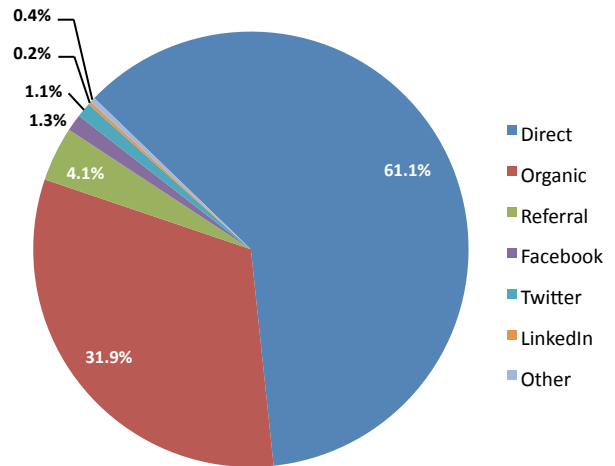
Follower – A follower is another Twitter user who has opted in to receive Tweets from the publisher’s Twitter account.

WEB VISITOR ACTIVITY – www.pitandquarry.com

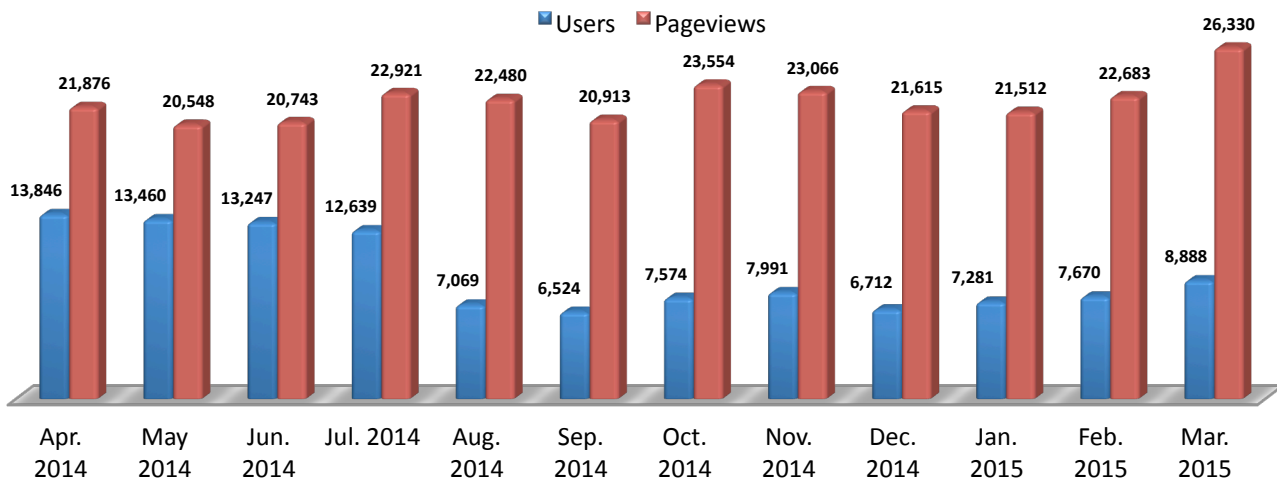
VISITOR ACTIVITY April 1, 2014 - March 31, 2015	
Sessions	165,526
Users	102,201
Total Pageviews	268,241
Average Pages per Session	1.62
Average Session Duration	00:02:12

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period April 1, 2014 – March 31, 2015. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

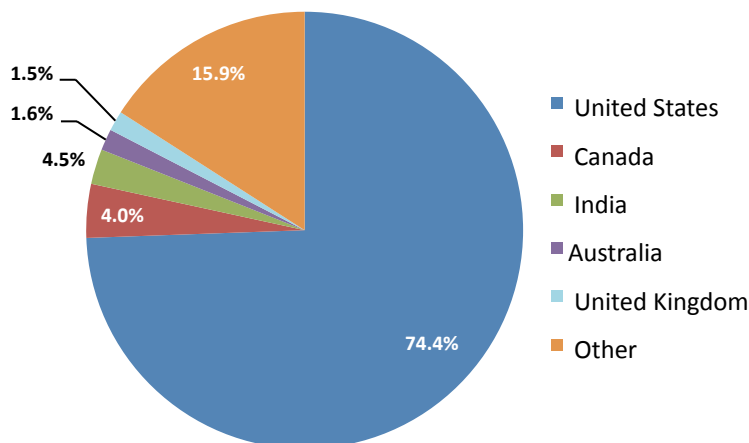
Website Traffic Source



Pit & Quarry
Monthly Web Traffic



Visitor Geographic Location



Visitor Device

