

PHOTO REPORTER
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VAC PUBLISHING
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PUBLICATION DESCRIPTION

PHOTO REPORTER is an imaging industry publication covering news, events, marketing trends, and new products of the photo-imaging industry.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

PHOTO REPORTER is published for retailers, minilabs, photofinishers, and other allied retailers selling photographic equipment, services, supplies, digital cameras, peripherals and software.

Qualified recipients include presidents, owners, partners, general managers, and other executive personnel. Recipients also include photographic merchandising managers and buyers, store managers, department managers, and other titled and non-titled personnel.

AVERAGE MONTHLY CIRCULATION: JANUARY 1, 20XX – DECEMBER 31, 20XX

QUALIFIED CIRCULATION	Non-Paid Print	Non-Paid Digital	Paid Print	Paid Digital	Total Qualified Unduplicated*
Individual Subscription	9,241	1,435	-	-	10,934
Association/Group/Directory Lists	6,159	875	-	-	7,390
TOTAL QUALIFIED CIRCULATION	15,400	2,310	-	-	18,324
TOTAL NON-QUALIFIED CIRCULATION					896

Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Digital Qualified Association/Group/Directory lists meet the publisher's Definition of Recipient Qualification, but have not opted-in to receive the digital edition. Please see Explanation for additional details.

* Total Qualified Unduplicated does not equal the sum of Print and Digital.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry and Job Title Classification, Qualified Circulation by Issue, Additions and Removals by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	11,303	1,732	13,465	73.5%
Individual by Name Only	2,728	577	3,397	18.5%
Title Only	909	-	971	5.3%
Company Name Only	454	-	484	2.6%
Total Qualified Circulation	15,394	2,309	18,317	100.0%

* Total Qualified Unduplicated does not equal the sum of Print and Digital.

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within				Total Qualified Unduplicated*	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	6,658	1,437	4,206	3,160	969	N/A	8,335	45.5%
Request from Recipient's Company	2,579	-	516	689	1,374	N/A	2,579	14.1%
Association/Group/Directory Lists	6,157	872	3,550	1,080	937	1,836	7,403	40.4%
Total Qualified Circulation	15,394	2,309	8,272	4,929	3,280	1,836	18,317	100.0%

Please see Explanation for additional details regarding the source of digital Association/Group/Directory lists.

* Total Qualified Unduplicated does not equal the sum of Print and Digital.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Non-Paid Print	Non-Paid Digital	Owner/ Corp.	Operations	Sales/ Marketing	Purchasing	All Other	Total Qualified Unduplicated*	Percent
52-59	Retail Trade									
53	Drug Store / Discount Store	2,770	415	1,758	1,202	244	53	38	3,295	18.0%
53	Mass Merchandiser / Department Store	3,386	507	2,305	1,307	364	-	51	4,027	22.0%
54	Supermarket	260	37	171	79	44	-	10	304	1.7%
57	Electronic Store	170	25	112	28	45	8	8	201	1.1%
59	Specialty Camera Retailer	6,673	1,009	5,165	1,715	879	69	125	7,953	43.4%
70-89	Services									
73	Minilab / Photofinisher	1,385	205	1,007	456	149	22	13	1,647	9.0%
76	Camera Repair Service	184	26	177	29	9	-	1	216	1.2%
	Other	370	55	218	86	46	21	69	440	2.4%
	Not Classified	196	30	100	68	50	9	7	234	1.3%
Total Qualified Circulation		15,394	2,309	11,013	4,970	1,830	182	322	18,317	100.0%

Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor
Description – *Photo Reporter*

Owner/Corporate Management (Owner/Corp.) includes chairmen, owners, partners, presidents, vice presidents, CEOs, CFOs, COOs, and executive directors. Operations Management (Operations) includes general managers, operations managers, and department managers. Sales/Marketing Management (Sales/Marketing) includes marketing, sales, and communication personnel. Purchasing Management (Purchasing) includes purchasing agents and managers. All Other includes administration, government, engineering, technical, human relations, and other titled and non-titled personnel.

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U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Maine	57	9	68	0.4%	Kentucky	164	25	196	1.1%
New Hampshire	86	14	107	0.6%	Tennessee	357	53	424	2.3%
Vermont	34	4	39	0.2%	Alabama	188	28	223	1.2%
Massachusetts	400	60	476	2.6%	Mississippi	89	14	110	0.6%
Rhode Island	73	12	88	0.5%	E. S. Central	798	120	953	5.2%
Connecticut	205	30	243	1.3%	Arkansas	99	14	117	0.6%
New England	855	129	1,021	5.6%	Louisiana	133	21	160	0.9%
New York	917	139	1,093	6.0%	Oklahoma	139	21	166	0.9%
New Jersey	553	83	658	3.6%	Texas	1,025	155	1,221	6.7%
Pennsylvania	726	109	864	4.7%	W. S. Central	1,396	211	1,664	9.1%
Mid Atlantic	2,196	331	2,615	14.3%	Montana	39	7	48	0.3%
Delaware	29	5	35	0.2%	Idaho	48	7	57	0.3%
Maryland	313	46	371	2.0%	Wyoming	19	2	21	0.1%
D.C.	66	9	77	0.4%	Colorado	217	32	258	1.4%
Virginia	292	44	348	1.9%	New Mexico	49	7	58	0.3%
West Virginia	64	9	75	0.4%	Arizona	181	28	216	1.2%
North Carolina	436	65	518	2.8%	Utah	94	14	112	0.6%
South Carolina	169	25	201	1.1%	Nevada	77	12	92	0.5%
Georgia	456	69	543	3.0%	Mountain	724	109	862	4.7%
Florida	898	134	1,068	5.8%	Alaska	23	2	25	0.1%
S. Atlantic	2,723	406	3,236	17.7%	Washington	259	39	308	1.7%
Ohio	650	97	773	4.2%	Oregon	198	30	236	1.3%
Indiana	320	48	381	2.1%	California	2,242	333	2,660	14.6%
Illinois	932	141	1110	6.1%	Hawaii	47	7	56	0.3%
Michigan	474	72	565	3.1%	Pacific	2,769	411	3,285	18.0%
Wisconsin	355	53	422	2.3%	U.S. Territories	6	-	6	-
E. N. Central	2,731	411	3,251	17.7%	U.S. Total	15,394	2,309	18,317	100.0%
Minnesota	379	58	452	2.5%	Canada	-	-	-	-
Iowa	189	28	224	1.2%	Foreign	-	-	-	-
Missouri	303	46	361	2.0%	Foreign Total	-	-	-	-
North Dakota	32	5	38	0.2%					
South Dakota	32	5	38	0.2%					
Nebraska	97	14	115	0.6%					
Kansas	164	25	196	1.1%					
W. N. Central	1,196	181	1,424	7.8%	Total Qualified	15,394	2,309	18,317	100.0%

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QUALIFIED CIRCULATION BY ISSUE

ISSUE	Print	Digital	Print & Digital	Total Qualified Unduplicated*
January 20XX	15,413	2,312	615	18,340
February 20XX	15,426	2,314	615	18,355
March 20XX	15,361	2,304	613	18,278
April 20XX	15,348	2,302	612	18,262
May 20XX	15,356	2,303	613	18,272
June 20XX	15,419	2,313	615	18,347
July 20XX	15,413	2,312	615	18,340
August 20XX	15,388	2,308	614	18,310
September 20XX	15,444	2,317	616	18,377
October 20XX	15,409	2,311	615	18,335
November 20XX	15,430	2,315	616	18,361
December 20XX	15,394	2,309	614	18,317
6 Month Average	15,387	2,308	614	18,309
12 Month Average	15,400	2,310	614	18,324

*Total Qualified Unduplicated does not equal the sum of Print and Digital.

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions			Removals			Total Additions	Total Removals	Net
	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated			
January 20XX	3	4	5	1	3	5	12	9	3
February 20XX	14	8	2	1	6	2	24	9	15
March 20XX	3	21	-	68	31	2	24	101	(77)
April 20XX	1	9	5	14	11	6	15	31	(16)
May 20XX	14	7	9	6	6	8	30	20	10
June 20XX	64	10	7	1	-	5	81	6	75
July 20XX	-	17	1	6	18	1	18	25	(7)
August 20XX	6	2	4	31	6	5	12	42	(30)
September 20XX	59	16	10	3	7	8	85	18	67
October 20XX	-	10	4	35	16	5	14	56	(42)
November 20XX	22	4	3	1	-	2	29	3	26
December 20XX	-	-	9	39	3	11	9	53	(44)
6 Month Total	99	59	28	91	57	28	186	176	10
6 Month Average	17	10	5	15	10	5	32	30	2
12 Month Total	186	108	59	206	110	60	353	376	(23)
12 Month Average	14	9	5	16	9	5	28	30	(2)

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

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Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	# of Copies
Photo Industry Convention	12/04/20XX	Las Vegas, NV	1,380

Source for Association/Group/Directory Distribution Lists (Print):

	Date(s) Added to File
Info USA	03/20XX

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.