

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.

Racher Press Inc.  
 220 Fifth Avenue, Fl 18  
 New York, NY 10001  
 Tel.: (212) 213-6000  
 Fax: (212) 213-6106  
 www.massmarketretailers.com

**MMR: Mass Market Retailers**, with a 18 time a year frequency, is a B2B news publication that serves a \$1.5 trillion dollar retail marketplace consisting of supermarket chains, drug chains, mass chains and membership clubs and value chains. MMR is targeted to decision makers from category manager up to C-level executive at the headquarter and divisional locations of these chains. The editorial focus of MMR is on industry news, finance, store operations and the merchandising trends impacting the product categories sold across the food, drug and mass retailing industries.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**MMR MAGAZINE**



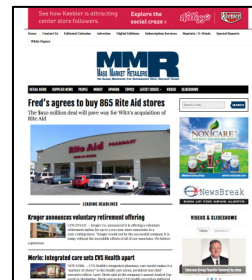
9 Issues in the period  
 20,500 average circulation

**MMR E-NEWSLETTER**



29 issued in the period  
 11,394 average per occurrence

**MMR WEBSITE**



596 average unique browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MMR MAGAZINE</b> (9 issues in the period) Unique Total*	20,450	50	20,500
a. Print	20,450	50	20,500
b. Digital	5,513	11	5,524
1. Requested	5,220	11	5,231
2. Non Requested	293	-	293
<b>MMR E-NEWSLETTER</b>			
a. MMR e-News Break (29 issued in the period)	11,394	-	11,394
<b>MMR WEBSITE</b> (Monthly Unique Browsers with 39,439 average Page Impressions)	596	-	596

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**FIELD SERVED**

MMR serves the mass merchandise retail industry, including Headquarters of Supermarket, Drug and Discount Store Chains, wholesale/warehouse clubs, the cooperatives, dollar stores, online retailers, voluntaries and wholesalers who serve them, manufacturers/manufacturers' representatives, schools, libraries, associations, government agencies and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel in the above field based at headquarters. This includes Administrative/Operations Managers, Buyers, Merchandise Managers, Merchandisers and other titled headquarters' personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	71
Advertiser and Agency	2,212
Allocated for Trade Shows and Conventions	261
All Other	17,841
<b>TOTAL</b>	<b>20,384</b>

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

QUALIFIED CIRCULATION	Unique Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,500	100.0	20,450	99.8	50	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>20,500</b>	<b>100.0</b>	<b>20,450</b>	<b>99.8</b>	<b>50</b>	<b>0.2</b>

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

2016 Issue	Print	Digital	Unique Total Qualified*
July 11	20,500	5,648	20,500
August 1	20,500	5,625	20,500
August 29	20,500	5,597	20,500
September 19	20,500	5,557	20,500
October 3	20,500	5,440	20,500
October 31	20,500	5,409	20,500
November 14	20,500	5,262	20,500
<b>*November 28</b>	<b>20,500</b>	<b>5,693</b>	<b>20,500</b>
December 19	20,500	5,489	20,500

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2016**

This issue is equal to the average of the other 8 issues reported in Paragraph 2.

BUSINESS/INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE (Note 1)
Headquarters of Supermarket, Drug and Discount Store Chains, Wholesale/Warehouse Clubs, Cooperatives, Dollar Stores, Online Retailers, Voluntary and Wholesalers, Manufacturer or Manufacturers' Representative, School, Library, Association or Government Agency, and Others Allied to the Field	20,500	100.0	20,500	5,693	20,500
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,500</b>	<b>100.0</b>	<b>20,500</b>	<b>5,693</b>	<b>20,500</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>	<b>27.8</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Administrative/Operations Management (Owner, Pres, Ptnr, VP, GM, Treas, Dept Head, Mgr, Supv, etc.) Buyer/Merchandise Mgr, Merchandiser/Category Mgr and other titled headquarters personnel.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2016**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,950	1,000	-	17,950	4,339	17,950	87.6
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>2,550</b>	<b>-</b>	<b>-</b>	<b>2,550</b>	<b>1,354</b>	<b>2,550</b>	<b>12.4</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	2,550	-	-	2,550	1,354	2,550	12.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>19,500</b>	<b>1,000</b>	<b>-</b>	<b>20,500</b>	<b>5,693</b>	<b>20,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>95.1</b>	<b>4.9</b>	<b>-</b>	<b>100.0</b>	<b>27.8</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2016**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	20,461	5,671	20,461	99.8
Individuals by name only	34	21	34	0.2
Titles or functions only	4	1	4	-
Company names only	1	-	1	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,500</b>	<b>5,693</b>	<b>20,500</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.



# WEBSITE CHANNEL

## WWW.MASSMARKETRETAILERS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	29,751	762	537	1.42	00:08	05:07
August	73,111	1,200	842	1.43	00:06	06:05
September	25,478	615	470	1.31	00:07	04:40
October	36,511	754	552	1.37	00:07	05:24
November	43,742	1,069	749	1.43	00:08	05:20
December	28,042	582	430	1.35	00:08	06:18
<b>AVERAGE:</b>	<b>39,439</b>	<b>830</b>	<b>596</b>	<b>1.39</b>	<b>00:07</b>	<b>05:29</b>

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### CHANGE IN FREQUENCY:

Effective with the July 11, 2016 issue, MMR changed its frequency from 19 to 18 issues per year.

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,550 copies or 12.4%, including Chain Store Guide.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owners option.

### PUBLISHER'S AFFIDAVIT

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

Susan Schinitzky, Publisher

Pamela Vandernoth, Circulation Manager

(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 January 5, 2017

State New York

County New York

Received by BPA Worldwide January 5, 2017

Type BD

ID Number M088B0D6

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.