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The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshow/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

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# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2014



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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**FLAGSHIP ORACLE MAGAZINE** is a consumer publication targeted at individuals with broad-based technology and business interests across a wide spectrum of industries. The content and editorial scope includes news and industry commentary and round-ups, in-depth technical articles, and special features. The brand content of each issue is also available to subscribers worldwide via the publication's digital version.

## 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

### ORACLE MAGAZINE



3 Issues in the period  
448,039 average circulation

### ORACLE MAGAZINE SOCIAL MEDIA



37,096 average Twitter  
followers  
124,128 average  
Facebook likes  
1,269 LinkedIn group  
members

## EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
<b>ORACLE MAGAZINE</b> (3 issues in the period)	-	448,039	448,039
a. Print	-	275,421	275,421
b. Digital	-	172,618	172,618
1. Requested	-	156,249	156,249
2. Non-Requested	-	16,369	16,369
<b>ORACLE MAGAZINE SOCIAL MEDIA</b>			
a. Twitter followers	-	37,096	37,096
b. Facebook likes	-	124,128	124,128
c. LinkedIn group members	-	1,269	1,269

**MARKET SERVED**

**ORACLE MAGAZINE** serves the following industries: Aerospace and Defense Manufacturing; Application Service Provider; Automotive Manufacturing; Chemicals; Media and Entertainment (formerly Communications and Media); Construction/ Engineering; Consumer Sector/Consumer Packaged Goods; Education; Financial Services/Insurance; Health Care; High Technology Manufacturing/OEM; Industrial Manufacturing; Independent Software Vendor; Life Sciences (Biotech, Pharmaceuticals); Natural Resources (formerly Mining); Oil and Gas; Professional Services; Public Sector (formerly Government (civil) and Government (military); Retail/Wholesale/Distribution; Systems Integrator/VAR/VAD; Telecommunications; Travel and Transportation; Utilities (electric, gas, sanitation, water); and Other Business and Services (includes former category Chemicals, Oil, and Gas; Agriculture/Mining/Natural Resources; Consulting/Training; Data Processing; Manufacturing (non-computer); Research & Development). Qualified recipients are Executive Management (President, Chair, CEO, CFO, Owner, Partner, Principal); Finance/Administrative Management (VP/Director/Manager/Controller, Purchasing, Administration); Sales/Marketing Management (VP/Director/Manager); Computer Systems/Operations Management (CIO/VP/Director/Manager MIS, Operations); Systems Development/Programming Management and Staff; Consultants; DBA/Systems Administrator; Education/Training; Technical Support Director/Manager; Other Technical Staff; and others as listed in Paragraph 3.

**PRICE AND FREQUENCY**

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
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6 Issues Per Year

\*\*NC All Single-Copy Sales Prices for the Period

**\*\*NC = None Claimed**

**AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD**

<b>Total Qualified</b>	<b>448,039</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	448,039

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

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	432,039	96.4	432,039	96.4
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	16,000	3.6	16,000	3.6
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	-	-	448,039	100.0	448,039	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>448,039</b>	<b>100.0</b>	<b>448,039</b>	<b>100.0</b>

**1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	259,421	94.2	259,421	94.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	16,000	5.8	16,000	5.8
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	-	-	275,421	100.0	275,421	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>275,421</b>	<b>100.0</b>	<b>275,421</b>	<b>100.0</b>

**1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	172,618	100.0	172,618	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	-	-	172,618	100.0	172,618	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>172,618</b>	<b>100.0</b>	<b>172,618</b>	<b>100.0</b>

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

2014 Issue	Print	Digital	Total Qualified
January/February	255,118	169,100	424,218
March/April	283,609	173,079	456,688
May/June	287,535	175,676	463,211

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014\*

State/Region/Country	Print	Digital	Total Qualified	Percent
Maine	923	88	1,011	
New Hampshire	1,464	221	1,685	
Vermont	462	65	527	
Massachusetts	9,372	1,306	10,678	
Rhode Island	922	111	1,033	
Connecticut	4,456	533	4,989	
<b>NEW ENGLAND</b>	<b>17,599</b>	<b>2,324</b>	<b>19,923</b>	<b>4.3</b>
New York	33,712	2,047	35,759	
New Jersey	11,477	1,740	13,217	
Pennsylvania	11,876	1,524	13,400	
<b>MIDDLE ATLANTIC</b>	<b>57,065</b>	<b>5,311</b>	<b>62,376</b>	<b>13.5</b>
Ohio	11,273	1,478	12,751	
Indiana	4,495	517	5,012	
Illinois	13,603	1,877	15,480	
Michigan	7,509	1,032	8,541	
Wisconsin	5,213	574	5,787	
<b>EAST NO. CENTRAL</b>	<b>42,093</b>	<b>5,478</b>	<b>47,571</b>	<b>10.3</b>
Minnesota	6,154	871	7,025	
Iowa	2,413	244	2,657	
Missouri	5,389	697	6,086	
North Dakota	536	39	575	
South Dakota	546	38	584	
Nebraska	1,889	244	2,133	
Kansas	2,636	293	2,929	
<b>WEST NO. CENTRAL</b>	<b>19,563</b>	<b>2,426</b>	<b>21,989</b>	<b>4.7</b>
Delaware	805	112	917	
Maryland	7,845	1,024	8,869	
Washington, DC	3,128	274	3,402	
Virginia	10,953	1,836	12,789	
West Virginia	900	107	1,007	
North Carolina	7,326	1,042	8,368	
South Carolina	2,542	308	2,850	
Georgia	8,626	1,441	10,067	
Florida	13,145	1,913	15,058	
<b>SOUTH ATLANTIC</b>	<b>55,270</b>	<b>8,057</b>	<b>63,327</b>	<b>13.7</b>
Kentucky	2,719	292	3,011	
Tennessee	4,707	580	5,287	
Alabama	2,896	293	3,189	
Mississippi	1,099	108	1,204	
<b>EAST SO. CENTRAL</b>	<b>11,421</b>	<b>1,270</b>	<b>12,691</b>	<b>2.7</b>
Arkansas	1,564	156	1,720	
Louisiana	1,982	192	2,174	
Oklahoma	2,406	270	2,676	
Texas	19,052	2,998	22,050	
<b>WEST SO. CENTRAL</b>	<b>25,014</b>	<b>3,616</b>	<b>28,630</b>	<b>6.2</b>
Montana	576	57	633	
Idaho	1,005	113	1,118	
Wyoming	333	15	348	
Colorado	5,471	944	6,415	
New Mexico	930	177	1,107	
Arizona	4,259	649	4,908	
Utah	2,044	358	2,402	
Nevada	759	163	922	
<b>MOUNTAIN</b>	<b>15,377</b>	<b>2,476</b>	<b>17,853</b>	<b>3.8</b>
Alaska	248	50	298	
Washington	3,114	868	3,982	
Oregon	1,585	418	2,003	
California	21,056	9,269	30,325	
Hawaii	387	66	453	
<b>PACIFIC</b>	<b>26,390</b>	<b>10,671</b>	<b>37,061</b>	<b>8.0</b>
<b>UNITED STATES</b>	<b>269,792</b>	<b>41,629</b>	<b>311,421</b>	<b>67.2</b>
U.S. Territories	252	90	342	
Canada	918	8,958	9,876	
Mexico	498	3,627	4,125	
APQ/FPO	30	20	50	
<b>ASIA</b>				
Afghanistan	-	10	10	
Armenia	2	12	14	
Azerbaijan	4	37	41	
Bangladesh	17	262	279	
Bhutan	3	3	4	
Brunei Darussalam	1	7	8	
Cambodia	3	10	13	
China	77	784	861	
East Timor (Timor-Leste)	-	1	1	
Georgia	1	22	23	
Hong Kong - SAR	57	1,019	1,076	
India	3,991	34,585	38,576	
Indonesia	153	2,436	2,589	
Japan	25	328	353	
Kazakhstan	6	45	51	
Korea, Republic Of	36	401	437	
Kyrgyzstan	-	8	8	
Laos	-	4	4	
Macao	1	16	17	
Malaysia	103	1,158	1,261	
Maldives	1	10	11	
Mongolia	4	36	40	
Myanmar	1	10	11	
Nepal	8	101	109	
Pakistan	206	2,447	2,653	
Philippines	91	1,195	1,286	

\*See Additional Data

State/Region/Country	Print	Digital	Total Qualified	Percent
Singapore	190	1,402	1,592	
Sri Lanka	63	675	738	
Taiwan	31	374	405	
Tajikistan	-	8	8	
Thailand	50	632	682	
Turkmenistan	-	2	2	
Uzbekistan	1	21	22	
Vietnam	29	178	207	
<b>Subtotal</b>	<b>5,153</b>	<b>48,239</b>	<b>53,392</b>	<b>11.5</b>
<b>MIDDLE EAST</b>				
Bahrain	26	223	249	
Israel	34	646	680	
Jordan	20	260	280	
Kuwait	19	261	280	
Lebanon	10	213	223	
Oman	40	296	336	
Qatar	19	308	327	
Saudi Arabia	89	1,296	1,385	
United Arab Emirates	162	1,497	1,659	
Yemen	8	107	115	
unspecified Middle East	-	37	37	
<b>Subtotal</b>	<b>427</b>	<b>5,144</b>	<b>5,571</b>	<b>1.2</b>
<b>EUROPE</b>				
Albania	4	31	35	
Andorra	1	5	6	
Austria	47	613	660	
Belarus	8	87	95	
Belgium	136	1,732	1,868	
Bosnia and Herzegovina	5	107	112	
Bulgaria	16	232	248	
Croatia	18	257	275	
Cyprus	8	63	71	
Czech Republic	43	585	628	
Denmark	74	750	824	
Estonia	10	98	108	
Faroe Islands	1	7	8	
Finland	102	706	808	
France	302	2,931	3,233	
Germany	499	5,276	5,775	
Gibraltar	1	1	1	
Greece	56	949	1,005	
Greenland	-	2	2	
Hungary	40	435	475	
Iceland	4	57	61	
Ireland	315	381	696	
Italy	249	3,815	4,064	
Latvia	11	118	129	
Liechtenstein	-	4	4	
Lithuania	8	115	123	
Luxembourg	16	107	123	
Macedonia	7	72	79	
Malta	3	59	62	
Moldova	1	24	25	
Monaco	-	1	1	
Montenegro	1	20	21	
Netherlands	338	3,018	3,356	
Norway	58	701	759	
Poland	102	1,320	1,422	
Portugal	77	805	882	
Romania	123	654	777	
Russian Federation	113	1,238	1,351	
San Marino	-	1	1	
Serbia	13	271	284	
Slovakia	16	250	266	
Slovenia	13	259	272	
Spain	335	3,404	3,739	
Sweden	130	1,065	1,195	
Switzerland	174	1,256	1,430	
Turkey	96	1,062	1,158	
Ukraine	47	362	409	
United Kingdom	4,596	5,827	10,423	
unspecified Europe	-	9	9	
<b>Subtotal</b>	<b>8,216</b>	<b>41,142</b>	<b>49,358</b>	<b>10.7</b>
<b>AFRICA</b>				
Algeria	13	269	282	
Angola	1	25	26	
Benin	3	11	14	
Botswana	1	54	55	
Burkina Faso	-	16	16	
Burundi	-	2	2	
Cameroon	5	87	92	
Cape Verde	-	10	10	
Chad	3	3	3	
Congo	2	10	12	
Cote D'Ivoire	4	49	53	
Djibouti	1	4	5	
Egypt	73	956	1,029	
Eritrea	7	7	7	
Ethiopia	5	112	117	
Gabon	1	11	12	
Gambia	1	7	8	
Ghana	16	342	358	

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014\***

State/Region/Country	Print	Digital	Total Qualified	Percent	State/Region/Country	Print	Digital	Total Qualified	Percent
Guinea	-	2	2		Saint Lucia	1	5	6	
Kenya	35	538	573		Saint Vincent and the Grenadines	-	1	1	
Lesotho	-	4	4		Trinidad and Tobago	9	70	79	
Liberia	1	5	6		Turks and Caicos Islands	-	2	2	
Libyan Arab Jamahiriya	2	20	22		Virgin Islands, British	2	8	10	
Madagascar	-	23	23		Subtotal	45	365	410	0.1
Malawi	2	39	41		<b>CENTRAL AMERICA</b>				
Mali	1	4	5		Belize	-	13	13	
Mauritius	19	172	191		Costa Rica	50	292	342	
Morocco	22	299	321		El Salvador	22	241	263	
Mozambique	2	18	20		Guatemala	18	177	195	
Namibia	3	21	24		Honduras	9	82	91	
Niger	-	6	6		Nicaragua	19	71	90	
Nigeria	174	2,915	3,089		Panama	7	84	91	
Reunion	2	4	6		Subtotal	125	960	1,085	0.2
Rwanda	1	7	8		<b>SOUTH AMERICA</b>				
Senegal	1	37	38		Argentina	222	2,538	2,760	
Seychelles	-	3	3		Bolivia	20	189	209	
Sierra Leone	-	7	7		Brazil	397	5,519	5,916	
South Africa	132	1,346	1,478		Chile	148	1,296	1,444	
Sudan	3	42	45		Colombia	140	1,775	1,915	
Swaziland	-	3	3		Ecuador	16	298	314	
Tanzania	13	100	113		Falkland Islands (Malvinas)	1	1	2	
Togo	-	18	18		Guyana	-	6	6	
Tunisia	11	230	241		Paraguay	7	83	90	
Uganda	11	142	153		Peru	101	948	1,049	
Zambia	5	83	88		Suriname	-	14	14	
Zimbabwe	12	115	127		Uruguay	21	263	284	
unspecified Africa	-	6	6		Venezuela	32	323	355	
Subtotal	578	8,184	8,762	1.9	Subtotal	1,105	13,253	14,358	3.1
<b>CARIBBEAN</b>					<b>ASIA PACIFIC</b>				
Anguilla	3	4	7		Australia	347	3,536	3,883	
Antigua and Barbuda	2	2	4		Fiji	3	17	20	
Aruba	-	13	13		French Polynesia	-	3	3	
Bahamas	1	10	11		Nauru	-	1	1	
Barbados	3	13	16		New Caledonia	1	6	7	
Bermuda	-	5	5		New Zealand	40	471	511	
Cayman Islands	-	10	10		Palau	-	1	1	
Dominica	-	1	1		Papua New Guinea	4	22	26	
Dominican Republic	7	120	127		Tonga	-	1	1	
Grenada	-	5	5		Tuvalu	-	1	1	
Guadeloupe	-	3	3		Western Samoa	-	1	1	
Haiti	2	12	14		Subtotal	395	4,060	4,455	1.0
Jamaica	9	56	65		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>287,535</b>	<b>175,676</b>	<b>463,211</b>	<b>100.0</b>
Martinique	1	2	3						
Netherlands Antilles	5	23	28						

\*See Additional Data

SOCIAL MEDIA CHANNEL

Oracle Magazine Social Media



Twitter followers



Facebook likes



LinkedIn group members

<http://twitter.com/oraclemagazine>

<http://www.facebook.com/OracleMagazine>

<http://www.linkedin.com/group/Oracle-Magazine-3685850>

2014			
January	31,297	102,008	1,154
February	33,735	112,629	1,214
March	36,492	120,267	1,251
April	39,205	129,729	1,251
May	40,316	136,740	1,341
June	41,529	143,397	1,401
AVERAGE:	37,096	124,128	1,269

ADDITIONAL DATA

**METHOD OF DISTRIBUTION:**  
Copies addressed to individuals in the United States are mailed via Periodicals Class. Copies addressed to individuals outside the United States are distributed via IMEX Global Solutions. All qualified circulation conforms to the market served and method of distribution, 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 via GTXoel. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

**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.

**MAGAZINE:**  
**PARAGRAPH 4:**  
Rosters and directories include 2 sources of circulation for quantities of 49,152 copies or 10.6% to 132,798 copies or 28.7%, including InfoGroup List and DM2 List. Other Sources include 4 sources of circulation for quantities of 2,548 copies or 0.6% to 8,652 copies or 1.9%.

**GEOGRAPHIC DISTRIBUTION:**  
Geographical data is not reported at the media owner’s option.

ANNUAL TRADE SHOW COPY DISTRIBUTION			
Trade Show Distribution	Locations	Issue	Quantity
Cloud Odysseys	Poland	January/February 2014	200
Oracle Technology Days	Belgium	January/February 2014	200
Oracle Technology Day	United Arab Emirates	January/February 2014	200
Oracle Applications Roadshow	Brazil	March/April 2014	200
Middle East Technology Days	United Arab Emirates	March/April 2014	200
Nigeria/Ghana Technology Days	Nigeria	March/April 2014	200
Collaborate 2014	Las Vegas	March/April 2014	1,000
Oracle Cloud Expo	New Jersey	May/June 2014	200
TOTAL			2,400

PUBLISHER’S AFFIDAVIT

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

Karin Kinnear, Associate Publisher

Jennifer Hamilton Bingo, Publisher

(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

State

County

Received by BPA Worldwide

Type

ID Number

July 30, 2014

California

San Mateo

July 30, 2014

CBJ

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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.

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Recycled Paper

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ORACLE MAGAZINE / June 2014

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY/JUNE 2014**  
**This issue is 5.2% or 22,758 copies above the average of the other 2 issues reported in Paragraph 2.**

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Executive Management (Pr/Chm/CEO/ CFO/Owner/ Partner, Principal)	Finance/ Administrative Management (VP,Dir,Mgr)	Sales/Marketing Management	Computer System/Oper. Management	Application Development/ Program Management	Application Develop/ Program Staff	Software Architect	Enterprise Architect	Consulting	DBA/ System Administrator	Education/ Training	Technical Support Dir./ Mgr.	Other Technical Management Staff	Other
Aerospace & Defense Manufacturing	4,445	0.9	2,218	2,227	380	142	68	343	680	633	289	226	204	844	66	166	279	125
Application Service Provider	13,739	3.0	3,386	10,353	1,168	196	266	1,135	2,783	2,610	1,284	768	908	1,715	134	357	297	118
Automotive Manufacturing	2,845	0.6	1,053	1,792	188	133	87	299	365	285	227	165	187	454	69	140	183	63
Chemicals	1,667	0.3	588	1,079	113	84	62	177	201	171	99	97	139	262	60	71	95	36
Media and Entertainment	5,544	1.2	2,261	3,283	871	194	276	560	533	512	363	242	370	815	169	270	258	111
Construction/Engineering	5,329	1.1	1,636	3,693	586	280	122	633	560	517	329	208	472	696	127	313	376	110
Cons Sector/Cons Pkg Goods	3,136	0.7	1,274	1,862	261	158	131	388	340	275	183	161	241	490	74	173	188	73
Education	22,280	4.8	7,925	14,355	1,110	576	197	1,726	1,736	2,061	786	460	1,229	3,393	6,781	675	805	745
Financial Services/Insurance	25,180	5.4	8,913	16,267	1,058	1,186	338	2,580	3,292	3,385	1,809	1,511	1,711	5,435	269	843	1,112	651
Health Care	10,954	2.4	5,083	5,871	691	349	169	1,144	1,137	1,433	633	473	707	2,559	209	460	607	383
High Technology Manufacturing	7,863	1.7	2,928	4,935	588	253	453	887	853	744	651	460	613	1,286	110	377	424	164
Industrial Manufacturing	6,983	1.5	2,190	4,793	396	338	158	1,074	925	787	336	309	307	1,228	89	379	462	195
Independent Software Vendor	14,909	3.2	3,980	10,929	2,011	164	566	1,148	2,501	2,387	1,682	622	1,111	1,652	143	365	383	174
Life Sciences	2,339	0.5	1,125	1,214	144	70	59	287	302	258	163	109	173	392	48	98	147	89
Natural Resources	1,018	0.2	324	694	81	50	40	104	99	99	58	40	101	188	31	55	48	24
Oil and Gas	3,563	0.8	1,096	2,467	132	142	61	389	386	379	203	170	328	743	51	182	260	137
Professional Services	25,769	5.6	8,322	17,447	4,307	543	775	2,132	2,355	1,974	1,776	1,234	4,992	3,514	327	786	715	339
Public Sector	16,006	3.4	5,915	10,091	444	471	128	1,543	1,906	2,283	716	754	836	4,491	198	676	1,063	497
Research	3,972	0.9	1,247	2,725	342	69	78	339	466	514	385	146	387	469	293	135	205	144
Retail/Wholesale/Distribution	8,691	1.9	3,718	4,973	1,013	343	419	1,113	935	922	389	390	507	1,420	127	401	459	253
Systems Integrator/VAR/VAD	11,973	2.6	3,558	8,415	2,121	135	862	1,195	995	622	877	818	1,914	1,409	59	479	315	172
Telecommunications	14,604	3.2	3,934	10,670	653	276	349	1,507	1,483	1,521	1,211	803	1,093	3,219	198	935	1,005	351
Travel and Transportation	4,666	1.0	1,709	2,957	254	174	84	534	559	562	287	248	241	1,035	83	191	288	126
Utilities	4,486	1.0	1,788	2,698	156	165	52	479	425	609	264	228	276	1,071	28	186	359	188
*Other Business and Services	225,250	48.6	195,364	29,886	1,990	530	525	1,590	1,844	1,979	1,079	640	2,207	3,251	328	647	985	207,655
<b>Sub-Total</b>	<b>447,211</b>	<b>96.5</b>	<b>271,535</b>	<b>175,676</b>	<b>21,058</b>	<b>7,021</b>	<b>6,325</b>	<b>23,306</b>	<b>27,661</b>	<b>27,522</b>	<b>16,079</b>	<b>11,282</b>	<b>21,254</b>	<b>42,031</b>	<b>10,071</b>	<b>9,360</b>	<b>11,318</b>	<b>212,923</b>
<b>GROUP TOTALS</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>GROUP PERCENTAGES</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Multi-copy Same Addressee	16,000	3.5	16,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>463,211</b>	<b>100.0</b>	<b>287,535</b>	<b>175,676</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

\*Other Business/Services include: Agriculture/Mining/natural Resources; Consulting/Training; Data Processing; Manufacturing (non-computer); Research & development.

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014**

Qualified Within

QUALIFICATION SOURCE	1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. Direct Request:	120,567	54,346	66,141	81,821	159,233	241,054	52.0
II. Request from recipient's company:	132	1,049	820	971	1,030	2,001	0.4
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or re-distributor (other than request):	16,000	-	-	16,000	-	16,000	3.5
V. TOTAL - Sources other than above:	51,316	9,036	143,804	188,743	15,413	204,156	44.1
*Rosters and directories	49,152	-	132,798	181,950	-	181,950	39.3
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,164	9,036	11,006	6,793	15,413	22,206	4.8
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>188,015</b>	<b>64,431</b>	<b>210,765</b>	<b>287,535</b>	<b>175,676</b>	<b>463,211</b>	<b>100.0</b>
<b>PERCENT</b>	<b>40.6</b>	<b>13.9</b>	<b>45.5</b>	<b>62.1</b>	<b>37.9</b>	<b>100.0</b>	<b>-</b>

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data July - December 2011	Audited Data January - June 2012	Audited Data July - December 2012	Audited Data January - June 2013	Circulation Claim July - December 2013*	Circulation Claim January - June 2014*
6-Month Period Ended:						
Total Audit Average Qualified:	523,637	550,000	483,330	470,059	416,234	448,039
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	-	-	-	-	-	-
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	523,637	550,000	483,330	470,059	416,234	448,039
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2013 - June 2014 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.