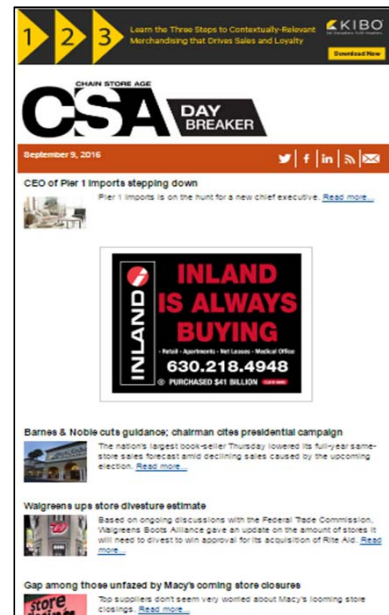
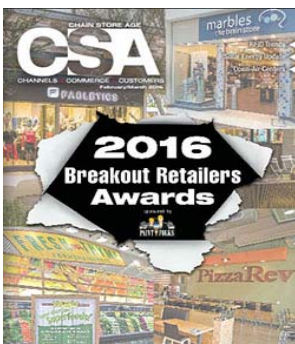


**Total Gross Contacts: 276,429 \***

PRODUCTS	CONTACTS	PERIOD
Chain Store Age Magazine	Qualified Paid & Nonpaid: 24,075	6 months ended June 30, 2016
Website	Page Impressions: 311,444	January 2016
	Unique Browsers: 138,256	
Daily E-newsletter	Average Net Distribution: 24,773	January 2016
Weekly E-newsletters	Average Net Distribution: 70,249	Varies
Social Media	LinkedIn Followers: 249	June 2016
	LinkedIn Group Followers: 4,559	June 2016
	Twitter Followers: 12,950	June 2016
	Facebook Likes: 1,318	June 2016

\* Total Gross Contacts include Paid and Nonpaid Circulation, Unique Browsers and E-newsletter Average Net Distribution. There was no attempt to eliminate duplication that may exist.



**PRODUCT PROFILE**

**PRINT**



**Field Served:** CHAIN STORE AGE serves executives in headquarters and regional offices of the retail chain store industry responsible for capital spending programs for technology, networking, supply chain, electronic retailing, finance, payment systems, security, operations, marketing, human resources, construction, display and design, planning, facilities management, real estate, leasing, and corporate strategies of department stores, general merchandise stores, discount stores, dollar stores, drug stores, supermarkets, convenience stores, voluntary and cooperative headquarters and other grocery chains, warehouse wholesale clubs, specialty stores (apparel and accessories, shoes, books, hobby, fabrics, furniture, soft home furnishings, pet stores, jewelry, sporting goods, auto accessories, computers and electronics), home centers and hardware stores; also served are restaurants, shopping center owners and developers, real estate firms, architects and design firms, manufacturers, schools, colleges, libraries, government agencies, and others allied to the field (security analysts, brokerage firms, insurance companies and other financial institutions).

**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 24,075**

**1A**

**AVERAGE QUALIFIED PAID CIRCULATION**

Print Only	252
Digital Only	12
Print & Digital (Unduplicated)	100
Total Individual	364
Multi-Copy same Addressee	4
<b>Total Average Qualified Paid Circulation</b>	<b>368</b>

**1B**

**AVERAGE QUALIFIED NON-PAID CIRCULATION**

Print Only	13,888
Digital Only	6,804
Print & Digital (Unduplicated)	3,015
Total Individual	23,707
Multi-Copy same Addressee	-
<b>Total Average Qualified Non-Paid Circulation</b>	<b>23,707</b>

**1C**

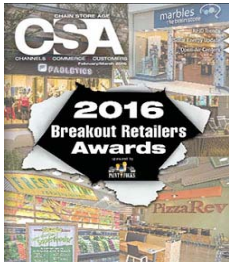
**AVERAGE NON-QUALIFIED CIRCULATION**

Allocated for Shows & Conventions	2,700
Miscellaneous, Including Staff Copies	531
<b>Total Average Non-Qualified Circulation</b>	<b>3,231</b>

**PRODUCT PROFILE**

**PRINT**

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES**



Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
Jan	24,411	263	13	101	377	14,219	6,798	3,017	24,034
Feb/Mar	24,121	259	13	91	363	13,943	6,798	3,017	23,758
Apr/May	23,949	250	12	105	367	13,767	6,803	3,012	23,582
Jun/Jul	23,819	253	8	102	363	13,622	6,817	3,017	23,456

Information in Paragraph 3 is reflective of the April/May 2016 issue

**3 BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid & Qualified Non-Paid Print Only	Paid & Qualified Non-Paid Digital Only	Paid & Qualified Non-Paid Print & Digital (Unduplicated)
1. Chain Store Headquarters					
(a) Department Stores/General Merchandise Chains	3,237	13.5%	1,684	1,037	516
(b) Discount Store Chains	938	3.9%	591	212	135
(c) Drug Chains	3,014	12.6%	1,641	999	374
(d) Supermarkets/Convenience Stores	3,350	14.0%	2,417	489	444
(e) Specialty Store Chains, including Apparel and Accessories; Shoes; Books; Fabrics; Furniture; Jewelry; Sporting Goods; Auto Accessories; Computers	5,785	24.2%	3,505	1,464	816
(f) Home Center and Hardware Chains	2,404	10.0%	1,217	825	362
(g) Restaurants	600	2.5%	357	110	133
2. Shopping Ctr Owners & Developers, Real Estate Firms	373	1.6%	28	301	44
3. Architects and Design Firms	646	2.7%	256	244	146
4. Manufacturers	382	1.6%	13	333	36
5. Schools, Colleges, Libraries and Government Agencies	103	0.4%	72	30	1
6. Others Allied to the Field	3,117	13.0%	2,236	771	110
<b>Total Qualified Circulation</b>	<b>23,949</b>	<b>100.0%</b>	<b>14,017</b>	<b>6,815</b>	<b>3,117</b>



Audience Overview  
Six months ended June 30, 2016

**PRODUCT PROFILE**

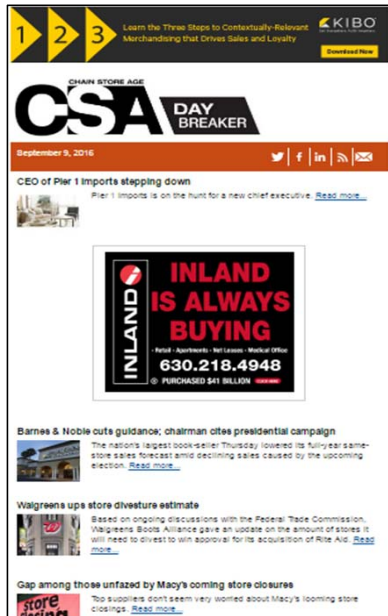
**WEBSITE**



ChainStoreAge.com

FOR JANUARY 2016	TOTAL
Total Page Impressions	311,444
Unique Browsers	138,256

**E-NEWSLETTERS**



E-NEWSLETTER	Issue Reported	Avg Net Distribution
CSA Daybreaker	January 11, 2016	24,836
OnSite	May 19, 2016	9,408
Connected Retail	March 8, 2016	28,262
Store Spaces	March 16, 2016	10,643
Weekender	April 2, 2016	21,936

**PRODUCT PROFILE**

**SOCIAL MEDIA**

As of June 2016

Twitter Followers

12,950

LinkedIn Followers

4,808

Facebook Likes

1,318



[www.twitter.com/chainstoreage](http://www.twitter.com/chainstoreage)



[www.linkedin.com/company/  
chain-store-age](http://www.linkedin.com/company/chain-store-age)



[www.facebook.com/  
chainstoreagemagazine](http://www.facebook.com/chainstoreagemagazine)



Audience Overview  
Six months ended June 30, 2016

This Audience Overview statement is produced by Lebhar-Friedman, Inc. Lebhar-Friedman will produce supporting documentation when necessary. Documentation may consist of fulfillment reports, printer invoices, postage statements, Google Analytics reports or email delivery reports.

Chain Store Age is published by:  
Lebhar-Friedman, Inc.  
150 West 30th St.  
New York, NY 10001  
[www.chainstoreage.com](http://www.chainstoreage.com)  
(212) 756-5000

Group Publisher: Gary Esposito

We certify that to the best of our knowledge all data set forth  
in this Audience Overview statement are true.

Parent Company: Lebhar-Friedman, Inc

**LINDA MOI**

Director of Audience Development

Signed: September 12, 2016

**GARY ESPOSITO**

Group Publisher