

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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Scan for Publisher's contact information

**SNIPS** is a B2B brand intended for those in the sheet metal, heating, air conditioning, ventilation, architectural sheet metal and metal roofing industries. The editorial scope of the brand provides new products, technology, field projects and business management tips.

### 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

### SNIPS MAGAZINE



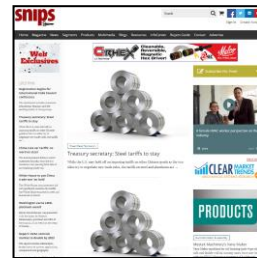
6 issues in the period  
20,000 average circulation

### SNIPS E-NEWSLETTER



26 issued in the period  
11,574 average per occurrence

### SNIPS WEBSITE



6,412 average users

### SNIPS SOCIAL MEDIA



5,532 Twitter followers  
956 Facebook likes  
684 LinkedIn group members

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>SNIPS MAGAZINE</b> (6 issues in the period)	19,981	19	20,000
a. Print	17,412	18	17,430
b. Digital	2,569	1	2,570
1. Requested	2,569	1	2,570
2. Non-Requested	-	-	-
<b>SNIPS E-NEWSLETTER</b>			
SNIPS E-Newsletter (26 issued in the period)	11,574	-	11,574
<b>SNIPS WEBSITE</b> (Monthly Users with 13,816 average Pageviews)	6,412	-	6,412
<b>SNIPS SOCIAL MEDIA</b>			
a. Twitter followers	*5,532	-	*5,532
b. Facebook likes	*956	-	*956
c. LinkedIn group members	*684	-	*684

\*Social Media claims are cumulative figures, not averages.

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**FIELD SERVED**

SNIPS serves contracting firms (including sheet metal, HVACR, mechanical and other contracting firms), wholesalers, manufacturers, manufacturers reps and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients perform the following job functions in the field served: corporate/executive management (owner, partner, president, vice president, C-level officer), general management (general manager, branch manager, supervisor, foreman, other manager), sales & marketing, engineering, technician/mechanic/installer/journeyman and other functions and functions not available.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	466
Allocated for Trade Shows and Conventions	-
All Other	1,104
<b>TOTAL</b>	<b>1,577</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,000	100.0	19,981	99.9	19	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>19,981</b>	<b>99.9</b>	<b>19</b>	<b>0.1</b>

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

2018	Print	Digital	Total Qualified
January	17,399	2,601	20,000
February	17,357	2,643	20,000
March	17,316	2,684	20,000
April	17,314	2,686	20,000
May	17,541	2,459	20,000
June	17,656	2,344	20,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Job Function							
			Print	Digital	Corporate/ Executive Management (Owner, Partner, President, Vice President, C-level Officer)	General Management (General Manager, Branch Manager, Supervisor, Foreman, Other Manager)	Sales & Marketing	Engineering	Technician/ Mechanic/ Installer/ Journeyman	Other Functions and Functions not Available
Contracting Firm (Note 1)	17,485	87.4	15,523	1,962	11,787	3,415	645	490	1,148	-
Wholesaler	1,740	8.7	1,461	279	519	564	598	33	26	-
Manufacturer	605	3.0	434	171	265	93	164	55	28	-
Manufacturers Rep	170	0.9	123	47	80	16	68	4	2	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>17,541</b>	<b>2,459</b>	<b>12,651</b>	<b>4,088</b>	<b>1,475</b>	<b>582</b>	<b>1,204</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.7</b>	<b>12.3</b>	<b>63.3</b>	<b>20.4</b>	<b>7.4</b>	<b>2.9</b>	<b>6.0</b>	<b>-</b>

Note 1: Contracting Firm includes sheet metal, HVACR, mechanical and other contracting firms.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	11,107	6,000	-	14,648	2,459	17,107	85.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,893	-	-	2,893	-	2,893	14.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>6,000</b>	<b>-</b>	<b>17,541</b>	<b>2,459</b>	<b>20,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	<b>-</b>	<b>87.7</b>	<b>12.3</b>	<b>100.0</b>	

\*See Additional Data



## E-NEWSLETTER CHANNEL

2018	SNIPS E-Newsletter
<b>JANUARY</b>	
January 4	9,875
January 11	9,869
January 18	9,937
January 25	9,950
<b>FEBRUARY</b>	
February 1	9,874
February 8	10,078
February 15	9,750
February 22	10,909
<b>MARCH</b>	
March 1	11,123
March 8	10,781
March 15	11,565
March 22	11,732
March 29	12,190
<b>APRIL</b>	
April 5	12,195
April 12	12,498
April 19	12,569
April 26	12,632
<b>MAY</b>	
May 3	12,606
May 10	12,585
May 17	12,624
May 24	12,613
May 31	12,571
<b>JUNE</b>	
June 7	12,497
June 14	12,650
June 21	12,625
June 28	12,617
<b>AVERAGE:</b>	<b>11,574</b>

SNIPS E-Newsletter (26 issued in the period)

## WEBSITE CHANNEL

### WWW.SNIPSMAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	12,749	7,214	6,157	1:09
February	13,292	6,423	5,389	1:21
March	14,084	7,866	6,463	1:21
April	16,740	9,685	8,001	1:03
May	12,351	6,857	5,646	1:12
June	13,680	7,988	6,815	1:05
<b>AVERAGE:</b>	<b>13,816</b>	<b>7,672</b>	<b>6,412</b>	<b>1:12</b>

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**Sessions:** A single continuous set of activity attributable to a cookie 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.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

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

## SOCIAL MEDIA CHANNEL

### SNIPS Social Media



Twitter followers

<https://twitter.com/SNIPSMag>



Facebook likes\*

<https://facebook.com/SNIPSMag>



LinkedIn group members

<https://linkedin.com/groups/4395449/profile>

2018

	Twitter followers	Facebook likes*	LinkedIn group members
Beginning Balance:	5,367	876	680
January	5,409	902	682
February	5,435	920	681
March	5,466	925	680
April	5,493	935	681
May	5,514	935	681
June	5,532	956	684

\*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

## ADDITIONAL DATA

### MAGAZINE:

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient 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.

#### PARAGRAPH 3b:

Business directories includes 1 source of circulation for quantity of 2,893 copies or 14.5%, including Infogroup.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

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

Anna C. Silvestri, Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

(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

July 2, 2018

State

Michigan

County

Oakland

Received by BPA Worldwide

July 2, 2018

Type

BJ

ID Number

S261B0J8

#### About BPA Worldwide:

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