

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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PMQ PIZZA MAGAZINE is a B2B brand intended for individuals with broad-based interests in the pizza restaurant industry, including pizza restaurant owners and operators, marketing professionals and food service suppliers. The brand content and editorial scope of the publication includes industry news and trends. In-depth articles on restaurant management, marketing, food preparation and food service equipment. The content of every issue is also available to subscribers globally via the online 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

PMQ PIZZA MAGAZINE



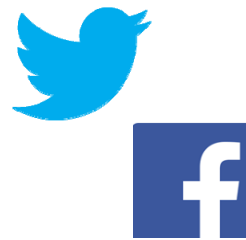
6 Issues in the period
40,436 average circulation

PMQ PIZZA WEBSITE



40,979 average unique browsers

PMQ PIZZA SOCIAL MEDIA



13,883 Twitter followers
9,252 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PMQ PIZZA MAGAZINE Unique Total* (6 issues in the period)	40,410	26	40,436
a. Print	39,856	26	39,882
b. Digital	2,246	3	2,249
1. Requested	2,246	3	2,249
2. Non-Requested	-	-	-
PMQ PIZZA WEBSITE (Monthly Unique Browsers with 115,681 average Page Impressions)	40,979	-	40,979
PMQ PIZZA SOCIAL MEDIA			
a. Twitter followers	**13,883	-	**13,883
b. Facebook likes	**9,252	-	**9,252

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

**Social Media Claims are cumulative figures, not averages.

FIELD SERVED

PMQ PIZZA MAGAZINE serves independent operators, franchise operators, chain operators, manufacturers/suppliers, dealers/distributors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, store managers, marketing managers, supervisors, industry vendors and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,109
Allocated for Trade Shows and Conventions	125
All Other	42
TOTAL	1,276

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,436	100.0	40,410	99.9	26	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,436	100.0	40,410	99.9	26	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
January/February	41	41	40,126	2,243	40,665
March	927	815	39,976	2,345	40,553
April	614	248	39,623	2,287	40,187
May	7,379	7,529	39,801	2,121	40,337
TOTAL QUALIFIED CIRCULATION	8,961	8,633			

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016 This issue is 0.3% or 131 copies below the average of the other 3 issues reported in Paragraph 2.

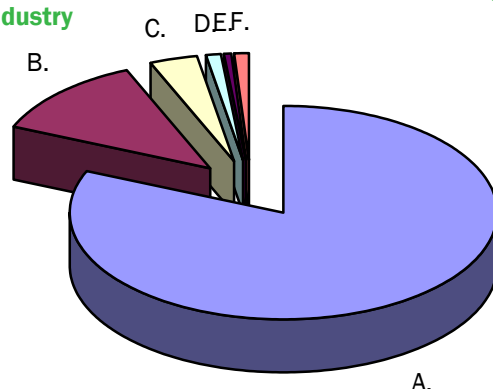
BUSINESS AND INDUSTRY (Note 1)	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
Independent Operators	32,819	81.4	32,522	1,407
Franchise Operators	4,888	12.1	4,820	241
Chain Operators	1,451	3.6	1,418	110
Manufacturer/Supplier	485	1.2	432	156
Dealer/Distributor	276	0.7	262	69
Other Allied to the Trade	418	1.0	347	138
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,337	100.0	39,801	2,121
PERCENT	100.0		98.7	5.3

Note 1: Qualified recipients are owners, store managers, marketing managers, supervisors, industry vendors and others allied to the field.

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

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Independent Operators	32,819	81.4
B. Franchise Operators	4,888	12.1
C. Chain Operators	1,451	3.6
D. Manufacturer/Supplier	485	1.2
E. Dealer/Distributor	276	0.7
F. Other Allied to the Trade	418	1.0
TOTAL QUALIFIED CIRCULATION	40,337	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	11,161	8,784	4,651	24,061	2,120	24,596	61.0
II. Request from recipient's company:	1	12	1	13	1	14	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	15,068	659	-	15,727	-	15,727	39.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,313	659	-	1,972	-	1,972	4.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	13,755	-	-	13,755	-	13,755	34.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	26,230	9,455	4,652	39,801	2,121	40,337	100.0
PERCENT	65.0	23.5	11.5	98.6	5.2	100.0	

*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 MAY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	25,136	2,110	25,668	63.6
Individuals by name only	229	11	233	0.6
Titles or functions only	14,433	-	14,433	35.8
Company names only	3	-	3	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	39,801	2,121	40,337	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Unique Total Audit Average Qualified***:	40,050	40,050	40,050	40,050	40,493	40,436
Unique Qualified Non-Paid Total***:	39,979	39,986	39,993	40,011	40,472	40,410
Print:	39,719	39,680	39,625	39,585	39,989	39,856
Digital:	1,516	1,716	1,969	2,101	2,139	2,246
Unique Qualified Paid Total***:	71	64	57	39	21	26
Print:	66	59	55	38	21	26
Digital:	19	17	11	5	3	3
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: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

** NC = None Claimed.

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	253	13	258		Kentucky	445	23	452	
New Hampshire	351	9	354		Tennessee	573	36	582	
Vermont	145	1	145		Alabama	227	13	230	
Massachusetts	1,667	65	1,681		Mississippi	129	6	130	
Rhode Island	224	6	225		EAST SO. CENTRAL	1,374	78	1,394	3.5
Connecticut	850	28	855		Arkansas	265	16	267	
NEW ENGLAND	3,490	122	3,518	8.7	Louisiana	306	10	308	
New York	3,385	171	3,426		Oklahoma	313	19	317	
New Jersey	1,949	94	1,959		Texas	1,676	109	1,704	
Pennsylvania	2,516	102	2,532		WEST SO. CENTRAL	2,560	154	2,596	6.4
MIDDLE ATLANTIC	7,850	367	7,917	19.6	Montana	180	6	184	
Ohio	2,294	110	2,319		Idaho	185	11	186	
Indiana	888	52	901		Wyoming	53	1	53	
Illinois	2,085	122	2,111		Colorado	639	36	649	
Michigan	1,642	77	1,662		New Mexico	195	7	197	
Wisconsin	933	42	946		Arizona	631	42	639	
EAST NO. CENTRAL	7,842	403	7,939	19.7	Utah	253	15	259	
Minnesota	724	31	735		Nevada	290	20	293	
Iowa	406	20	416		MOUNTAIN	2,426	138	2,460	6.1
Missouri	640	46	651		Alaska	75	5	76	
North Dakota	96	7	99		Washington	762	26	769	
South Dakota	103	12	105		Oregon	550	24	558	
Nebraska	198	15	201		California	3,677	226	3,741	
Kansas	296	14	300		Hawaii	89	9	92	
WEST NO. CENTRAL	2,463	145	2,507	6.2	PACIFIC	5,153	290	5,236	13.0
Delaware	162	9	164		UNITED STATES	39,687	2,052	40,169	99.6
Maryland	773	43	782		U.S. Territories	46	13	48	
Washington, DC	200	8	201		Canada	64	42	102	
Virginia	851	39	858		Mexico	-	1	1	
West Virginia	215	8	215		Other International	4	13	17	
North Carolina	989	51	1,002		AP0/FPO	-	-	-	
South Carolina	419	25	422						
Georgia	726	37	732						
Florida	2,194	135	2,226						
SOUTH ATLANTIC	6,529	355	6,602	16.4					
					UNIQUE TOTAL QUALIFIED*	39,801	2,121	40,337	100.0

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

**See Additional Data

WEBSITE CHANNEL

WWW.PMQ.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	130,348	59,490	42,118	1.41	01:58	02:21
February	117,727	56,975	40,646	1.40	01:49	01:56
March	121,752	55,989	42,022	1.33	01:38	01:56
April	114,360	53,459	41,517	1.29	01:36	01:50
May	106,915	52,879	40,767	1.30	01:48	01:50
June	102,987	50,007	38,805	1.29	01:44	01:51
AVERAGE:	115,681	54,799	40,979	1.34	01:45	01:57

January – June 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 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 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

SOCIAL MEDIA CHANNEL

PMQ Pizza Magazine Social Media

2016



Twitter followers

<http://www.twitter.com/pmqpizzamag>



Facebook likes

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

	Twitter followers	Facebook likes
Beginning Balance	13,474	8,475
January	13,759	8,552
February	13,703	8,692
March	13,736	8,866
April	13,792	9,017
May	13,833	9,136
June	13,883	9,252

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.

MAGAZINE: PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 659 copies or 1.6% to 1,313 copies or 3.3%, including Top Pizza Chains & CHD Data. Other sources include 2 sources of circulation for quantities of 2,679 copies or 6.6% to 11,076 copies or 27.5%, including Independent Internet Pizza 8/2015 & 3/2016.

GEOGRAPHIC DISTRIBUTION:

Geographic data for 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.

Steve Green, Publisher

Sherlyn Clark, 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

State

County

Received by BPA Worldwide

Type

ID Number

August 2, 2016

Mississippi

Lafayette

August 2, 2016

BD

P500B0J6

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 for the latest audit reports, membership information and publishing and advertising industry news.