

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
40,621 average circulation

**PMQ PIZZA
E-NEWSLETTER**



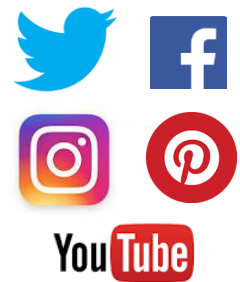
25 total issued in the period
24,695 average per occurrence

**PMQ PIZZA
WEBSITE**



45,816 average users

**PMQ PIZZA
SOCIAL MEDIA**



Please see below for
social media claims

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)	40,599	22	40,621
a. Print	39,951	22	39,973
b. Digital	2,337	-	2,337
1. Requested	2,337	-	2,337
2. Non-Requested	-	-	-
PMQ PIZZA E-NEWSLETTER (25 Issued in the period)	24,695	-	24,695
PMQ PIZZA WEBSITE (Monthly Users with 113,563 average Pageviews)	45,816	-	45,816
PMQ PIZZA SOCIAL MEDIA			
a. Twitter followers	**14,700	-	**14,700
b. Facebook likes	**11,100	-	**11,100
c. Instagram followers	**4,410	-	**4,410
d. Pinterest members	**684	-	**684
e. YouTube views	**3,800	-	**3,800

*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	399
Allocated for Trade Shows and Conventions	-
All Other	1,026
TOTAL	1,425

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,621	100.0	40,599	99.9	22	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,621	100.0	40,599	99.9	22	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Number Removed	Number Added	Print	Digital	Unique Total Qualified*
June/July	8,781	8,782	40,035	2,097	40,625
August	816	646	39,854	2,136	40,455
September	1,747	1,837	39,892	2,386	40,545
October	1,033	515	39,357	2,445	40,027
November	11,466	12,193	40,150	2,389	40,754
December	257	824	40,549	2,572	41,321
TOTAL	24,100	24,797			

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is 0.4% or 159 copies above the average of the other 5 issues reported in Paragraph 2.

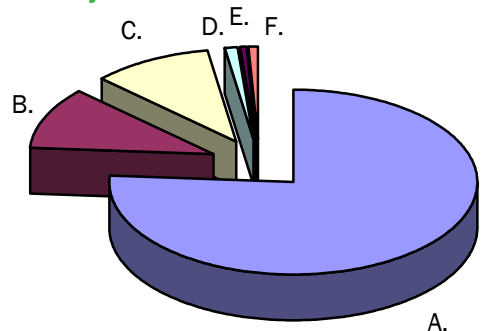
BUSINESS AND INDUSTRY (Note 1)	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
Independent Operators	31,034	76.2	30,665	1,666
Franchise Operators	4,413	10.8	4,336	267
Chain Operators	4,294	10.5	4,264	117
Manufacturer/Supplier	416	1.0	371	157
Dealer/Distributor	236	0.6	223	59
Other Allied to the Trade	361	0.9	291	123
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,754	100.0	40,150	2,389
PERCENT	100.0		98.5	5.9

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

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

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Independent Operators	31,034	76.2
B. Franchise Operators	4,413	10.8
C. Chain Operators	4,294	10.5
D. Manufacturer/Supplier	416	1.0
E. Dealer/Distributor	236	0.6
F. Other Allied to the Trade	361	0.9
TOTAL QUALIFIED CIRCULATION	40,754	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,767	8,325	3,298	27,787	2,388	28,390	69.7
II. Request from recipient's company:	-	1	8	8	1	9	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	8,994	3,199	162	12,355	-	12,355	30.3
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	2,766	-	-	2,766	-	2,766	6.8
**Manufacturer's, distributor's, and wholesaler's lists	-	-	162	162	-	162	0.4
**Other sources	6,228	3,199	-	9,427	-	9,427	23.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,761	11,525	3,468	40,150	2,389	40,754	100.0
PERCENT	63.2	28.3	8.5	98.5	5.9	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 NOVEMBER 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	36,367	2,382	36,968	90.7
Individuals by name only	3,694	7	3,697	9.1
Titles or functions only	88	-	88	0.2
Company names only	1	-	1	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,150	2,389	40,754	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	Audited Data
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Unique Total Audit Average Qualified***:	40,050	40,493	40,436	40,610	40,568	40,621
Unique Qualified Non-Paid Total***:	40,011	40,472	40,410	40,585	40,543	40,599
Print:	39,585	39,989	39,856	40,053	39,978	39,951
Digital:	2,101	2,139	2,246	2,043	2,081	2,337
Unique Qualified Paid Total***:	39	21	26	25	25	22
Print:	38	21	26	25	25	22
Digital:	5	3	3	1	-	-
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: All data through December 2017 has been audited. 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

E-NEWSLETTER CHANNEL

2017		This Week In Pizza	2017		This Week In Pizza	
JULY			OCTOBER			
July 5		25,191	October 4		24,526	
July 12		25,141	October 11		24,451	
July 19		25,090	October 18		24,390	
July 26		25,020	October 25		24,287	
AUGUST			NOVEMBER			
August 2		24,965	November 1		24,214	
August 9		24,922	November 8		24,149	
August 16		24,897	November 15		24,095	
August 23		24,819	November 22		24,019	
August 30		24,780	November 29		23,970	
SEPTEMBER			DECEMBER			
September 6		24,747	December 6		23,902	
September 13		24,690	December 13		26,103	
September 20		24,641	December 20		25,800	
September 27		24,564				
					AVERAGE:	24,695

This Week In Pizza (25 issued in the period)

WEBSITE CHANNEL

WWW.PMQ.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	110,765	61,371	49,131	1:41
August	120,448	63,282	50,628	1:38
September	115,292	61,190	47,345	1:39
October	117,835	61,586	45,342	1:41
November	115,888	61,255	44,777	1:46
December	101,155	49,718	37,675	2:00
AVERAGE:	113,563	59,733	45,816	1:44

July – December 2017 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.

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

	Twitter followers	Facebook likes	Instagram followers	Pinterest members	YouTube views
	http://www.twitter.com/PMQpizzamag	http://www.facebook.com/PMQPizzaMag	https://instagram.com/pmqpizzamag	https://pinterest.com/pmqpizzamag	http://youtube.com/channel/UCHdDbieeACL3QPR-Pa6T6_w
2017					
Beginning Balance	14,600	10,506	-	-	-
July	14,600	10,700	4,008	666	3,380
August	14,700	10,900	4,140	671	3,460
September	14,700	10,900	4,220	677	3,530
October	14,700	11,100	4,340	682	3,600
November	14,700	11,100	4,340	683	3,600
December	14,700	11,100	4,410	684	3,800

ADDITIONAL DATA

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.

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,766 copies or 6.8%.

Manufacturer's, distributor's, and wholesaler's lists include 2 sources of circulation for quantities of 62 copies or 0.2% to 100 copies or 0.2%.

Other sources include 5 sources of circulation for quantities of 4 copies or -% to 6,228 copies or 15.3%, including Melissa Data.

GEOGRAPHIC DISTRIBUTION:

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

The figures reported herein are correct based on the December 2017 Brand Audit.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

May 23, 2018

TYPE: BA

ID Number: P500B0D7

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