

PUBLISHER'S STATEMENT: APRIL 1, 2017 – JUNE 30, 2017
THIS REPORT IS SUBJECT TO AUDIT FOR THE PERIOD ENDING DECEMBER 31, 2017

Vitamin Retailer

431 Cranbury Road, Suite C
East Brunswick, NJ 08816
(732) 432-9600
(732) 432-9288 FAX

EMAIL: danm@vrmmmedia.com
www.vitaminretailer.com

1. Audited Circulation, Distribution and Net Press Averages - Print Edition

| CVC Account Number: 01-3757 | Monthly | Vitamin Retailer East Brunswick, NJ |
|---|--------------|--|
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 13,234 |
| Average Gross Distribution | (5-F) | 13,234 |
| Average Net Press Run | (5-A) | 13,637 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 13,637 |
| B. Office / File | | 403 |
| C. Controlled Distribution | | |
| 1. Carrier Delivery | | 0 |
| 2. Bulk Delivery / Demand Distribution | | 0 |
| 3. Mail | | 5,749 |
| 4. Requestor Mail | | 7,413 |
| 5. Waiting Rooms | | 0 |
| 6. Events, Fairs, Festivals and Trade Shows | | 0 |
| 7. Restock & Office Service | | 72 |
| Total Average Controlled Distribution | | 13,234 |
| Controlled Returns | | (0) |
| TOTAL AVERAGE CONTROLLED CIRCULATION | | 13,234 |
| D. Paid Distribution | | |
| 1. Carrier Delivery | | 0 |
| 2. Single Copy | | 0 |
| 3. Mail | | 0 |
| Total Average Paid Distribution | | 0 |
| Paid Returns | | (0) |
| TOTAL AVERAGE PAID CIRCULATION | | 0 |
| E. Sponsored / Voluntary Paid Distribution | | |
| 1. Carrier Delivery | | 0 |
| 2. Single Copy | | 0 |
| 3. Mail | | 0 |
| Total Average Sponsored Distribution | | 0 |
| Sponsored Returns | | (0) |
| TOTAL AVERAGE SPONSORED CIRCULATION | | 0 |
| F. Average Gross Distribution | | 13,234 |
| G. Total Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 13,234 |

Explanatory – Print

PARAGRAPH ONE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 1G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 1G returns.

7. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 1G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 1G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 1G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).



2A. Audited Average Website Reporting - www.vitaminretailer.com

| | Monthly Audit Period Average |
|----------------------|------------------------------|
| Website Unique Users | 34,076 |
| Website Sessions | 104,112 |
| Website Page Views | 450,548 |
| Pages Per Visit | 4.33 |

Explanatory – Website

PARAGRAPH TWO (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

2B. Audited Online/Digital Edition Reporting

| | Monthly Audit Period Average |
|---------------------------------------|------------------------------|
| Unique Digital Edition Users (Web) | Not Reported |
| Digital Edition Page Views (Web) | 4,196 |
| Unique Digital Edition Users (Mobile) | Not Reported |
| Digital Edition Page Views (Mobile) | 2,779 |

Explanatory – Digital Edition

PARAGRAPH TWO (B)

UNIQUE DIGITAL EDITION USERS (WEB): Unique users to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

UNIQUE DIGITAL EDITION USERS (MOBILE): Unique users to a digital edition publication, through a mobile device where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (MOBILE): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

2C. Text Media - Not Reported

2D. Social Media

| Social Media Source | Media Usage |
|---|-------------|
| Facebook - www.facebook.com/VitaminRetailerMagazine | 5,241 Likes |

Explanatory – Social Media

PARAGRAPH TWO (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

2E. Email Media - Not Reported

2F. Video & Podcast Media - Not Reported



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3. Average Print Circulation History

| YEAR | AUDIT SOURCE | Q1 | Q2 | Q3 | Q4 |
|-------------------|--------------|--------|--------|--------|--------|
| 01/01/17-12/31/17 | CVC | 12,073 | 13,234 | - | - |
| 01/01/16-12/31/16 | CVC | 14,866 | 13,923 | 13,783 | 13,710 |
| 01/01/15-12/31/15 | CVC | 14,838 | 14,633 | 14,788 | 14,730 |
| 07/01/14-12/31/14 | CVC | - | - | 16,333 | 14,738 |

Optional Publisher Reporting – Subscriber Business Title Reporting

| TITLE | AVERAGE PRINT | AVERAGE DIGITAL |
|--|---------------|-----------------|
| Owner/ President/ Chairperson/ CEO/ Partner | 5,178 | 1,294 |
| VP/ COO/ CFO/ GM | 627 | 229 |
| Division/ Regional/ Store Director or Manager | 3,556 | 157 |
| Health Care Practitioner | 205 | 73 |
| Marketing/ Sales Director or Manager | 967 | 507 |
| Researcher/ Product Developer | 98 | 77 |
| Nutritionist/ Dietician/ Wellness or Health Consultant | 162 | 80 |
| Retail Sales Associate | 178 | 58 |
| Other – Titled and Non-Titled | 2,191 | 219 |
| TOTAL | 13,162 | 2,694 |

Optional Publisher Reporting – Subscriber Industry Type Reporting

| INDUSTRY | AVERAGE PRINT | AVERAGE DIGITAL |
|--------------------------------------|---------------|-----------------|
| Natural/Health/Organic Food Store | 4,815 | 577 |
| Supermarket | 75 | 28 |
| Drug Store/Pharmacy | 379 | 96 |
| Natural/Nutritional Product Broker | 186 | 96 |
| Wholesaler / Distributor | 592 | 297 |
| Manufacturer/Supplier | 1,321 | 650 |
| Professional Health Care | 465 | 211 |
| Vitamin/Nutritional Supplement Store | 4,293 | 420 |
| Other / Not Reported | 1,036 | 319 |
| TOTAL | 13,162 | 2,694 |



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