

**PUBLISHER'S STATEMENT: APRIL 1, 2018 – JUNE 30, 2018**  
THIS REPORT IS SUBJECT TO AUDIT FOR THE PERIOD ENDING DECEMBER 31, 2018

**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<br>East Brunswick, NJ |
|---|--------------|--|
| <b>Audit Period Summary</b>                 |              |  |
| <b>Average Net Circulation</b>              | <b>(5-H)</b> | <b>11,756</b>                          |
| Average Gross Distribution                  | (5-F)        | 11,756                                 |
| Average Net Press Run                       | (5-A)        | 12,251                                 |
| <b>Audit Period Detail</b>                  |              |  |
| A. Average Net Press Run                    |              | 12,251                                 |
| B. Office / File                            |              | 495                                    |
| C. Controlled Distribution                  |              |  |
| 1. Carrier Delivery                         |              | 0                                      |
| 2. Bulk Delivery / Demand Distribution      |              | 0                                      |
| 3. Mail                                     |              | 4,339                                  |
| 4. Requestor Mail                           |              | 7,339                                  |
| 5. Waiting Rooms                            |              | 0                                      |
| 6. Hotels                                   |              | 0                                      |
| 7. Events, Fairs, Festivals and Trade Shows |              | 0                                      |
| 8. Education                                |              | 0                                      |
| 9. Restock & Office Service                 |              | 78                                     |
| Total Average Controlled Distribution       |              | 11,756                                 |
| Controlled Returns                          |              | (0)                                    |
| <b>TOTAL AVERAGE CONTROLLED CIRCULATION</b> |              | <b>11,756</b>                          |
| D. Paid Distribution                        |              |  |
| 1. Carrier Delivery                         |              | 0                                      |
| 2. Single Copy                              |              | 0                                      |
| 3. Mail                                     |              | 0                                      |
| Total Average Paid Distribution             |              | 0                                      |
| Paid Returns                                |              | (0)                                    |
| <b>TOTAL AVERAGE PAID CIRCULATION</b>       |              | <b>0</b>                               |
| E. Sponsored / Voluntary Paid Distribution  |              |  |
| 1. Carrier Delivery                         |              | 0                                      |
| 2. Single Copy                              |              | 0                                      |
| Total Average Sponsored Distribution        |              | 0                                      |
| Sponsored Returns                           |              | (0)                                    |
| <b>TOTAL AVERAGE SPONSORED CIRCULATION</b>  |              | <b>0</b>                               |
| F. Average Gross Distribution               |              | 11,756                                 |
| G. Total Unclaimed / Returns                |              | (0)*                                   |
| <b>H. Average Net Circulation</b>           |              | <b>11,756</b>                          |

## 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. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. 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.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. 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 | 28,986                       |
| Website Sessions     | 79,451                       |
| Website Page Views   | 452,494                      |
| Pages Per Visit      | 5.70                         |

**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)      | 6,347                        |
| Unique Digital Edition Users (Mobile) | Not Reported                 |
| Digital Edition Page Views (Mobile)   | 3,213                        |

**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 | 6,014 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     |
|-------------------|--------------|--------|--------|--------|--------|
| 01/01/18-12/31/18 | CVC          | 12,876 | 11,756 | -      | -      |
| 01/01/17-12/31/17 | CVC          | 12,073 | 13,234 | 13,453 | 13,130 |
| 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            | 5,970         | 1,432           |
| VP/ COO/ CFO/ GM                                       | 576           | 231             |
| Division/ Regional/ Store Director or Manager          | 1,983         | 188             |
| Health Care Practitioner                               | 235           | 91              |
| Marketing/ Sales Director or Manager                   | 872           | 528             |
| Researcher/ Product Developer                          | 166           | 101             |
| Nutritionist/ Dietician/ Wellness or Health Consultant | 165           | 99              |
| Retail Sales Associate                                 | 189           | 57              |
| Other – Titled and Non-Titled                          | 1,600         | 224             |
| <b>TOTAL</b>   | <b>11,756</b> | <b>2,951</b>    |

**Optional Publisher Reporting – Subscriber Industry Type Reporting**

| INDUSTRY                             | AVERAGE PRINT | AVERAGE DIGITAL |
|--------------------------------------|---------------|-----------------|
| Natural/Health/Organic Food Store    | 6,503         | 689             |
| Supermarket                          | 80            | 25              |
| Drug Store/Pharmacy                  | 664           | 123             |
| Natural/Nutritional Product Broker   | 167           | 107             |
| Wholesaler / Distributor             | 492           | 309             |
| Manufacturer/Supplier                | 936           | 684             |
| Professional Health Care             | 469           | 227             |
| Vitamin/Nutritional Supplement Store | 1,509         | 446             |
| Other / Not Reported                 | 936           | 341             |
| <b>TOTAL</b>                         | <b>11,756</b> | <b>2,951</b>    |



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