

PUBLISHER'S STATEMENT: APRIL 1, 2016 – JUNE 30, 2016
THIS REPORT IS SUBJECT TO AUDIT FOR THE PERIOD ENDING SEPTEMBER 30, 2016

Nutrition Industry Executive

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

CVC Account Number: 01-3760		Nutrition Industry Executive East Brunswick, NJ
Audit Period Summary		
Average Net Circulation	(5-H)	9,558
Average Gross Distribution	(5-F)	9,558
Average Net Press Run	(5-A)	9,851
Audit Period Detail		
A. Average Net Press Run		9,851
B. Office / File		293
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		3,978
4. Requestor Mail		5,384
5. Events, Fairs, Festivals and Trade Shows		133
6. Education		0
7. Restock & Office Service		63
Total Average Controlled Distribution		9,558
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		9,558
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		9,558
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		9,558

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. 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.

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

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.

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).



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

	Monthly Audit Period Average
Website Unique Users	16,522
Website Sessions	41,930
Website Page Views	190,553
Pages Per Visit	4.55

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)	4,065
Unique Digital Edition Users (Mobile)	Not Reported
Digital Edition Page Views (Mobile)	905

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 - Not Reported

2E. Email Media - Not Reported

2F. Video & Podcast Media - Not Reported

3. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	9,573	9,558	-	-
01/01/15-12/31/15	CVC	10,189	9,889	9,489	9,731
04/01/14-12/31/14	CVC	-	11,479	10,940	10,189



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Optional Publisher Reporting – Subscriber Business Title Reporting

TITLE	AVERAGE PRINT	AVERAGE DIGITAL
Owner/ President/ Chairperson/ CEO/ Partner	4,750	824
COO/ CFO/ CMO/ VP/ GM	704	162
Director/ Manager/ Marketing or Sales Director	165	54
Engineer/ Production or Plant Director/ Manger	158	85
Regulator Affairs Director / Manager	1,520	326
Quality Control / Assurance Director	95	4
Consultant	13	13
Purchaser	53	22
Researcher/ Product Developer/ Formulator/ Lab Tech	79	49
Health Care Practitioner/ Nutritionist/ Dietician	134	49
Other / Non-Titled	1,349	129
Total	9,020	1,717

Optional Publisher Reporting – Subscriber Industry Type Reporting

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL
Dietary Supplement/ Nutraceutical Manufacturer	1,469	492
Contract Manufacturer	174	64
Private Labeler	159	70
Ingredient / Raw Material Supplier	384	195
Consulting	390	184
Testing / Formulation Laboratory	129	10
Equipment Supplier	48	13
Wholesaler / Distributor / Broker	1,168	237
Food or Beverage Manufacturer	2,935	42
Packaging Equipment / Material Supplier	20	13
Contract Packaging	11	3
College / University / Research Institute	9	5
Government / Agency / Association / Non-Profit	17	10
Health Care	971	110
Other	1,136	269
Total	9,020	1,717



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