

**Audit Period: October 1, 2022 – September 30, 2023**

**Nutrition Industry Executive**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	8,374 (Print Edition)
Website:	Average Website Unique Users:	5,617



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 70 Pages
Circulation Cycle:	Ten (10) times per year
Ownership:	Vitamin Retailer Magazine, Inc. dba VRM Media
Year Established:	1997
Publication Type:	Magazine
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	29% Advertising / 71% Editorial
Primary Delivery Methods:	98% Mail / 2% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	01-3760
DMA/MSA/CBSA:	New York, NY / New York--Northern New Jersey--Long Island / New York-Northern New Jersey-Long Island, NY-NJ-PA
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2024
Mechanical Data:	Three (3) columns X 10.875" column depth Full page: 8.125" wide X 10.875" depth.
Open Rate:	Color: \$3,870.00 Full Page - \$660.00 1/6 <sup>th</sup> Page
Insert Open Rate:	\$3,275.00 Two Sides - \$5,240.00 Four Sides (Contact Publisher)
Deadline Day & Time:	Contact Publisher
Website Rates:	Website Banner Ad: \$2,115.00 for one month
E-Newsletter Rates:	E-Newsletter Banner Ad: \$1,330.00 for one month

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Dan McSweeney	EMAIL: danm@VRMmedia.com
Advertising:	Russ Fields	EMAIL: russf@VRMedia.com
Circulation:	Robert Certo	EMAIL: robertc@vrmmmedia.com



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

CVC Account Number: 01-3760	Other	Nutrition Industry Executive East Brunswick, NJ
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>8,374</b>
Average Gross Distribution	(5-F)	8,374
Average Net Press Run	(5-A)	8,678
<b>Audit Period Detail</b>		
A. Average Net Press Run		8,678
B. Office / File		304
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		4,456
4. Requestor Mail		3,778
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		89
8. Education		0
9. Restock & Office Service		51
Total Average Controlled Distribution		8,374
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>8,374</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		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
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		8,374
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>8,374</b>

## Explanatory – Print

### PARAGRAPH FIVE 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 5G 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 5G 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 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 10 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 11 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 5G returns. See paragraph 11 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 11 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 10 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 5G 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 10 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 10 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).

**6. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	8,369	8,399	8,263	-
01/01/22-12/31/22	CVC	8,572	8,680	8,293	8,521
01/01/21-12/31/21	CVC	8,575	8,575	8,572	8,572
01/01/20-12/31/20	CVC	8,385	8,511	8,565	8,545
01/01/19-12/31/19	CVC	8,670	8,408	8,502	8,528
01/01/18-12/31/18	CVC	8,746	8,481	8,577	9,140
01/01/17-12/31/17	CVC	8,238	9,031	8,632	8,410
01/01/16-12/31/16	CVC	9,573	9,558	9,658	9,430
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

**7. Distribution by State (September 2023 Edition) Nine (9) times per year**

STATE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	22	0	22
AL	Assorted	Assorted	AL	0	0	66	0	66
AR	Assorted	Assorted	AR	0	0	61	0	61
AZ	Assorted	Assorted	AZ	0	0	177	0	177
CA	Assorted	Assorted	CA	0	0	1,450	2	1,452
CO	Assorted	Assorted	CO	0	0	183	0	183
CT	Assorted	Assorted	CT	0	0	105	0	105
DC	Assorted	Assorted	DC	0	0	17	0	17
DE	Assorted	Assorted	DE	0	0	18	0	18
FL	Assorted	Assorted	FL	0	0	624	0	624
GA	Assorted	Assorted	GA	0	0	219	0	219
HI	Assorted	Assorted	HI	0	0	52	0	52
IA	Assorted	Assorted	IA	0	0	52	0	52
ID	Assorted	Assorted	ID	0	0	65	0	65
IL	Assorted	Assorted	IL	0	0	366	0	366
IN	Assorted	Assorted	IN	0	0	131	0	131
KS	Assorted	Assorted	KS	0	0	66	0	66
KY	Assorted	Assorted	KY	0	0	62	0	62
LA	Assorted	Assorted	LA	0	0	67	0	67
MA	Assorted	Assorted	MA	0	0	164	0	164
MD	Assorted	Assorted	MD	0	0	123	0	123
ME	Assorted	Assorted	ME	0	0	37	0	37
MI	Assorted	Assorted	MI	0	0	180	0	180
MN	Assorted	Assorted	MN	0	0	134	0	134
MO	Assorted	Assorted	MO	0	0	147	0	147
MS	Assorted	Assorted	MS	0	0	33	0	33
MT	Assorted	Assorted	MT	0	0	36	0	36
NC	Assorted	Assorted	NC	0	0	169	0	169
ND	Assorted	Assorted	ND	0	0	21	0	21
NE	Assorted	Assorted	NE	0	0	55	0	55
NH	Assorted	Assorted	NH	0	0	29	0	29
NJ	Assorted	Assorted	NJ	0	0	353	40	393
NM	Assorted	Assorted	NM	0	0	59	0	59
NV	Assorted	Assorted	NV	0	0	80	0	80

**7. Distribution by State** (September 2023 Edition) Nine (9) times per year (continued)

STATE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
NY	Assorted	Assorted	NY	0	0	485	0	485
OH	Assorted	Assorted	OH	0	0	200	0	200
OK	Assorted	Assorted	OK	0	0	98	0	98
OR	Assorted	Assorted	OR	0	0	198	0	198
PA	Assorted	Assorted	PA	0	0	386	0	386
RI	Assorted	Assorted	RI	0	0	41	0	41
SC	Assorted	Assorted	SC	0	0	77	0	77
SD	Assorted	Assorted	SD	0	0	19	0	19
TN	Assorted	Assorted	TN	0	0	140	0	140
TX	Assorted	Assorted	TX	0	0	547	0	547
UT	Assorted	Assorted	UT	0	0	109	0	109
VA	Assorted	Assorted	VA	0	0	123	0	123
VT	Assorted	Assorted	VT	0	0	20	0	20
WA	Assorted	Assorted	WA	0	0	199	0	199
WI	Assorted	Assorted	WI	0	0	153	0	153
WY	Assorted	Assorted	WY	0	0	15	0	15
Misc.	Assorted	Assorted	-	0	0	20	0	20
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>8,253</b>	<b>42</b>	<b>8,295</b>

**8. Distribution by County** (September 2023 Edition) Nine (9) times per year

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Nutrition Industry Executive is distributed nationally and is not required to report distribution by county.							

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

Nutrition Industry Executive reported an average mail distribution of 8,234 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Nutrition Industry Executive did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

**10. Verification of Distribution**

**Controlled Bulk / Demand Distribution / Single Copy**

Nutrition Industry Executive did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 89 copies per edition during the audit cycle.

**11. Paid Reporting Analysis – Not Applicable**

**12A. Audited Average Website Reporting - www.niemagazine.com**

	Monthly Audit Period Average
Website Unique Users	5,617
Website Sessions	9,570
Website Page Views	11,668
Pages Per Visit	1.22

**Explanatory – Website**

**PARAGRAPH TWELVE (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.

**12B. Audited Online/Digital Edition Reporting**

	Monthly Audit Period Average
Digital Edition Subscribers	3,298
Unique Digital Edition Users	Not Reported

**Explanatory – Digital Edition**

**PARAGRAPH TWELVE (B)**

**DIGITAL EDITION:** Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

**UNIQUE DIGITAL EDITION USERS:** 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.

**12C. Text Media - Not Reported**

**12D. Social Media - Not Reported**

**12E. Email Media - Not Reported**

**12F. Video & Podcast Media - Not Reported**

**Optional Publisher Reporting – Subscriber Business Title Reporting**

TITLE	AVERAGE PRINT	AVERAGE DIGITAL
Owner/ President/ Chairperson/ CEO/ Partner	6,808	1,692
COO/ CFO/ CMO/ VP/ GM	181	229
Director/ Manager/ Marketing or Sales Director	343	481
Engineer/ Production or Plant Director/ Manger	39	20
Regulator Affairs Director / Manager	13	27
Quality Control / Assurance Director	26	55
Consultant	96	134
Purchaser	67	89
Researcher/ Product Developer/ Formulator/ Lab Tech	75	153
Health Care Practitioner/ Nutritionist/ Dietician	267	180
Other / Non-Titled	459	238
Total	8,374	3,298



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

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL
Dietary Supplement/ Nutraceutical Manufacturer	1,063	893
Contract Manufacturer	75	101
Private Labeler	149	163
Ingredient / Raw Material Supplier	883	305
Consulting	327	364
Testing / Formulation Laboratory	68	20
Equipment Supplier	10	19
Wholesaler / Distributor / Broker	2,121	363
Food or Beverage Manufacturer	554	126
Packaging Equipment / Material Supplier	16	21
Contract Packaging	11	8
College / University / Research Institute	17	19
Government / Agency / Association / Non-Profit	23	27
Health Care	2,363	473
Other	694	396
<b>Total</b>	<b>8,374</b>	<b>3,298</b>

**13. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires December 31, 2024.**  
 If this report is presented after December 31, 2024 please call the toll-free number listed below.