

**PUBLISHER'S STATEMENT: JANUARY 1, 2024 – JUNE 30, 2024
THIS REPORT IS SUBJECT TO AUDIT FOR THE PERIOD ENDING SEPTEMBER 30, 2024**

Nutrition Industry Executive

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

CVC Account Number: 01-3760	Nine (9) times per year	Nutrition Industry Executive East Brunswick, NJ
Audit Period Summary		
Average Net Circulation	(5-H)	8,326
Average Gross Distribution	(5-F)	8,326
Average Net Press Run	(5-A)	8,515
Audit Period Detail		
A. Average Net Press Run		8,515
B. Office / File		189
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		4,629
4. Requestor Mail		3,618
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		40
8. Education		0
9. Restock & Office Service		39
Total Average Controlled Distribution		8,326
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		8,326
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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		8,326
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		8,326

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 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 1G 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 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 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).



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

	Monthly Audit Period Average
Website Unique Users	15,232
Website Sessions	23,109
Website Page Views	33,404
Pages Per Visit	1.45

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
Digital Edition Subscribers	4,582
Unique Digital Edition Users	Not Reported

Explanatory – Digital Edition

PARAGRAPH TWO (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.

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
01/01/24-12/31/24	CVC	8,326	8,325	-	-
01/01/23-12/31/23	CVC	8,369	8,399	8,263	8,338
01/01/22-12/31/22	CVC	8,572	8,680	8,293	8,521
01/01/21-12/31/21	CVC	8,875	8,615	8,572	No Reporting
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	8,546
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

Optional Publisher Reporting – Subscriber Business Title Reporting

TITLE	AVERAGE PRINT	AVERAGE DIGITAL
Owner/ President/ Chairperson/ CEO/ Partner	5,900	2,386
COO/ CFO/ CMO/ VP/ GM	182	340
Director/ Manager/ Marketing or Sales Director	326	636
Engineer/ Production or Plant Director/ Manger	37	63
Regulator Affairs Director / Manager	10	32
Quality Control / Assurance Director	26	65
Consultant	99	155
Purchaser	65	111
Researcher/ Product Developer/ Formulator/ Lab Tech	65	180
Health Care Practitioner/ Nutritionist/ Dietician	279	260
Other / Non-Titled	1,337	354
Total	8,326	4,582

Optional Publisher Reporting – Subscriber Industry Type Reporting

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL
Dietary Supplement/ Nutraceutical Manufacturer	2,439	1,206
Contract Manufacturer	77	131
Private Labeler	139	276
Ingredient / Raw Material Supplier	758	384
Consulting	302	457
Testing / Formulation Laboratory	22	26
Equipment Supplier	9	31
Wholesaler / Distributor / Broker	1,433	496
Food or Beverage Manufacturer	794	232
Packaging Equipment / Material Supplier	15	32
Contract Packaging	10	9
College / University / Research Institute	23	26
Government / Agency / Association / Non-Profit	24	37
Health Care	1,644	702
Other	637	537
Total	8,326	4,582



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