

# Circulation Statement

For Six Month Period Ending June 2017



## FIELDS SERVED

design:retail serves retailers, consumer goods/brand manufacturers, contract design or architectural firms and others allied to the field.

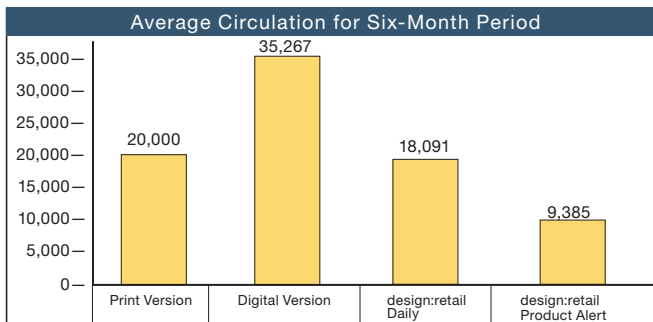
## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients have a function of corporate management, management, merchandising management/merchandising, construction/facilities, visual merchandising/display, store planning/design, operations, purchasing, specifying/estimating, marketing/advertising/sales, product/brand/category management and creative/design/graphic arts and others related to the field.

Circulation By Issue

Circulation by Issue	Print Version	Digital Version	design: retail Daily	design: retail Product Alert
January	20,000	34,209	17,356	n/a
February	20,000	34,211	17,247	8,678
March	20,000	34,065	17,175	8,625
April/May	20,000	36,766	17,546	8,496
May	n/a	n/a	19,691	10,585
June	20,000	37,085	19,531	10,541
<b>Average</b>	<b>20,000</b>	<b>35,267</b>	<b>18,091</b>	<b>9,385</b>

Average Circulation for Six-Month Period



## Print Edition

### Average Distribution

Average Distribution	Copies	Percent
Qualified Non Paid	20,000	89%
Non Qualified Paid	105	0%
Trade Shows/Conventions	1,080	5%
Advertisers/Agencies	961	4%
All Other	294	1%
<b>Total Average Distribution</b>	<b>22,440</b>	<b>100%</b>

## Profile of Print Subscribers for the June 2017 Issue

Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores	<b>97%</b>
---	------------

Type of Business	Copies	Percent
Retailer	10,368	52%
Consumer Products Manufacturer	6,844	34%
Contract Design or Architectural Firm	1,589	8%
Others Allied to Field	1,199	6%
<b>Total Qualified</b>	<b>20,000</b>	<b>100%</b>

Job Function	Copies	Percent
Construction/Facilities	677	3%
Creative Design/Graphic Art	1,707	9%
IT	57	0%
Management (VP/Director)	2,671	13%
Marketing/Advertising/Sales	3,127	15%
Merchandising Management	1,345	7%
Operations	435	2%
Product/Brand/Category Management	2,941	15%
Purchasing	825	4%
Specifying /Estimating	76	0%
Store Planning/Design	2,159	11%
Top Level Exec (CEO/President)	2,514	13%
Visual Merchandising/Display	1,362	7%
Other	104	1%
<b>Total Qualified</b>	<b>20,000</b>	<b>100%</b>

Geographic Region	Copies	Percent
New England	1,235	6%
Middle Atlantic	3,475	17%
East North Central	3,716	19%
West North Central	1,810	9%
South Atlantic	2,461	12%
East South Central	669	3%
West South Central	1,621	8%
Mountain	1,035	5%
Pacific	3,495	17%
US Territories	32	0%
<b>Total US</b>	<b>19,549</b>	<b>98%</b>
Canada	442	2%
Mexico	-	0%
Other International	9	0%
<b>Total Qualified</b>	<b>20,000</b>	<b>100%</b>

The information provided above for print subscribers is based on data collected through subscription forms that is data entered, maintained and reported on by our third-party subscription fulfillment company, Omeda Data Systems, located in Northbrook, IL.

This data has been reviewed and attested to by the following Emerald Expositions employees:

Orlando Llerandi Publisher  
Joanne Wheatley VP, Marketing Services

# Digital Edition

## Profile of Digital Subscribers for the June 2017 Issue

<b>Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores</b>	<b>92%</b>
--	------------

Type of Business	Percent
Retailer	47%
Consumer Products Manufacturer	10%
Contract Design or Architectural Firm	9%
Others Allied to Field	33%
<b>Total Qualified</b>	<b>100%</b>

Geographic Distribution	Percent
Asia/Far East/Pacific	3%
Europe/Africa/Middle East	3%
Mexico	3%
Canada	8%
Central/South America	3%
US & Territories	81%
<b>Total Qualified</b>	<b>100%</b>

Job Function	Percent
Top Level Exec (CEO/President)	9%
Management (VP/Director)	15%
Marketing/Advertising/Sales	18%
Merchandising Management	6%
Product/Brand/Category Management	3%
Operations	3%
Creative Design/Graphic Art	13%
Store Planning/Design	10%
Visual Merchandising/Display	10%
Purchasing	6%
Specifying /Estimating	1%
Construction/Facilities	4%
IT	0%
Other	2%
<b>Total Qualified</b>	<b>100%</b>

To view the digital edition visit:  
[www.designretailonline.com/digital](http://www.designretailonline.com/digital)

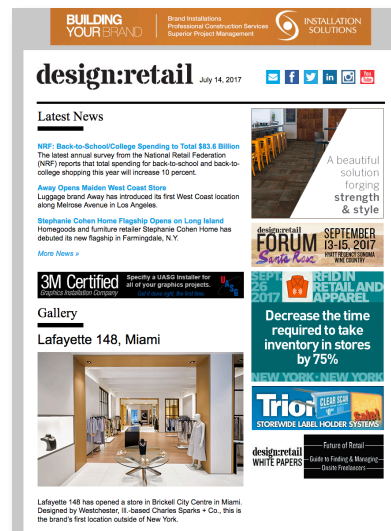
# eNewsletter

## Profile of eNewsletter Subscribers Based on June 2017 Survey

<b>Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores</b>	<b>88%</b>
--	------------

Type of Business	Percent
Retailer	33%
Consumer Products Manufacturer	3%
Contract Design or Architectural Firm	19%
Display/Fixturing Manufacturer	15%
Others Allied to Field	30%
<b>Total Qualified</b>	<b>100%</b>

Job Function	Percent
Top Level Exec (CEO/President)	12%
Management (VP/Director)	11%
Marketing/Advertising/Sales	10%
Merchandising Management	3%
Product/Brand/Category Management	2%
IT/Operations	1%
Creative Design/Graphic Art	13%
Store Planning/Design	15%
Visual Merchandising/Display	10%
Purchasing	2%
Specifying /Estimating	1%
Construction/Facilities	8%
Other	12%
<b>Total Qualified</b>	<b>100%</b>



The information provided above for digital edition subscribers is based on data collected through subscription forms that is data entered, maintained and reported on by our third-party subscription fulfillment company, Omeda Data Systems, located in Northbrook, IL.

The information provided above for newsletter subscribers is based on data collected through subscription forms that is data entered, maintained and reported on by our third-party subscription fulfillment company, Omeda Data Systems, located in Northbrook, IL.

This data has been reviewed and attested to by the following Emerald Expositions employees:

Orlando Llerandi  
 Publisher

Joanne Wheatley  
 VP, Marketing Services