

Circulation Statement

For Six Month Period Ending June 2016



FIELDS SERVED

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

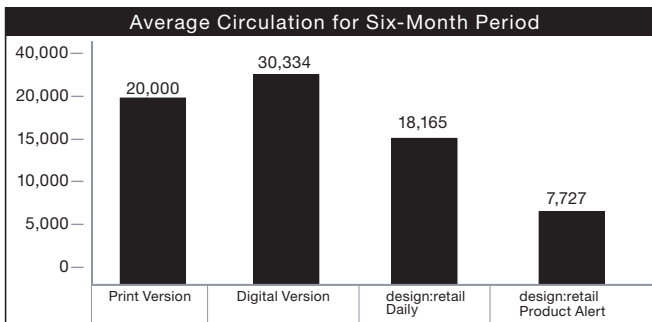
DEFINITION OF RECIPIENT QUALIFICATION

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	19,996	18,428	n/a
February	20,000	20,278	17,141	7,063
March	20,000	36,876	17,552	6,972
April/May	20,000	36,855	18,151	n/a
May	n/a	n/a	19,029	n/a
June	20,000	37,664	18,689	9,147
Average	20,000	30,334	18,165	7,727

Average Circulation for Six-Month Period



Print Edition

Average Distribution

Average Distribution	Copies	Percent
Qualified Non Paid	20,000	89%
Non Qualified Paid	126	1%
Trade Shows/Conventions	1,200	5%
Advertisers/Agencies	893	4%
All Other	337	1%
Total Average Distribution	22,556	100%

Profile of Print Subscribers for the June 2016 Issue

Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores	97%
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Type of Business	Copies	Percent
Retailer	10,200	51%
CPG/Brand	7,361	37%
Contract Design or Architectural Firm	1,579	8%
Others Allied to Field	860	4%
Total Qualified	20,000	100%

Job Function	Copies	Percent
Marketing/Advertising/Sales	3,728	19%
Product/Brand/Category Management	3,274	16%
Top Level Exec (CEO/President)	2,906	15%
Management (VP/Director)	2,367	12%
Store Planning/Design	1,874	9%
Creative Design/Graphic Art	1,518	8%
Visual Merchandising/Display	1,319	7%
Merchandising Management	1,158	6%
Purchasing	752	4%
Construction/Facilities	590	3%
Operations	373	2%
Specifying /Estimating	69	0%
IT	53	0%
Other	19	0%
Total Qualified	20,000	100%

Geographic Region	Copies	Percent
Mountain	95	85%
East North Central	3,745	19%
Middle Atlantic	3,526	18%
Pacific	3,468	17%
South Atlantic	2,363	12%
West North Central	1,900	10%
West South Central	1,627	8%
New England	1,254	6%
East South Central	643	3%
US Territories	28	0%
Total US	19,512	98%
Canada	488	2%
Mexico	-00	0%
Other International	-00	0%
Total Qualified	20,000	100%

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 2016 Issue

Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores	93%
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Type of Business	Percent
Retailer	48%
CPG/Brand	9%
Contract Design or Architectural Firm	9%
Others Allied to Field	33%
Total Qualified	100%

Geographic Distribution	Percent
US & Territories	81%
Canada	7%
Central/South America	4%
Asia/Far East/Pacific	3%
Europe/Africa/Middle East	3%
Mexico	3%
Total Qualified	100%

Job Function	Percent
Merchandising Management	15%
Product/Brand/Category Management	15%
Management (VP/Director)	12%
Specifying /Estimating	12%
IT	11%
Construction/Facilities	9%
Operations	7%
Visual Merchandising/Display	6%
Top Level Exec (CEO/President)	4%
Creative Design/Graphic Art	3%
Other	3%
Store Planning/Design	2%
Purchasing	1%
Marketing/Advertising/Sales	0%
Total Qualified	100%

To view the digital edition visit:
www.designretailonline.com/digital

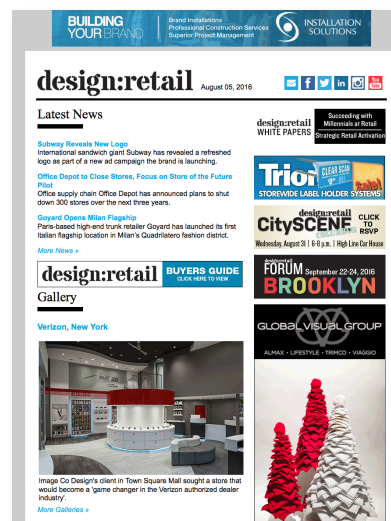
eNewsletter

Profile of eNewsletter Subscribers Based on June 2016 Survey

Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores	89%
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Type of Business	Percent
Retailer	41%
CPG/Brand	8%
Contract Design or Architectural Firm	10%
Display/Fixturing Manufacturer	13%
Others Allied to Field	28%
Total Qualified	100%

Job Function	Percent
Store Planning/Design	20%
Management (VP/Director)	14%
Creative Design/Graphic Art	13%
Visual Merchandising/Display	12%
Other	11%
Marketing/Advertising/Sales	8%
Top Level Exec (CEO/President)	7%
Merchandising Management	4%
Construction/Facilities	3%
Purchasing	3%
Product/Brand/Category Management	2%
IT/Operations	1%
Specifying /Estimating	1%
Total Qualified	100%



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, Omada Data Systems, located in Northbrook, IL.

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