

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.

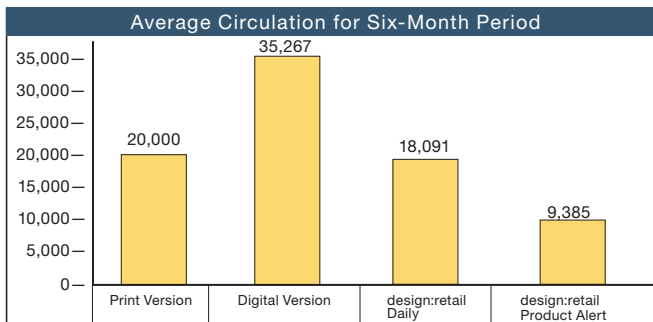
DEFINITION OF RECIPIENT QUALIFICATION

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
Average	20,000	35,267	18,091	9,385

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%
Total Average Distribution	22,440	100%

Profile of Print Subscribers for the June 2017 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	10,368	52%
Consumer Products Manufacturer	6,844	34%
Contract Design or Architectural Firm	1,589	8%
Others Allied to Field	1,199	6%
Total Qualified	20,000	100%

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%
Total Qualified	20,000	100%

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%
Total US	19,549	98%
Canada	442	2%
Mexico	-	0%
Other International	9	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 2017 Issue

Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores	92%
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Type of Business	Percent
Retailer	47%
Consumer Products Manufacturer	10%
Contract Design or Architectural Firm	9%
Others Allied to Field	33%
Total Qualified	100%

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

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%
Total Qualified	100%

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

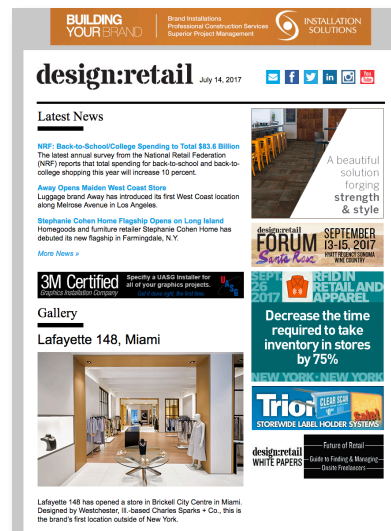
eNewsletter

Profile of eNewsletter Subscribers Based on June 2017 Survey

Involved with the Visual Merchandising, Store Planning, Design or In-Store Marketing of Retail Stores	88%
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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%
Total Qualified	100%

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%
Total Qualified	100%



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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.

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