



**DESIGN BUSINESS**

Anytown, Illinois 60060

**AUDIT REPORT**  
**Business Publication**

FIELD SERVED: Engineers and Architects.

**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2014:**

**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION . . . . . 29,074**

**1A - AVERAGE QUALIFIED PAID CIRCULATION**

Individual . . . . .	22,365	
Association . . . . .		
Sponsored Individually Addressed . . . . .		
Multi-Copy Same Addressee, See Par. 11(a) . . . . .	48	
Single Copy Sales, See Par. 11(b) . . . . .	11	
<b>Total Average Qualified Paid Circulation . . . . .</b>		<b>22,424</b>

**1B - AVERAGE QUALIFIED NONPAID CIRCULATION**

Individual . . . . .	6,650	
Association . . . . .		
Multi-Copy Same Addressee . . . . .		
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>		<b>6,650</b>

**1C - AVERAGE NONQUALIFIED CIRCULATION**

Noncontinuous Market Coverage Copies . . . . .	5	
Allocated For Shows & Conventions . . . . .	136	
Miscellaneous, Including Staff Copies, See Par. 11(c) . . . . .	787	
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>928</b>	

**1D - AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None of record

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**AUDIT STATEMENT**

There was no adjustment made in the average qualified paid circulation or in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

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**AVERAGE QUALIFIED PAID & NONPAID CIRCULATION BY QUARTERS** for the period covered by this report:

Calendar Quarter Ended	Total	Paid	Qualified Nonpaid
March 31, 2014	24,677	16,967	7,710
June 30, 2014	34,561	28,881	5,680
September 30, 2014	24,759	18,514	6,245
December 31, 2014	32,301	25,334	6,967

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**2 - QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES & QUALIFIED NONPAID REMOVALS & ADDITIONS**

2014 Issue	Total	Paid	Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added	
Jan.	3	27,659	19,850	7,809	225	2,130
	10	25,669	17,924	7,745	64	
	17	24,766	17,029	7,737	11	3
	24	24,653	16,923	7,730	9	2
	31	24,013	16,297	7,716	15	1
Feb.	7	24,111	16,396	7,715	2	1
	14	24,168	16,463	7,705	10	
	21	24,262	16,564	7,698	7	
	28	24,610	16,923	7,687	11	
Mar.	7	23,654	15,968	7,686	2	1
	14	23,868	16,189	7,679	7	
	21	24,176	16,506	7,670	10	1
Apr.	28	25,201	17,542	7,659	11	
	4	24,935	17,281	7,654	5	
	11	24,287	20,184	4,103	3,551	
	18	28,772	23,828	4,944	1	842
May	25	34,365	28,424	5,941	9	1,006
	2	35,093	29,163	5,930	19	8
	9	37,519	31,611	5,908	22	
	16	37,467	31,577	5,890	18	
	23	35,415	31,440	3,975	1,915	
June	30	33,051	27,118	5,933	2	1,960
	6	39,668	33,773	5,895	38	
	13	39,642	33,750	5,892	3	
	20	39,649	33,759	5,890	2	
July	27	39,419	33,540	5,879	11	
	4	28,792	23,839	4,953	2,054	1,128
	11	28,737	23,786	4,951	2	
Aug.	18	28,715	23,769	4,946	5	
	25	27,510	22,575	4,935	11	
	1	24,908	19,982	4,926	9	
	8	25,247	18,162	7,085	6	2,165
	15	23,386	16,305	7,081	4	
	22	22,747	15,669	7,078	4	1
	29	23,177	16,100	7,077	1	

**2. PAID & QUALIFIED NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS: (Continued)**

2014 Issue	Total	Paid	Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added
Sept. 5	23,178	16,101	7,077		
12	21,809	14,785	7,024	53	
19	21,791	14,762	7,029	3	8
26	21,873	14,853	7,020	9	
Oct. 3	21,592	14,567	7,025	3	8
10	21,577	14,644	6,933	92	
17	25,576	18,731	6,845	109	21
24	28,856	22,079	6,777	71	3
31	31,643	24,910	6,733	44	
Nov. 7	33,297	26,596	6,701	32	
14	33,690	26,994	6,696	5	
21	33,622	26,931	6,691	5	
28	33,155	27,193	5,962	1,829	1,100
Dec. 5	38,918	31,317	7,601	2	1,641
12	39,117	31,582	7,535	74	8
19	39,156	31,622	7,534	1	
26	39,715	32,182	7,533	1	
<b>Total</b>				<b>10,409</b>	<b>12,038</b>

**3A - BUSINESS/OCCUPATIONAL ANALYSIS**

The information in Paragraphs 3A, 3B, 3C and 4 is from an analysis of the November 28, 2014 issue in which:

Qualified paid circulation of this issue was 21.3% greater than the period average.

Qualified nonpaid circulation of this issue was 10.3% less than the period average.

Classification by Business & Industry	Total	%	Paid	Qualified Nonpaid
1. Dealers-contractors, distributors-contractors, service & installation contractors and sales agents, including their engineering, installation, sales and service departments	25,449	76.8	19,487	5,962
2. Wholesalers .....	1,845	5.6	1,845	
3. Manufacturers .....	1,528	4.6	1,528	
4. Consulting Engineers & Architects.....	399	1.2	399	
5. Public Utilities.....	110	0.3	110	
6. Government Agencies & Associations.....	175	0.5	175	
7. Exporters & Importers (plus International not classified elsewhere).....	86	0.3	86	
8. Industrial & Commercial Buyers & Users.....	724	2.2	724	
9. Libraries, Schools, Students .....	637	1.9	637	
10. Others Allied to the Field.....	414	1.2	414	
Other Paid Circulation				
Subscriptions.....	1,788	5.4	1,788	
Single Copy Sales.....				
<b>Total Qualified Circulation .....</b>	<b>33,155</b>	<b>100.0</b>	<b>27,193</b>	<b>5,962</b>

Classifications have been verified by information obtained from letterheads, questionnaires, etc.

### 3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	<b>5,962</b>			<b>5,962</b>	<b>100.00</b>
Written .....	1			1	0.0
Telecommunication .....	5,959			5,959	100.0
Internet and E-mail .....	2			2	0.0
Total Direct request from recipient's company:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Total Communication other than request:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Association .....					
Business Directories .....					
Lists .....					
Acquired Circulation.....					
Other Sources.....					
<b>Total Qualified Nonpaid Circulation .....</b>	<b>5,962</b>			<b>5,962</b>	<b>100.0</b>
<b>Percent.....</b>	<b>100.0</b>			<b>100.0</b>	
Paid Subscription Circulation.....					
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>33,155</b>	

### 3C - MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Nonpaid
Individual by name and title and/or occupation .....	30,750	92.7	24,799	5,951
Individual by name only .....	981	3.0	978	3
Title or occupation only .....	1,011	3.1	1,004	7
Company name only .....	358	1.1	357	1
Multi-Copy Same Addressee .....	55	0.1	55	
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation .....</b>	<b>33,155</b>	<b>100.0</b>	<b>27,193</b>	<b>5,962</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>33,155</b>			

#### 4 - GEOGRAPHIC ANALYSIS

State	Paid	Qualified Nonpaid	Total Circulation
Alabama	393	57	450
Arizona	443	76	519
Arkansas	204	31	235
California	1,713	539	2,252
Colorado	577	139	716
Connecticut	451	109	560
Delaware	126	13	139
District of Columbia	31	7	38
Florida	1,902	259	2,161
Georgia	1,000	101	1,101
Idaho	181	33	214
Illinois	1,213	354	1,567
Indiana	712	135	847
Iowa	320	118	438
Kansas	292	75	367
Kentucky	369	58	427
Louisiana	352	39	391
Maine	130	37	167
Maryland	744	94	838
Massachusetts	599	170	769
Michigan	1,117	201	1,318
Minnesota	591	140	731
Mississippi	127	27	154
Missouri	666	145	811
Montana	94	67	161
Nebraska	223	84	307
Nevada	187	40	227
New Hampshire	163	28	191
New Jersey	823	221	1,044
New Mexico	170	54	224
New York	1,294	449	1,743
North Carolina	893	146	1,039
North Dakota	59	23	82
Ohio	1,321	276	1,597
Oklahoma	359	79	438

State	Paid	Qualified Nonpaid	Total Circulation
Oregon	283	67	350
Pennsylvania	1,314	356	1,670
Rhode Island	84	36	120
South Carolina	377	36	413
South Dakota	68	33	101
Tennessee	531	80	611
Texas	1,937	329	2,266
Utah	247	59	306
Vermont	55	29	84
Virginia	978	94	1,072
Washington	387	124	511
West Virginia	98	22	120
Wisconsin	600	210	810
Wyoming	75	13	88
<b>TOTAL 48 CONTERMI- NOUS STATES</b>	<b>26,873</b>	<b>5,912</b>	<b>32,785</b>
Alaska	30	26	56
Hawaii	44	24	68
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>74</b>	<b>50</b>	<b>124</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>26,947</b>	<b>5,962</b>	<b>32,909</b>
Poss. & Other Areas	53		53
<b>U.S. &amp; POSS., etc.</b>	<b>27,000</b>	<b>5,962</b>	<b>32,962</b>
Canada	98		98
International	3		3
Military or Civilian Personnel			
Overseas	3		3
Other International	89		89
<b>TOTAL INTERNATIONAL</b>	<b>193</b>		<b>193</b>
E-Mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>27,193</b>	<b>5,962</b>	<b>33,155</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS SOLD  
DURING THE 12 MONTH PERIOD ENDED DECEMBER 31, 2014**

**5 - PRICE DATA** See Par. 11(d)

Basic Prices: Subscriptions: U.S., 1 yr. \$87.00; 2 yrs. \$135.00; 3 yrs. \$174.00. Canada, 1 yr. \$117.09; 2 yrs. \$192.45. 3 yrs. \$258.18. International, 1 yr. \$169.00; 2 yrs. \$299.00; 3 yrs. \$420.00

Single Copy: \$3.00

Sales include Premium Values

Basic & higher than basic: .....	1,894
75% - 99% of basic: .....	871
50% - 74% of basic: .....	1,701
25% - 49% of basic: .....	48,255
Less than 25% of basic: .....	312
<b>Total</b> .....	<b>53,033</b>

**6 - TERM DATA**

Three years or more. ....	952
Two years or more but less than three. ....	478
One year or more but less than two. ....	51,451
Less than one year. ....	152
<b>Total</b> .....	<b>53,033</b>

**7 - SALES CHANNELS**

Ordered by mail and/or directly requested by subscriber. ....	52,418
Ordered through salespeople:	
Catalog agencies and individual agents. ....	615
Publisher's own and other publisher's salespeople. ....	None of record
Independent agencies' salespeople. ....	None of record
Association memberships. ....	None of record
All other channels. ....	None of record
<b>Total</b> .....	<b>53,033</b>

**8 - PREMIUM USAGE**

Ordered without premium. ....	52,472
Ordered with material reprinted from this publication, See Par. 11(e). ....	561
Ordered with other premiums. ....	None of record
<b>Total</b> .....	<b>53,033</b>

**ADDITIONAL CIRCULATION INFORMATION**

**9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION:**

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the November 28, 2014 issue. ....	10.3%
Average percentage of paid subscriptions serviced from 1 issue to 3 months beyond expiration, for the period covered by this report. ....	11.4%

**10 - RENEWAL ANALYSIS OF PAID SUBSCRIPTIONS:**

Reporting not required

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**11 - EXPLANATORY:**

This is an independent publication not directly related to or affiliated with any association.

(a) Multi-Copy Same Addressee subscriptions, averaging 48 copies per issue, represent copies sold in quantities of 2 to 3 to business concerns at 1 yr. \$29.00 to \$87.00. Copies were mailed to the purchaser for redistribution.

(b) Single Copy Sales, averaging 11 copies per issue, represent copies sold on newsstands at \$3.00 per copy.

(c) Miscellaneous includes checking and promotion copies, averaging 62 copies per issue served to advertisers and agencies.

(d) Authorized prices with 5% or more of total subscription sales:

1 yr.	\$29.00	60 wks.	\$29.00
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(e) Records show a selection of reprinted articles from Design Business, with no advertised or stated value, was offered with some subscriptions at 1 yr. \$29.00.

**DEFINITION OF RECIPIENT QUALIFICATION:**

Qualified recipients are: dealers-contractors, service and installation contractors and sales agents, including engineers, installers, salesmen and servicemen; wholesalers; manufacturers; consulting design engineers and architects; industrial and commercial buyers and users including mechanical, design and operating engineers, public utilities, exporters and importers, colleges and universities, libraries, newspapers and others allied to field served.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average qualified paid and nonpaid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid and qualified nonpaid circulation.

***Alliance for Audited Media***