

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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USGlass is a B2B brand intended for manufacturers/fabricators, dealers/distributors, architects and individuals in the architectural glass & metal markets.

FIELD SERVED

USGlass Magazine serves manufacturers/fabricators, contract glaziers, distributors and wholesalers, retailers/dealers, architects/specifiers of architectural glass/metal and/or architectural glass/metal products and others allied to the architectural glass field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in management, ownership, sales, marketing, purchasing, installation, and others related to the glass industry including company copies.

CHANNELS

USGlass Magazine



6 Issues in the period
40,115 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
USGlass Magazine (6 issues in the period)	40,115	-	40,115
a. Print	36,199	-	36,199
b. Digital	3,916	-	3,916
1. Requested	3,916	-	3,916
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	326
Allocated for Trade Shows and Conventions	323
All Other	633
TOTAL	1,291

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,115	100.0	40,115	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,115	100.0	40,115	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January	36,331	3,769	40,100
February	36,347	3,753	40,100
March	36,339	3,761	40,100
April	36,350	3,750	40,100
May	35,781	4,319	40,100
June	36,044	4,142	40,186

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 This issue is -% or 17 copies below the average of the other 5 issues reported in Paragraph 2.

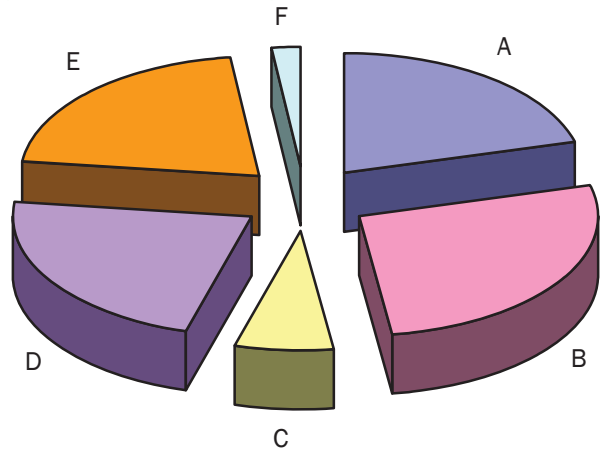
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY FUNCTION				
					Management (A)	Sales and Marketing (B)	Purchasing (C)	Installation Services (D)	Other Titled and Non-Titled Personnel (E)
Manufacturer/Fabricator of Glass, Metal and/or Glass, Metal Products	8,394	20.9	7,343	1,051	6,390	1,364	231	235	174
Contract Glazing/Glazing Subcontractor of Glass, Metal and/or Glass, Metal Products	10,777	26.9	9,928	849	9,100	646	153	769	109
Distributor/Wholesaler of Glass, Metal and/or Glass, Metal Products	2,649	6.6	2,393	256	2,171	337	60	58	23
Retailer/Dealer of Glass, Metal and/or Glass, Metal Products	9,030	22.5	8,406	624	8,122	409	93	367	39
Architects/Specifiers of Glass, Metal and/or Glass, Metal Products	8,482	21.2	7,102	1,380	8,171	94	44	71	102
Other Services Related to the Field	768	1.9	609	159	497	122	14	29	106
TOTAL QUALIFIED CIRCULATION	40,100	100.0	35,781	4,319	34,451	2,972	595	1,529	553
PERCENT	100.0		89.2	10.8	85.9	7.4	1.5	3.8	1.4

A: Management Titles include: Owners, Partners, Presidents, Vice Presidents and Other Management Titled Positions
 B: Sales and Marketing Titles include: Vice President of Sales, Sales Managers and Other Sales and Marketing Titled Positions.
 C: Purchasing Titles include: Vice President of Purchasing, Buyers, and Other Purchasing Titled Positions.
 D: Installation Services include: Installers, Glaziers, Estimators, and Other Service Titled Positions.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EMPLOYEES AT THIS LOCATION						
			1-4	5-9	10-19	20-49	50-99	100+	No Answer
Manufacturer/Fabricator of Glass, Metal and/or Glass, Metal Products	8,394	20.9	2,209	1,208	1,225	1,088	754	1,809	101
Contract Glazing/Glazing Subcontractor of Glass, Metal and/or Glass, Metal Products	10,777	26.9	4,183	2,604	2,048	1,228	356	281	77
Distributor/Wholesaler of Glass, Metal and/or Glass, Metal Products	2,649	6.6	973	653	511	246	137	113	16
Retailer/Dealer of Glass, Metal and/or Glass, Metal Products	9,030	22.5	4,790	2,138	1,146	441	129	134	252
Architects/Specifiers of Glass, Metal and/or Glass, Metal Products	8,482	21.2	4,152	2,201	1,217	591	176	131	14
Other Services Related to the Field	768	1.9	294	106	97	80	46	104	41
TOTAL QUALIFIED CIRCULATION	40,100	100.0	16,601	8,910	6,244	3,674	1,598	2,572	501

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Manufacturer/Fabricator of Glass, Metal and/or Glass, Metal Products	8,394	20.9
B Contract Glazing/Glazing Subcontractor of Glass, Metal and/or Glass, Metal Products	10,777	26.9
C Distributor/Wholesaler of Glass, Metal and/or Glass, Metal Products	2,649	6.6
D Retailer/Dealer of Glass, Metal and/or Glass, Metal Products	9,030	22.5
E Architects/specifiers of Glass, Metal and/or Glass, Metal Products	8,482	21.2
F Other Services Related to the Field	768	1.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	28,089	8,671	3,019		35,460	4,319	39,779	99.2
II. Request from recipient's company:	157	93	71		321	-	321	0.8
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-		-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-		-	-	-	-
Association rosters and directories	-	-	-		-	-	-	-
Business directories	-	-	-		-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-		-	-	-	-
Other sources	-	-	-		-	-	-	-
VI. Single Copy Sales:	-	-	-		-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,246	8,764	3,090		35,781	4,319	40,100	100.0
PERCENT	70.4	21.9	7.7		89.2	10.8	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	40,228	40,088	40,086	40,100	40,100	40,115
Qualified Non-Paid:	40,228	40,088	40,086	40,100	40,100	40,115
Print:	39,082	38,788	38,172	36,737	36,553	36,199
Digital:	1,146	1,301	1,914	3,363	3,547	3,916
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

