

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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CHAIN DRUG REVIEW, published 19 times a year, is a bi-weekly B2B news publication serving the multi-billion chain drugstore industry. Distributed to headquarter executives and chain drug pharmacists, Chain Drug Review provides its readers with a unique perspective and commentary on all the latest news and trends impacting community pharmacy today. In addition to the news, Chain Drug Review delves into and examines the merchandising aspect of virtually every product category sold in the chain drug store.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

CHAIN DRUG REVIEW MAGAZINE



9 Issues in the period
 40,200 average circulation

CHAIN DRUG REVIEW E-NEWSLETTER



40 issued in the period
 14,586 average per occurrence

CHAIN DRUG REVIEW WEBSITE



22,086 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CHAIN DRUG REVIEW MAGAZINE Unique Total* (9 issues in the period)	40,167	33	40,200
a. Print	40,167	33	40,200
b. Digital	6,477	10	6,487
1. Requested	3,806	10	3,816
2. Non Requested	2,671	-	2,671
CHAIN DRUG REVIEW E-NEWSLETTER (40 issued in the period)	14,586	-	14,586
CHAIN DRUG REVIEW WEBSITE (Monthly Users with 42,455 average Pageviews)	22,086	-	22,086

*Unique Total represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

CHAIN DRUG REVIEW serves the Chain Drug industry including Drug Chains and Franchises, Supermarkets/Discounts, Wholesalers, On-Line Retailers and their headquarters; Associations/Government Agencies; Manufacturer's Reps; and Others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include President/CEO/Owner/Chairman, VP/Director/GM/Other, Buyer/Category Manager/Merchandiser, District/Regional Manager, Pharmacy Manager, Pharmacist, Pharmacy Technician and Others Allied to the Field including Paid Subscribers.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	94
Advertiser and Agency	1,544
Allocated for Trade Shows and Conventions	303
All Other	36,276
TOTAL	38,217

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,200	100.0	40,167	99.9	33	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	40,167	99.9	33	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January 2	40,200	6,227	40,200
January 16	40,200	6,197	40,200
February 6	40,200	6,177	40,200
February 27	40,200	6,100	40,200
March 13	40,200	6,035	40,200
April 3	40,200	5,946	40,200
April 24	40,200	6,061	40,200
**May 15	40,200	8,087	40,200
June 5	40,200	7,551	40,200

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
**Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2017

This issue is equal to the average of the other 8 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
Drug Chain, Drug Franchise, Supermarket/Discount, Wholesaler, and On-line Retailer and their headquarters. (Note 1)	19,332	48.1	19,332	6,159
Pharmacies in Drug Chains, Drug Franchises, and Supermarkets/Discounts. (Note 2)	20,542	51.1	20,542	1,773
c. Other Businesses including Associations/Government Agencies and Manufacturer's Rep. (Note 3)	326	0.8	326	155
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,200	100.0	40,200	8,087
PERCENT	100.0		100.0	20.1

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Includes Pres/CEO/Owner/Chairman, VP/Dir/GM/Other, Buyer/Category Mgr./Merchandiser, District/Regional Mgr., and Other titled personnel not elsewhere classified.

Note 2: Includes Pharmacy Managers, Pharmacists, and Pharmacy Technicians.

Note 3: Includes paid subscribers

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	27,229	2,911	-	30,140	3,900	30,140	75.0
II. Request from recipient's company:	29	-	-	29	13	29	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	10,031	-	-	10,031	4,174	10,031	24.9
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	7,744	-	-	7,744	4,174	7,744	19.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,287	-	-	2,287	-	2,287	5.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	37,289	2,911	-	40,200	8,087	40,200	100.0
PERCENT	92.8	7.2	-	100.0	20.1	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	40,168	8,080	40,168	99.9
Individuals by name only	11	7	11	-
Titles or functions only	21	-	21	0.1
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,200	8,087	40,200	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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	December	January – June	June	July – December	December	January – June	June	July – December	December	January – June	June
	2014	2014	2015	2015	2015	2015	2016	2016	2016*	2016*	2017*	2017*
Unique Total Audit Average Qualified***:	40,200		40,200		40,200		40,200		40,200		40,200	
Unique Qualified Non-Paid Total***:	40,139		40,143		40,147		40,152		40,160		40,167	
Print:	40,139		40,143		40,147		40,152		40,160		40,167	
Digital:	-		7,695		5,062		4,789		5,877		6,477	
Unique Qualified Paid Total***:	61		57		53		48		40		33	
Print:	61		57		53		48		40		33	
Digital:	-		14		13		12		10		10	
Post Expire Copies 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.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2017**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	286	66	286		Kentucky	649	113	649	
New Hampshire	185	21	185		Tennessee	866	153	866	
Vermont	78	13	78		Alabama	615	72	615	
Massachusetts	945	199	945		Mississippi	375	33	375	
Rhode Island	372	133	372		EAST SO. CENTRAL	2,505	371	2,505	6.2
Connecticut	409	63	409		Arkansas	858	185	858	
NEW ENGLAND	2,275	495	2,275	5.7	Louisiana	629	66	629	
New York	2,466	507	2,466		Oklahoma	479	80	479	
New Jersey	1,084	185	1,084		Texas	2,994	471	2,994	
Pennsylvania	2,225	425	2,225		WEST SO. CENTRAL	4,960	802	4,960	12.3
MIDDLE ATLANTIC	5,775	1,117	5,775	14.4	Montana	110	13	110	
Ohio	1,833	424	1,833		Idaho	318	87	318	
Indiana	850	162	850		Wyoming	86	8	86	
Illinois	1,588	418	1,588		Colorado	559	96	559	
Michigan	1,391	271	1,391		New Mexico	199	23	199	
Wisconsin	749	196	749		Arizona	682	141	682	
EAST NO. CENTRAL	6,411	1,471	6,411	16.0	Utah	363	56	363	
Minnesota	939	313	939		Nevada	165	23	165	
Iowa	582	122	582		MOUNTAIN	2,482	447	2,482	6.2
Missouri	718	143	718		Alaska	63	30	63	
North Dakota	96	18	96		Washington	894	262	894	
South Dakota	137	30	137		Oregon	468	165	468	
Nebraska	273	68	273		California	2,388	723	2,388	
Kansas	368	70	368		Hawaii	58	33	58	
WEST NO. CENTRAL	3,113	764	3,113	7.7	PACIFIC	3,871	1,213	3,871	9.6
Delaware	108	9	108		UNITED STATES	38,912	7,773	38,912	96.8
Maryland	642	128	642		U.S. Territories	63	35	63	
Washington, DC	46	8	46		Canada	1,222	277	1,222	
Virginia	970	148	970		Mexico	-	-	-	
West Virginia	334	32	334		Other International	3	2	3	
North Carolina	1,370	240	1,370		AP0/FPO	-	-	-	
South Carolina	607	58	607						
Georgia	1,245	147	1,245						
Florida	2,198	323	2,198						
SOUTH ATLANTIC	7,520	1,093	7,520	18.7					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	40,200	8,087	40,200	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

E-NEWSLETTER CHANNEL

2017	Chain Drug Review E-Newsletter
JANUARY	
January 3	14,513
January 4	14,492
January 5	14,488
January 6	14,462
January 10	14,431
January 13	14,411
January 20	14,395
January 26	14,323
January 30	14,310
FEBRUARY	
February 1	14,286
February 9	14,246
February 14	14,223
February 15	14,213
February 22	14,120
February 23	14,136
MARCH	
March 2	14,124
March 10	14,049
March 31	13,931
APRIL	
April 3	13,920
April 5	13,919

Chain Drug Review E-Newsletter (40 issued in the period)

2017	Chain Drug Review E-Newsletter
April 6	14,005
April 7	13,995
April 19	13,962
April 22	13,927
April 23	13,785
April 24	13,909
April 25	13,899
MAY	
May 2	12,355
May 4	16,008
May 9	15,929
May 22	15,752
May 30	15,714
May 31	15,714
JUNE	
June 6	15,673
June 7	15,688
June 8	15,664
June 12	15,638
June 16	15,627
June 23	15,613
June 29	15,591
AVERAGE:	14,586

WEBSITE CHANNEL

WWW.CHAINDRUGREVIEW.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	47,821	34,976	28,886	0:43
February	39,972	27,366	22,120	0:51
March	54,726	26,231	20,819	0:50
April	42,458	27,980	21,766	0:53
May	35,255	23,832	19,510	0:48
June	34,500	23,947	19,419	0:50
AVERAGE:	42,455	27,388	22,086	0:49

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica- If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot be changed once the issue is made available.

MAGAZINE:

CHANGE IN FREQUENCY:

Effective with the July 25, 2016 issue, Chain Drug Review changed its frequency from 20 to 19 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,744 copies or 19.2%, including Chain Store Guide. Other sources include 1 source of circulation for a quantity of 2,287 copies or 5.7%, including Omni Database.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Susan Schinitzky, Publisher

Pamela Vandernoeth, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 7, 2017

State New York

County New York

Received by BPA Worldwide July 7, 2017

Type BJ

ID Number C038B0J7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.