

# Circulation Statement

For Six Month Period Ending June 2015

## PUBLISHER'S STATEMENT OF CIRCULATION FOR SIX MONTH PERIOD ENDING JUNE 2015

Impressions Magazine  
Emerald Expositions  
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New York, NY 10004

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Impressions Magazine, Established 1977

### FIELD SERVED

IMPRESSIONS serves textile screen printers, embroiderers, promotional products distributors, digital decorators (direct to garment, digital transfers, sublimation, inkjet, thermal, etc.), digitizers, apparel or equipment manufacturers, apparel or equipment distributors and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners/partners, company executives including president/CEO/VP, managers/directors, buyers and others related to the field.

Average Non-Qualified Circulation	Copies	Percent
Other Paid	34	3%
Advertiser and Agency	487	49%
Rotated or Occasional	-	0%
Allocated for Trade Shows & Conventions	250	25%
All Other	215	22%
<b>Total</b>	<b>986</b>	<b>100%</b>

Average Qualified Circulation	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Individual	54,175	100%	7,928	26,183	20,064
Sponsored Individually Addressed	-	0%	-	-	-
Membership Benefit	-	0%	-	-	-
Multi-Copy Same Address	-	0%	-	-	-
Single Copy Sales	-	0%	-	-	-
<b>Total Qualified Circulation</b>	<b>54,175</b>	<b>100%</b>	<b>7,928</b>	<b>26,183</b>	<b>20,064</b>

Primary Type of Business for the June/July 2015 Issue	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Textile Screen Printing	15,281	30%	4,765	3,658	6,858
Embroidery/Monogramming	11,368	23%	3,894	1,870	5,604
Promo Product Buyer/Ad Specialty	3,089	6%	869	969	1,251
Digital Decorator	3,526	7%	969	1,163	1,394
Digitizer	435	1%	125	131	179
Retailer	7,632	15%	593	6,186	853
Apparel or Equipment Manufacturer or Distributor	1,100	2%	26	1,036	38
Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	7,710	15%	239	7,128	343
<b>Total Qualified</b>	<b>50,141</b>	<b>100%</b>	<b>11,480</b>	<b>22,141</b>	<b>16,520</b>

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Secondary Type Issue of Business for the June/July 2015	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Textile Screen Printing	6,081	12%	1,569	2,254	2,258
Embroidery/Monogramming	9,176	18%	2,409	3,301	3,466
Promo Product Buyer/Ad Specialty	2,515	5%	643	947	925
Digital Decorator	4,763	9%	1,245	1,726	1,792
Digitizer	2,235	4%	642	668	925
Retailer	5,773	12%	1,297	2,610	1,866
Apparel or Equipment Manufacturer or Distributor	4,398	9%	1,242	1,370	1,786
Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	15,200	30%	2,433	9,265	3,502
<b>Total Qualified</b>	<b>50,141</b>	<b>100%</b>	<b>11,480</b>	<b>22,141</b>	<b>16,520</b>

Title Breakout for the June/July 2015 Issue	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Owner/Partner	27,389	55%	6,155	12,376	8,858
President/CEO/VP	5,308	11%	1,261	2,232	1,815
Manager/Director	6,839	14%	1,683	2,735	2,421
Buyer	4,782	10%	1,071	2,169	1,542
Salesperson/Rep	5,457	11%	1,304	2,277	1,876
Others Allied to Field	366	1%	6	352	8
<b>Total Qualified</b>	<b>50,141</b>	<b>100%</b>	<b>11,480</b>	<b>22,141</b>	<b>16,520</b>

Geographic Breakout for the June/July 2015 Issue					
State	Copies	Percent	State	Copies	Percent
Maine	61	0%	Kentucky	89	0%
New Hampshire	90	0%	Tennessee	259	1%
Vermont	59	0%	Alabama	191	0%
Massachusetts	453	1%	Mississippi	81	0%
Rhode Island	74	0%	<b>East South Central</b>	<b>620</b>	<b>1%</b>
Connecticut	445	1%	Arkansas	206	0%
<b>New England</b>	<b>1,182</b>	<b>2%</b>	Louisiana	290	1%
New York	3,443	7%	Oklahoma	484	1%
New Jersey	4,253	8%	Texas	3,431	7%
Pennsylvania	3,235	6%	<b>West South Central</b>	<b>4,411</b>	<b>9%</b>
<b>Middle Atlantic</b>	<b>10,931</b>	<b>22%</b>	Montana	60	0%
Ohio	676	1%	Idaho	100	0%
Indiana	145	0%	Wyoming	35	0%
Illinois	400	1%	Colorado	301	1%
Michigan	382	1%	New Mexico	135	0%
Wisconsin	182	0%	Arizona	884	2%
<b>East North Central</b>	<b>1,785</b>	<b>4%</b>	Utah	377	1%
Minnesota	174	0%	Nevada	727	1%
Iowa	158	0%	<b>Mountain</b>	<b>2,619</b>	<b>5%</b>
Missouri	244	0%	Alaska	39	0%
North Dakota	34	0%	Washington	412	1%
South Dakota	32	0%	Oregon	291	1%
Nebraska	79	0%	California	18,653	37%
Kansas	119	0%	Hawaii	223	0%
<b>West North Central</b>	<b>840</b>	<b>2%</b>	<b>Pacific</b>	<b>19,618</b>	<b>39%</b>
Delaware	383	1%	<b>Total United States</b>	<b>48,965</b>	<b>98%</b>
Maryland	1,277	3%	US Possessions	127	0%
Washington DC	83	0%	Canada	371	1%
Virginia	665	1%	Mexico	189	0%
West Virginia	81	0%	Foreign	489	1%
North Carolina	306	1%	<b>Total Qualified Circulation</b>	<b>50,141</b>	<b>100%</b>
South Carolina	182	0%			
Georgia	742	1%			
Florida	3,240	6%			
<b>South Atlantic</b>	<b>6,959</b>	<b>14%</b>			

# Circulation Statement

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Circulation by Issue	eNewsletter	Product Guide	Tech Tips	Digital Edition
January	52,513	50,506	42,811	54,982
February	54,568	50,020	n/a	54,326
March	54,273	52,298	n/a	62,578
April/May	51,990	51,781	45,849	41,393
May	53,379	51,761	n/a	n/a
June/July	53,696	49,757	n/a	62,547
<b>Average</b>	<b>53,403</b>	<b>51,021</b>	<b>44,330</b>	<b>55,165</b>

## PROFILE OF ENEWSLETTER SUBSCRIBERS BASED ON JUNE 2015 SURVEY

<b>Apparel Decorator, Digital Decorator or Promotional Products Buyer of Decorated Apparel</b>	<b>93%</b>
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Primary Type of Business	Percent
Textile Screen Printing	34%
Embroidery/Monogramming	25%
Promo Product Buyer/Ad Specialty	5%
Digital Decorator	18%
Digitizer	1%
Apparel or Equipment Manufacturer or Distributor	3%
Retailer, Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	14%
<b>Total</b>	<b>100%</b>

Secondary Type of Business	Percent
Textile Screen Printing	12%
Embroidery/Monogramming	27%
Promo Product Buyer/Ad Specialty	7%
Digital Decorator	23%
Digitizer	6%
Apparel or Equipment Manufacturer or Distributor	4%
Retailer, Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	22%
<b>Total</b>	<b>100%</b>

Title	Percent
Owner/Partner	71%
President/CEO/VP	9%
Manager/Director	11%
Buyer	1%
Salesperson/Rep	2%
Others Allied to Field	6%
<b>Total</b>	<b>100%</b>

### PUBLISHERS AFFIDAVIT

We hereby make oath and say that all data set forth in this statement is true.  
Laurie Gonz, Publisher, Impressions Magazine and Media Group  
Data Signed, June 2015

  
Laurie Gonz