

Circulation Statement

For Six Month Period Ending June 2016

PUBLISHER'S STATEMENT OF CIRCULATION FOR SIX MONTH PERIOD ENDING JUNE 2016

Impressions Magazine
Emerald Expositions
85 Broad Street
New York, NY 10004

Laurie Gonz, Publisher
Laurie.gonz@emeraldexpo.com
(813) 366-2877



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	29	3%
Advertiser and Agency	456	54%
Rotated or Occasional	-00	0%
Allocated for Trade Shows & Conventions	208	25%
All Other	145	17%
Total	838	100%

Average Qualified Circulation	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Individual	59,716	100%	5,831	31,717	22,169
Sponsored Individually Addressed	-00	0%	-00	-00	-00
Membership Benefit	-00	0%	-00	-00	-00
Multi-Copy Same Address	-00	0%	-00	-00	-00
Single Copy Sales	-00	0%	-00	-00	-00
Total Qualified Circulation	59,716	100%	5,831	31,717	22,169

Primary Type of Business for the June/July 2016 Issue	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Textile Screen Printing	19,021	30%	2,540	7,143	9,338
Embroidery/Monogramming	14,387	23%	2,069	5,355	6,963
Promo Product Buyer/Ad Specialty/Promotional Product Distributor	4,607	7%	390	3,636	581
Digital Decorator	4,525	7%	461	1,968	2,096
Digitizer	524	1%	21	430	73
Retailer	10,518	17%	464	8,587	1,467
Apparel or Equipment Manufacturer or Distributor	1,462	2%	28	1,338	96
Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	8,374	13%	362	6,961	1,051
Total Qualified	63,418	100%	6,335	35,418	21,665

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Secondary Type Issue of Business for the June/July 2016	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Textile Screen Printing	8,770	14%	1,112	4,131	3527
Embroidery/Monogramming	12,424	20%	1,696	5,400	5,328
Promo Product Buyer/Ad Specialty/ Promotional Product Distributor	4,543	7%	536	2,293	1714
Digital Decorator	5,949	9%	653	3,192	2,104
Digitizer	2,452	4%	235	1,315	902
Retailer	8,496	13%	701	4,808	2,987
Apparel or Equipment Manufacturer or Distributor	4,938	8%	186	3,982	770
Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	15,846	25%	1,216	10,297	4,333
Total Qualified	63,418	100%	6,335	35,418	21,665

Title Breakout for the June/July 2016 Issue	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Owner/Partner	34,333	54%	4,011	18,545	11,777
President/CEO/NP	5,973	9%	666	3,417	1,890
Manager/Director	8,507	13%	781	4,843	2,883
Buyer	7,148	11%	412	4,116	2,620
Salesperson/Rep	7,002	11%	458	4,094	2,450
Others Allied to Field	455	1%	7	403	45
Total Qualified	63,418	100%	6,335	35,418	21,665

Geographic Breakout for the June/July 2016 Issue					
State	Copies	Percent	State	Copies	Percent
Maine	79	0%	Kentucky	119	0%
New Hampshire	112	0%	Tennessee	305	0%
Vermont	67	0%	Alabama	263	0%
Massachusetts	550	1%	Mississippi	127	0%
Rhode Island	85	0%	East South Central	814	1%
Connecticut	513	1%	Arkansas	321	1%
New England	1,406	2%	Louisiana	446	1%
New York	4,067	6%	Oklahoma	748	1%
New Jersey	4,891	8%	Texas	6,096	10%
Pennsylvania	3,653	6%	West South Central	7,611	12%
Middle Atlantic	12,611	20%	Montana	76	0%
Ohio	760	1%	Idaho	124	0%
Indiana	177	0%	Wyoming	39	0%
Illinois	489	1%	Colorado	369	1%
Michigan	440	1%	New Mexico	160	0%
Wisconsin	226	0%	Arizona	1,051	2%
East North Central	2,092	3%	Utah	433	1%
Minnesota	214	0%	Nevada	811	1%
Iowa	174	0%	Mountain	3,063	5%
Missouri	306	0%	Alaska	56	0%
North Dakota	42	0%	Washington	478	1%
South Dakota	43	0%	Oregon	379	1%
Nebraska	97	0%	California	21,938	35%
Kansas	167	0%	Hawaii	254	0%
West North Central	1,043	2%	Pacific	23,105	36%
Delaware	456	1%	Total United States	61,633	97%
Maryland	1,554	2%	US Possessions	194	0%
Washington DC	102	0%	Canada	444	1%
Virginia	749	1%	Mexico	162	0%
West Virginia	97	0%	Foreign	985	2%
North Carolina	413	1%	Total Qualified Circulation	63,418	100%
South Carolina	253	0%			
Georgia	959	2%			
Florida	5,305	8%			
South Atlantic	9,888	16%			

Circulation Statement

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Circulation by Issue	eNewsletter	Product Guide	Tech Tips	Digital Edition
January	47,493	46,076	n/a	65,626
February	48,319	45,327	n/a	69,513
March	47,781	46,367	42,112	75,409
April	46,999	45,460	n/a	74,055
May	42,730	41,478	n/a	74,867
June (Jun/Jul)	42,400	41,184	n/a	74,436
Average	45,954	44,315	42,112	72,318

PROFILE OF ENEWSLETTER SUBSCRIBERS BASED ON JUNE 2016 SURVEY

Apparel Decorator, Digital Decorator or Promotional Products Buyer of Decorated Apparel	94%
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Primary Type of Business	Percent
Textile Screen Printing	31.1%
Embroidery/Monogramming	30.3%
Promo Product Buyer/Ad Specialty	3.4%
Digital Decorator	16.7%
Digitizer	0.9%
Apparel or Equipment Manufacturer or Distributor	3.5%
Retailer, Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	14.0%
Total	100%

Secondary Type of Business	Percent
Textile Screen Printing	14.4%
Embroidery/Monogramming	26.4%
Promo Product Buyer/Ad Specialty	6.6%
Digital Decorator	25.9%
Digitizer	3.9%
Apparel or Equipment Manufacturer or Distributor	4.1%
Retailer, Graphic Artist/Designer, Sporting Goods Dealer/Buyer, Home Sewer/Embroiderer and Others Allied to the Field	19.0%
Total	100%

Title	Percent
Owner/Partner	71.5%
President/CEO/VP	6.3%
Manager/Director	12.2%
Buyer	1.5%
Salesperson/Rep	3.1%
Others Allied to Field	5.5%
Total	100%

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 2016

Laurie Gonz
 Laurie Gonz

