

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.

Trade Show Executive
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From its monthly flagship magazine to its quarterly directories, e-news, web site and semi-annual events, **TRADE SHOW EXECUTIVE** is the authoritative voice and inspirational muse for senior executives who organize trade shows and events. TSE's editorial scope is wide-ranging, providing show organizers monthly trade show performance stats and analysis, features and directories on trendsetters and record-breakers, the hottest new products and services, an annual compensation trends report, and more. Every issue from 2008 onward is available to subscribers globally via the online digital version and is searchable by numerous parameters. Founded in 2000, TSE grew steadily to become one of the leading publications serving the \$97 billion exposition industry. An award-winning magazine, TSE prides itself on editorial excellence. In 2019, the magazine was recognized by the American Society of Business Publication Editors (ASBPE) as a Top Ten Magazine of the Year.

FIELD SERVED

TRADE SHOW EXECUTIVE magazine serves for-profit show owners/producers; corporate/event management; business or trade associations/societies (including non-profits and chambers of commerce); scientific, military, educational, religious, and fraternal organizations, as well as others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include executive management, show management, convention management, exhibition staff, and other titled and non-titled personnel.

CHANNELS

TRADE SHOW EXECUTIVE MAGAZINE



6 issues in the period
5,100 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
TRADE SHOW EXECUTIVE MAGAZINE (6 issues in the period)	5,100	-	5,100

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	206
Allocated for Trade Shows and Conventions	-
All Other	667
TOTAL	873

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,100	100.0	5,100	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,100	100.0	5,100	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
July	5,100
August	5,100
September	5,099
October	5,100
November	5,100
December	5,100

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

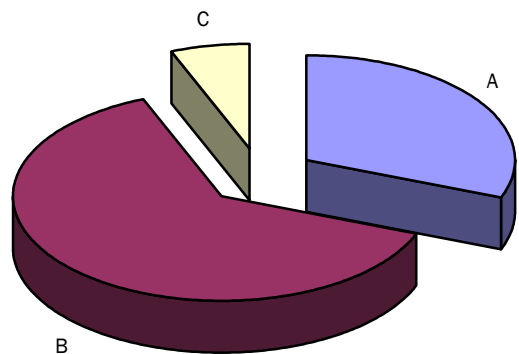
This issue is equal to the average of the other 5 issues reported in Paragraph 2..

Business and Industry	Total Qualified (Note 1)	Percent of Total	Executive Management	Show Management	Convention Management	Exhibition Staff (Note 2)	Others Allied to the Field
For-Profit Show Owners/Producers, Corporate/Event Management	1,565	30.7	808	518	72	142	25
Business or Trade Association/Society (including non-profits and chambers of commerce), Scientific, Military, Educational, Religious, and Fraternal organizations	3,221	63.1	1,402	643	355	373	448
Others allied to the field	314	6.2	91	33	21	32	137
TOTAL QUALIFIED CIRCULATION	5,100	100.0	2,301	1,194	448	547	610
PERCENT	100.0		45.1	23.4	8.8	10.7	12.0

Note 1: Qualified subscribers include organizers of each of the largest 100 trade shows in the U.S. (The largest shows are ranked each year in TSE's Gold 100 directory)
Note 2: Sales, operations, etc.

3a. Breakout of Qualified Circulation by Business and Industry

Business and Industry	Total Qualified	Percent of Total
A For-Profit Show Owners/Producers, Corporate/Event Management	1,565	30.7
B Business or Trade Association/Society (including non-profits and chambers of commerce), Scientific, Military, Educational, Religious, and Fraternal organizations	3,221	63.1
C Others allied to the field	314	6.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1,953	1,093	1,347	4,393	86.1
II. Request from recipient's company:	1	1	136	138	2.7
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	189	10	370	569	11.2
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	189	10	370	569	11.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,143	1,104	1,853	5,100	100.0
PERCENT	42.0	21.7	36.3	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*	July – December 2019*
Total Audit Average Qualified:	4,995	5,129	5,182	5,000	5,055	5,100
Qualified Non-Paid:	4,995	5,129	5,182	5,000	5,055	5,100
Qualified Paid:	-	-	-	-	-	-
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: January – December 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	43		Kentucky	44	
New Hampshire	30		Tennessee	51	
Vermont	7		Alabama	29	
Massachusetts	142		Mississippi	23	
Rhode Island	27		EAST SO. CENTRAL	147	2.9
Connecticut	137		Arkansas	30	
NEW ENGLAND	386	7.6	Louisiana	35	
New York	256		Oklahoma	38	
New Jersey	109		Texas	301	
Pennsylvania	122		WEST SO. CENTRAL	404	7.9
MIDDLE ATLANTIC	487	9.6	Montana	10	
Ohio	126		Idaho	7	
Indiana	77		Wyoming	9	
Illinois	441		Colorado	98	
Michigan	75		New Mexico	7	
Wisconsin	115		Arizona	52	
EAST NO. CENTRAL	834	16.4	Utah	23	
Minnesota	104		Nevada	64	
Iowa	33		MOUNTAIN	270	5.3
Missouri	82		Alaska	9	
North Dakota	16		Washington	70	
South Dakota	9		Oregon	49	
Nebraska	21		California	484	
Kansas	48		Hawaii	11	
WEST NO. CENTRAL	313	6.1	PACIFIC	623	12.2
Delaware	11		UNITED STATES	4,970	97.5
Maryland	200		U.S. Territories	6	
Washington, DC	373		Canada	124	
Virginia	460		Mexico	-	
West Virginia	5		Other International	-	
North Carolina	77		APO/FPO	-	
South Carolina	27				
Georgia	172				
Florida	181				
SOUTH ATLANTIC	1,506	29.5			
			TOTAL QUALIFIED CIRCULATION	5,100	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 12 sources of circulation for quantities of 1 copy or -% to 214 copies or 4.2%.

PUBLISHER'S AFFIDAVIT

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

Gabrielle Weiss, President

(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	January 15, 2020
State	Illinois
County	Cook
Received by BPA Worldwide	January 15, 2020
Type	BD
ID Number	T255B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.