



## Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshow/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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.

Bobit Business Media  
3520 Challenger Street  
Torrance, CA 90503  
Tel. No.: 310-533-2400  
Fax No.: 310-533-2510  
www.nailsmag.com  
james.marinaccio@bobit.com

**NAILS** is a B2B brand intended for individuals with broad-based interests in Nail Salons and related industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

## 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

### NAILS MAGAZINE



6 Issues in the period  
57,431 average circulation

### NAILS WEBSITE



520,246 average  
unique browsers

### NAILS SOCIAL MEDIA



926,253 average Facebook  
likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>NAILS MAGAZINE</b> (6 issues in the period)	48,762	8,669	57,431
<b>NAILS WEBSITE</b> (Monthly Unique Browsers with 2,617,109 average Page Impressions)	520,246	-	520,246
<b>NAILS SOCIAL MEDIA</b>			
a. Facebook likes	926,253	-	926,253

## FIELD SERVED

**NAILS MAGAZINE** serves nail salons, other salons/spas offering nail services, schools, beauty suppliers and distributors, and others allied to the field.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified paid and non-paid recipients are primarily salon owners, managers, and nail technicians, plus school instructors/administrators, students, distributors and manufacturers and other titled and non-titled personnel including company copies.

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,176
Allocated for Trade Shows and Conventions	222
All Other	1,970
<b>TOTAL</b>	<b>3,368</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	56,856	99.0	48,219	84.0	8,637	15.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	575	1.0	543	0.9	32	0.1
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,431</b>	<b>100.0</b>	<b>48,762</b>	<b>84.9</b>	<b>8,669</b>	<b>15.1</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
January	57,412
February	57,400
March	57,429
April	57,419
May	57,483
June	57,445

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

This issue is 0.1% or 62 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	JOB TITLE					
			SALON OWNER/ MANAGER	NAIL TECHNICIAN	STUDENT	SCHOOL INSTRUCTOR/ ADMINISTRA- TOR	MANUFAC- TURERS/ DISTRIBUTORS (Note 1)	OTHER TITLED & NON-TITLED PERSONNEL (Note 2)
NAIL SALONS	38,337	66.7	25,754	11,823	42	6	8	704
OTHER SALON/SPA OFFERING NAIL SERVICES	15,826	27.5	10,709	3,341	149	21	20	1,586
SCHOOL	1,009	1.8	64	17	431	338	5	154
MANUFACTURER	135	0.2	14	1	-	1	55	64
BEAUTY SUPPLY DISTRIBUTOR	337	0.6	106	12	2	6	159	52
OTHERS ALLIED TO THE FIELD SERVED	1,839	3.2	206	62	35	12	27	1,497
Sub Total	57,483	100.0	36,853	15,256	659	384	274	4,057
OTHER PAID CIRCULATION:								
Subscriptions	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,483</b>	<b>100.0</b>						

Note 1: includes Manufacturers, Distributors & Manufacturer Educators.

Note 2: includes cosmetologists and estheticians.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	37,538	10,828	697	49,063	85.3
II. Request from recipient's company:	628	258	25	911	1.6
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,509	-	-	7,509	13.1
Association rosters and directories	-	-	-	-	-
*Business directories	7,509	-	-	7,509	13.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,675</b>	<b>11,086</b>	<b>722</b>	<b>57,483</b>	<b>100.0</b>
<b>PERCENT</b>	<b>79.4</b>	<b>19.3</b>	<b>1.3</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	55,033	95.7
Individuals by name only	1,039	1.8
Titles or functions only	267	0.5
Company names only	569	1.0
Multi-Copy Same Addressee copies	575	1.0
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,483</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data July - December 2011	Audited Data January - June 2012	Audited Data July - December 2012	Audited Data January - June 2013	Audited Data July - December 2013	Circulation Claim January - June 2014*
Total Audit Average Qualified:	57,403	57,359	57,448	58,874	58,122	57,431
Qualified Non-Paid:	46,002	46,508	47,297	48,382	47,866	48,762
Qualified Paid:	11,401	10,851	10,151	10,492	10,256	8,669
Post Expire Copies included in Total Qualified Circulation:	1.8 %	1.8 %	1.7 %	1.8 %	2.2 %	2.1 %
Average Annual Order Price:	\$24.18	\$23.75	\$23.33	\$23.11	\$23.36	\$22.95

\*NOTE: January - June 2014 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 MAY 2014\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	151		Kentucky	604	
New Hampshire	187		Tennessee	1,224	
Vermont	69		Alabama	819	
Massachusetts	1,234		Mississippi	423	
Rhode Island	268		<b>EAST SO. CENTRAL</b>	<b>3,070</b>	<b>5.3</b>
Connecticut	828		Arkansas	487	
<b>NEW ENGLAND</b>	<b>2,737</b>	<b>4.8</b>	Louisiana	902	
New York	3,048		Oklahoma	760	
New Jersey	1,920		Texas	4,886	
Pennsylvania	2,245		<b>WEST SO. CENTRAL</b>	<b>7,035</b>	<b>12.2</b>
<b>MIDDLE ATLANTIC</b>	<b>7,213</b>	<b>12.5</b>	Montana	207	
Ohio	1,826		Idaho	291	
Indiana	935		Wyoming	127	
Illinois	2,523		Colorado	1,062	
Michigan	1,604		New Mexico	370	
Wisconsin	954		Arizona	1,249	
<b>EAST NO. CENTRAL</b>	<b>7,842</b>	<b>13.6</b>	Utah	459	
Minnesota	838		Nevada	588	
Iowa	413		<b>MOUNTAIN</b>	<b>4,353</b>	<b>7.6</b>
Missouri	989		Alaska	50	
North Dakota	80		Washington	1,246	
South Dakota	90		Oregon	712	
Nebraska	400		California	7,283	
Kansas	501		Hawaii	102	
<b>WEST NO. CENTRAL</b>	<b>3,311</b>	<b>5.8</b>	<b>PACIFIC</b>	<b>9,393</b>	<b>16.3</b>
Delaware	176		<b>UNITED STATES</b>	<b>56,669</b>	<b>98.5</b>
Maryland	1,034		U.S. Territories	123	
Washington, DC	97		Canada	304	
Virginia	1,418		Mexico	-	
West Virginia	168		Other International	377	
North Carolina	1,734		<b>APO/FPO</b>	<b>10</b>	
South Carolina	772				
Georgia	2,006				
Florida	4,310				
<b>SOUTH ATLANTIC</b>	<b>11,715</b>	<b>20.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,483</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

### WWW.NAILSMAG.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	3,310,453	743,396	574,655	1.29	00:46	02:38
February	2,672,063	614,295	484,754	1.27	00:46	02:34
March	2,805,892	689,572	555,858	1.24	00:46	02:23
April	2,620,210	659,415	533,959	1.23	00:47	02:19
May	2,342,874	607,898	497,015	1.22	00:46	02:13
June	1,951,164	573,041	475,240	1.21	00:50	02:00
<b>AVERAGE:</b>	<b>2,617,109</b>	<b>647,936</b>	<b>520,246</b>	<b>1.24</b>	<b>00:46</b>	<b>02:21</b>

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User 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.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average 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](http://www.adicompli.com)

## SOCIAL MEDIA CHANNEL

### Nails Social Media



Facebook likes

<http://facebook.com/nailsmag>

#### 2014

January	812,203
February	892,777
March	926,701
April	948,361
May	975,685
June	1,001,789
<b>AVERAGE:</b>	<b>926,253</b>

## ADDITIONAL DATA

#### MAGAZINE:

##### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,509 copies or 13.1%, including InfoUSA.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media 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.

Michelle Mullen, Publisher

James Marinaccio, Audience Development 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 17, 2014
State	California
City	Torrance
Received by BPA Worldwide	July 17, 2014
Type	BD
ID Number	N148B0J4

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.