

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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The purpose of **LEADERS MAGAZINE** is to present a broad range of the thoughts and visions of influential leaders across all disciplines to a worldwide audience of their contemporaries, who can put to use their ideas and philosophies for the betterment of mankind.

FIELD SERVED

LEADERS MAGAZINE serves leaders worldwide in the fields of business, government, labor, education, religion and other leaders, including the fields of arts and sciences.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Business recipients include Chairman, Vice-Chairman, President, Chief Executive Officer, Managing Director, Director General, General Manager, Managing Partner, Director, Senior Partner, Executive Director, Chief Operating Officer, Chief Financial Officer, Treasurer, Controller, Pension Fund Manager, Vice President-Finance, Senior Information/MIS Executive & other Senior Corporate Executives. Qualified Government recipients include President, Prime Minister, King, Queen, Prince, Emperor, Premier, Amir, Grand Duke, Paramount Ruler, Sultan, Governor General, Chancellor, Minister, Ambassador, Commissioner, Secretary, Chairman, Senator, Representative, Military Leaders, Member of Parliament, Diet and other Senior Executive, Legislative and Judicial Officials. Qualified Labor recipients include Union President, Secretary General and other Senior Labor Executives. Qualified Education recipients include University President, Chancellor, Provost, Director, Chairman, Dean, Rector, Commandant and Other Senior Administrators. Qualified Religion recipients include Pope, Dalai Lama, President, Ayatollah, Patriarch, Rabbi, Cardinal, Archbishop and other worldwide religious leaders.

CHANNELS

LEADERS MAGAZINE



2 Issues in the period
25,220 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LEADERS MAGAZINE (2 issues in the period)	25,220	-	25,220

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	50
Allocated for Trade Shows and Conventions	-
All Other	1,330
TOTAL	1,380

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,220	100.0	25,220	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,220	100.0	25,220	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Number Removed	Number Added	Total Qualified
January/ February/ March	1,616	1,410	25,228
April/ May/ June	76	57	25,212
TOTAL	1,692	1,467	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2017
This issue is 0.1% or 16 copies below the other issue reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			CEO/SR. Corp. Management (A)	Sr. Financial Management (B)	Sr. Infor./MIS Executives (C)	Other Qualified Recipients
Aerospace/Defense	8	-	6	1	1	-
Agriculture	110	0.4	90	15	5	-
Banking	1,064	4.2	877	141	46	-
Business Data Processing	757	3.0	575	129	53	-
Communication	714	2.8	569	104	41	-
Construction/Engineering	1,143	4.5	965	151	27	-
Electrical Equipments/Electronics	675	2.7	546	104	25	-
Energy	1,106	4.4	870	190	46	-
Financial Services/Real Estate	5,743	22.8	4,556	898	289	-
Manufacturing	3,443	13.7	2,854	481	108	-
Metals & Mining	401	1.6	340	53	8	-
Retail	1,631	6.5	1,337	227	67	-
Services	3,102	12.3	2,441	442	219	-
Transportation	894	3.6	739	111	44	-
Wholesalers	1,609	6.4	1,304	254	51	-
Other Business	11	-	8	2	1	-
BUSINESS	22,411	88.9	18,077	3,303	1,031	-
Ambassadors	269	1.1	-	-	-	269
Heads of State	280	1.1	-	-	-	280
Military/Defense	6	-	-	-	-	6
Ministers of Government	870	3.4	-	-	-	870
U.S. Cabinet Members	13	0.1	-	-	-	13
U.S. House Representatives	395	1.6	-	-	-	395
U.S. Senate Members	86	0.3	-	-	-	86
U.S. Governors	48	0.2	-	-	-	48
Other Government Leaders	202	0.8	-	-	-	202
GOVERNMENT (See Note 1)	2,169	8.6	-	-	-	2,169
RELIGION (See Note 2)	125	0.5	-	-	-	125
EDUCATION (See Note 3)	340	1.3	-	-	-	340
LABOR UNIONS/ASSOCIATIONS (See Note 4)	95	0.4	-	-	-	95
OTHER LEADERS	72	0.3	-	-	-	72
TOTAL QUALIFIED CIRCULATION	25,212	100.0	18,077	3,303	1,031	2,801
PERCENT	100.0		71.7	13.1	4.1	11.1

A - Chairman, Vice Chairman, Chief Executive Officer, President, Senior Partner, Managing Partner, Partner, Managing Director, Director General, Executive Director, General Manager, Manager and Chief Operating Officer.

B - Chief Financial Officer, Vice President - Finance, Senior Financial Officer, Pension Fund Manager, Treasurer and Controller/Comptroller.

C - Senior Information/MIS Executive.

Note 1: Government recipients include President, Prime Minister, King, Queen, Prince, Emperor, Premier, Amir, Grand Duke, Paramount Ruler, Sultan, Governor General, Chancellor, Minister, Ambassador, Commissioner, Secretary, Chairman, Senator, Representative, Military Leaders, Member of Parliament, Diet and other Senior Executive, Legislative and Judicial Officials.

Note 2: Religious recipients include Pope, Dalai Lama, President, Ayatollah, Patriarch, Rabbi, Cardinal, Archbishop and other worldwide religious leaders.

Note 3: Education recipients include University President, Chancellor, Provost, Director, Chairman, Dean, Rector, Commandment and other Senior Administrators.

Note 4: Labor recipients include Union President, Secretary General and other Senior Labor Executives.

ADDITIONAL DATA

INDUSTRY	TOTAL QUALIFIED	COMPANY SIZE (SEE NOTE 1)					Under \$100 Million	Not Available (See Note 1)
		\$1 Billion & Over	\$500 Million-\$999,999,999	\$200 Million-\$499,999,999	\$100 Million-\$199,99,999			
BUSINESS	22,411	9,992	3,452	4,848	4,119	-	-	
GOVERNMENT	2,169	-	-	-	-	-	2,169	
RELIGION	125	-	-	-	-	-	125	
EDUCATION	340	-	-	-	-	-	340	
LABOR UNIONS/ ASSOCIATIONS	95	-	-	-	-	-	95	
OTHER LEADERS	72	-	-	-	-	-	72	
TOTAL QUALIFIED CIRCULATION	25,212	9,992	3,452	4,848	4,119	-	2,801	
PERCENT OF TOTAL	100.0	39.6	13.7	19.2	16.4	-	11.1	

Note 1: Includes recipients in companies where revenue or asset information is confidential, not available or not applicable.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	1	-	1	-
II. Request from recipient's company:	1	1	-	2	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	23,953	1,256	-	25,209	100.0
Association rosters and directories	-	-	-	-	-
*Business directories	23,953	1,256	-	25,209	100.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,954	1,258	-	25,212	100.0
PERCENT	95.0	5.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	25,210	100.0
Individuals by name only	1	-
Titles or functions only	1	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	25,212	100.0

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 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Total Audit Average Qualified:	24,915	24,768	24,676	25,592	25,465	25,220
Qualified Non-Paid:	24,915	24,768	24,676	25,592	25,465	25,220
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: 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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	46		Kentucky	162	
New Hampshire	63		Tennessee	326	
Vermont	28		Alabama	170	
Massachusetts	642		Mississippi	82	
Rhode Island	95		EAST SO. CENTRAL	740	2.9
Connecticut	313		Arkansas	105	
NEW ENGLAND	1,187	4.7	Louisiana	159	
New York	1,629		Oklahoma	170	
New Jersey	557		Texas	1,406	
Pennsylvania	799		WEST SO. CENTRAL	1,840	7.3
MIDDLE ATLANTIC	2,985	11.8	Montana	25	
Ohio	699		Idaho	34	
Indiana	315		Wyoming	10	
Illinois	910		Colorado	317	
Michigan	469		New Mexico	40	
Wisconsin	407		Arizona	229	
EAST NO. CENTRAL	2,800	11.1	Utah	161	
Minnesota	409		Nevada	105	
Iowa	169		MOUNTAIN	921	3.7
Missouri	418		Alaska	44	
North Dakota	43		Washington	276	
South Dakota	39		Oregon	171	
Nebraska	136		California	2,036	
Kansas	129		Hawaii	44	
WEST NO. CENTRAL	1,343	5.3	PACIFIC	2,571	10.2
Delaware	56		UNITED STATES	18,031	71.5
Maryland	282		U.S. Territories	-	
Washington, DC	855		Canada	398	
Virginia	492		Mexico	61	
West Virginia	31		Other International	6,722	
North Carolina	358		APO/FPO	-	
South Carolina	126				
Georgia	468				
Florida	976				
SOUTH ATLANTIC	3,644	14.5			
			TOTAL QUALIFIED CIRCULATION	25,212	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2017

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			MIDDLE EAST		
Armenia	12		Bahrain	18	
Azerbaijan	8		Iran	16	
Bangladesh	7		Israel	52	
Bhutan	1		Jordan	20	
Brunei Darussalam	2		Kuwait	23	
Cambodia	16		Lebanon	3	
China	413		Oman	20	
Georgia	11		Qatar	25	
Hong Kong - SAR	189		Saudi Arabia	58	
India	170		Syrian Arab Republic	11	
Indonesia	36		United Arab Emirates	57	
Japan	1,191		Yemen	15	
Kazakhstan	12		Subtotal	318	1.3
Korea, Democratic People's Republic Of	2		EUROPE		
Korea, Republic Of	217		Albania	6	
Kyrgyzstan	10		Andorra	2	
Laos	10		Austria	60	
Malaysia	66		Belarus	14	
Maldives	3		Belgium	46	
Mongolia	7		Bosnia and Herzegovina	1	
Myanmar	7		Bulgaria	14	
Nepal	2		Croatia	14	
Pakistan	24		Cyprus	17	
Philippines	57		Czech Republic	16	
Singapore	81		Denmark	56	
Sri Lanka	7		Estonia	13	
Taiwan	142		Finland	68	
Tajikistan	14		France	259	
Thailand	67		Germany	209	
Turkmenistan	6		Gibraltar	1	
Uzbekistan	9		Greece	41	
Vietnam	32		Holy See (Vatican City State)	7	
Subtotal	2,831	11.2	Hungary	12	
			Iceland	8	
			Ireland	65	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2017

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
Italy	171		Tanzania	16	
Latvia	12		Togo	8	
Liechtenstein	4		Tunisia	16	
Lithuania	10		Uganda	5	
Luxembourg	30		Zambia	6	
Macedonia	14		Zimbabwe	8	
Malta	7		unspecified Africa	1	
Moldova	13		Subtotal	447	1.8
Monaco	8		NORTH AMERICA		
Montenegro	9		Canada	398	
Netherlands	110		Mexico	61	
Norway	61		United States	18,031	
Poland	26		Subtotal	18,490	73.4
Portugal	23		CARIBBEAN		
Romania	17		Aruba	3	
Russian Federation	90		Bahamas	7	
San Marino	1		Barbados	8	
Serbia	5		Bermuda	51	
Slovakia	13		Cayman Islands	4	
Slovenia	15		Cuba	13	
Spain	87		Dominica	3	
Sweden	107		Dominican Republic	7	
Switzerland	158		Grenada	7	
Turkey	29		Haiti	5	
Ukraine	17		Jamaica	7	
United Kingdom	478		Puerto Rico	29	
unspecified Europe	8		Saint Kitts and Nevis	2	
Subtotal	2,452	9.7	Saint Lucia	1	
AFRICA			Saint Vincent and the Grenadines	3	
Algeria	5		Trinidad and Tobago	5	
Angola	4		Virgin Islands, U.S.	4	
Benin	5		Subtotal	159	0.6
Botswana	6		CENTRAL AMERICA		
Burkina Faso	4		Belize	3	
Burundi	1		Costa Rica	3	
Cameroon	11		El Salvador	4	
Cape Verde	4		Guatemala	5	
Central African Republic	6		Honduras	7	
Chad	4		Nicaragua	6	
Comoros	1		Panama	4	
Congo	7		Subtotal	32	0.1
Cote D'Ivoire	3		SOUTH AMERICA		
Djibouti	6		Argentina	11	
Egypt	24		Bolivia	7	
Equatorial Guinea	5		Brazil	114	
Eritrea	10		Chile	31	
Ethiopia	13		Colombia	24	
Gabon	4		Ecuador	6	
Gambia	5		Guyana	6	
Ghana	13		Paraguay	5	
Guinea	3		Peru	13	
Guinea-Bissau	3		Suriname	8	
Kenya	14		Uruguay	9	
Lesotho	5		Venezuela	14	
Liberia	1		Subtotal	248	1.0
Libyan Arab Jamahiriya	1		ASIA PACIFIC		
Madagascar	7		Australia	158	
Malawi	4		Federated States Of Micronesia	3	
Mali	5		Fiji	4	
Mauritania	4		Guam	4	
Mauritius	7		Kiribati	5	
Morocco	12		New Zealand	32	
Mozambique	12		Palau	1	
Namibia	11		Papua New Guinea	9	
Niger	4		Solomon Islands	5	
Nigeria	25		Tonga	3	
Senegal	2		Tuvalu	2	
Seychelles	3		Vanuatu	4	
South Africa	108		Western Samoa	5	
Sudan	11		Subtotal	235	0.9
Swaziland	4		TOTAL QUALIFIED CIRCULATION	25,212	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business Directories include 11 sources of circulation for quantities of 1 copy or -% to 22,411 copies or 88.9%, including Corporate Affiliations.

PUBLISHER'S AFFIDAVIT

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

Henry O. Dormann, Chairman

Darrell J. Brown, Vice Chairman & Editor In Chief

(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 15, 2017

State New York

County New York

Received by BPA Worldwide July 15, 2017

Type BJ

ID Number L030B0J7

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