

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
24,735 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)	24,735	-	24,735

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	46
Allocated for Trade Shows and Conventions	-
All Other	832
TOTAL	878

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,735	100.0	24,735	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,735	100.0	24,735	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Number Removed	Number Added	Total Qualified
July/ August/ September	123	68	25,157
October/ November/ December	3,452	2,608	24,313
TOTAL	3,575	2,676	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2017
This issue is 3.4% or 844 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	46	0.2	36	8	2	-
Agriculture	142	0.6	120	17	5	-
Banking	1,098	4.5	942	124	32	-
Business Data Processing	834	3.4	672	118	44	-
Communication	577	2.4	469	78	30	-
Construction/Engineering	1,041	4.3	894	126	21	-
Electrical Equipments/Electronics	648	2.7	537	89	22	-
Energy	1,000	4.1	810	154	36	-
Financial Services/Real Estate	5,678	23.3	4,677	758	243	-
Manufacturing	3,717	15.3	3,176	451	90	-
Metals & Mining	402	1.7	349	44	9	-
Retail	1,259	5.2	1,068	151	40	-
Services	3,213	13.2	2,609	409	195	-
Transportation	773	3.2	657	86	30	-
Wholesalers	1,657	6.8	1,373	236	48	-
Other Business	9	-	8	1	-	-
BUSINESS	22,094	90.9	18,397	2,850	847	-
Ambassadors	269	1.1	-	-	-	269
Heads of State	280	1.1	-	-	-	280
Military/Defense	6	-	-	-	-	6
Ministers of Government	868	3.6	-	-	-	868
U.S. Cabinet Members	13	0.1	-	-	-	13
U.S. House Representatives	390	1.6	-	-	-	390
U.S. Senate Members	86	0.4	-	-	-	86
U.S. Governors	48	0.2	-	-	-	48
Other Government Leaders	201	0.8	-	-	-	201
GOVERNMENT (See Note 1)	2,161	8.9	-	-	-	2,161
RELIGION (See Note 2)	6	-	-	-	-	6
EDUCATION (See Note 3)	34	0.1	-	-	-	34
LABOR UNIONS/ASSOCIATIONS (See Note 4)	7	-	-	-	-	7
OTHER LEADERS	11	0.1	-	-	-	11
TOTAL QUALIFIED CIRCULATION	24,313	100.0	18,397	2,850	847	2,219
PERCENT	100.0		75.7	11.7	3.5	9.1

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	22,094	9,374	3,756	4,355	4,609	-	-	
GOVERNMENT	2,161	-	-	-	-	-	2,161	
RELIGION	6	-	-	-	-	-	6	
EDUCATION	34	-	-	-	-	-	34	
LABOR UNIONS/ ASSOCIATIONS	7	-	-	-	-	-	7	
OTHER LEADERS	11	-	-	-	-	-	11	
TOTAL QUALIFIED CIRCULATION	24,313	9,374	3,756	4,355	4,609	-	2,219	
PERCENT OF TOTAL	100.0	38.6	15.4	17.9	19.0	-	9.1	

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 OCTOBER/NOVEMBER/DECEMBER 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	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	22,894	169	1,248	24,311	100.0
Association rosters and directories	-	-	-	-	-
*Business directories	22,894	169	1,248	24,311	100.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,894	169	1,250	24,313	100.0
PERCENT	94.2	0.7	5.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	24,311	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	24,313	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*
Total Audit Average Qualified:	24,768	24,676	25,592	25,465	25,220	24,735
Qualified Non-Paid:	24,768	24,676	25,592	25,465	25,220	24,735
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 – December 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 OCTOBER/NOVEMBER/DECEMBER 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	44		Kentucky	146	
New Hampshire	63		Tennessee	312	
Vermont	27		Alabama	163	
Massachusetts	649		Mississippi	72	
Rhode Island	92		EAST SO. CENTRAL	693	2.9
Connecticut	300		Arkansas	98	
NEW ENGLAND	1,175	4.8	Louisiana	146	
New York	1,591		Oklahoma	170	
New Jersey	535		Texas	1,337	
Pennsylvania	772		WEST SO. CENTRAL	1,751	7.2
MIDDLE ATLANTIC	2,898	11.9	Montana	23	
Ohio	684		Idaho	39	
Indiana	293		Wyoming	11	
Illinois	898		Colorado	297	
Michigan	451		New Mexico	37	
Wisconsin	397		Arizona	226	
EAST NO. CENTRAL	2,723	11.2	Utah	153	
Minnesota	390		Nevada	101	
Iowa	167		MOUNTAIN	887	3.6
Missouri	404		Alaska	41	
North Dakota	39		Washington	279	
South Dakota	39		Oregon	170	
Nebraska	132		California	2,016	
Kansas	125		Hawaii	39	
WEST NO. CENTRAL	1,296	5.3	PACIFIC	2,545	10.5
Delaware	52		UNITED STATES	17,407	71.6
Maryland	262		U.S. Territories	-	
Washington, DC	795		Canada	366	
Virginia	451		Mexico	57	
West Virginia	30		Other International	6,483	
North Carolina	355		APO/FPO	-	
South Carolina	128				
Georgia	437				
Florida	929				
SOUTH ATLANTIC	3,439	14.2			
			TOTAL QUALIFIED CIRCULATION	24,313	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2017

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			MIDDLE EAST		
Armenia	12		Bahrain	16	
Azerbaijan	8		Iran	17	
Bangladesh	7		Israel	56	
Bhutan	1		Jordan	20	
Brunei Darussalam	2		Kuwait	20	
Cambodia	16		Lebanon	4	
China	394		Oman	20	
Georgia	11		Qatar	25	
Hong Kong - SAR	197		Saudi Arabia	61	
India	170		Syrian Arab Republic	11	
Indonesia	25		United Arab Emirates	52	
Japan	1,181		Yemen	15	
Kazakhstan	12		unspecified Middle East	1	
Korea, Democratic People's Republic Of	2		Subtotal	318	1.3
Korea, Republic Of	181		EUROPE		
Kyrgyzstan	10		Albania	6	
Laos	10		Andorra	2	
Malaysia	69		Austria	65	
Maldives	3		Belarus	14	
Mongolia	7		Belgium	51	
Myanmar	7		Bulgaria	13	
Nepal	2		Croatia	13	
Pakistan	20		Cyprus	18	
Philippines	53		Czech Republic	15	
Singapore	72		Denmark	52	
Sri Lanka	10		Estonia	13	
Taiwan	132		Finland	67	
Tajikistan	14		France	240	
Thailand	59		Germany	216	
Turkmenistan	6		Gibraltar	1	
Uzbekistan	9		Greece	36	
Vietnam	30		Holy See (Vatican City State)	3	
Subtotal	2,732	11.2	Hungary	13	
			Iceland	14	
			Ireland	63	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2017 (CONTINUED)

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
Italy	138		Tanzania	16	
Latvia	11		Togo	8	
Liechtenstein	4		Tunisia	16	
Lithuania	9		Uganda	4	
Luxembourg	32		Zambia	6	
Macedonia	14		Zimbabwe	9	
Malta	7		unspecified Africa	1	
Moldova	13		Subtotal	429	1.8
Monaco	5		NORTH AMERICA		
Montenegro	9		Canada	366	
Netherlands	103		Mexico	57	
Norway	68		United States	17,407	
Poland	26		Subtotal	17,830	73.3
Portugal	24		CARIBBEAN		
Romania	15		Aruba	3	
Russian Federation	81		Bahamas	6	
San Marino	1		Barbados	8	
Serbia	4		Bermuda	47	
Slovakia	14		Cayman Islands	4	
Slovenia	14		Cuba	12	
Spain	84		Dominica	3	
Sweden	113		Dominican Republic	6	
Switzerland	155		Grenada	7	
Turkey	31		Haiti	5	
Ukraine	16		Jamaica	8	
United Kingdom	447		Puerto Rico	27	
unspecified Europe	5		Saint Kitts and Nevis	2	
Subtotal	2,358	9.7	Saint Lucia	1	
AFRICA			Saint Vincent and the Grenadines	3	
Algeria	5		Trinidad and Tobago	8	
Angola	4		Virgin Islands, U.S.	2	
Benin	5		Subtotal	152	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	6	
Chad	4		Nicaragua	6	
Comoros	1		Panama	4	
Congo	7		Subtotal	31	0.1
Cote D'Ivoire	3		SOUTH AMERICA		
Djibouti	6		Argentina	12	
Egypt	22		Bolivia	7	
Equatorial Guinea	5		Brazil	99	
Eritrea	10		Chile	29	
Ethiopia	13		Colombia	21	
Gabon	4		Ecuador	6	
Gambia	5		Guyana	6	
Ghana	13		Paraguay	5	
Guinea	3		Peru	13	
Guinea-Bissau	3		Suriname	8	
Kenya	15		Uruguay	9	
Lesotho	5		Venezuela	14	
Liberia	1		Subtotal	229	1.0
Libyan Arab Jamahiriya	1		ASIA PACIFIC		
Madagascar	7		American Samoa	4	
Malawi	4		Australia	157	
Mali	5		Federated States Of Micronesia	3	
Mauritania	4		Fiji	4	
Mauritius	8		Guam	4	
Morocco	12		Kiribati	5	
Mozambique	11		New Zealand	30	
Namibia	11		Palau	1	
Niger	4		Papua New Guinea	12	
Nigeria	24		Solomon Islands	5	
Senegal	1		Tonga	3	
Seychelles	3		Tuvalu	2	
South Africa	95		Vanuatu	4	
Sudan	9		Subtotal	234	1.0
Swaziland	4		TOTAL QUALIFIED CIRCULATION	24,313	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business Directories include 10 sources of circulation for quantities of 1 copy or -% to 22,092 copies or 90.9%, 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.

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