

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
25,465 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)	25,465	-	25,465

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	48
Allocated for Trade Shows and Conventions	-
All Other	1,532
TOTAL	1,580

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,465	100.0	25,465	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,465	100.0	25,465	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Total Qualified
May/ June/ July	3,834	3,778	25,493
August/ September/ October	310	254	25,437
TOTAL	4,144	4,032	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER/OCTOBER 2016
This issue is 0.2% or 56 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	7	-	5	1	1	-
Agriculture	115	0.5	95	15	5	-
Banking	1,029	4.0	833	152	44	-
Business Data Processing	783	3.1	592	140	51	-
Communication	716	2.8	562	120	34	-
Construction/Engineering	1,174	4.6	994	159	21	-
Electrical Equipments/Electronics	714	2.8	560	126	28	-
Energy	1,117	4.4	876	200	41	-
Financial Services/Real Estate	5,655	22.2	4,481	940	234	-
Manufacturing	3,499	13.7	2,888	510	101	-
Metals & Mining	411	1.6	347	56	8	-
Retail	1,672	6.6	1,361	252	59	-
Services	3,140	12.3	2,470	487	183	-
Transportation	918	3.6	754	125	39	-
Wholesalers	1,652	6.5	1,331	273	48	-
Other Business	11	-	8	2	1	-
BUSINESS	22,613	88.7	18,157	3,558	898	-
Ambassadors	269	1.1	-	-	-	269
Heads of State	281	1.1	-	-	-	281
Military/Defense	17	0.1	-	-	-	17
Ministers of Government	875	3.4	-	-	-	875
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	204	0.8	-	-	-	204
GOVERNMENT (See Note 1)	2,188	8.7	-	-	-	2,188
RELIGION (See Note 2)	125	0.5	-	-	-	125
EDUCATION (See Note 3)	344	1.4	-	-	-	344
LABOR UNIONS/ASSOCIATIONS (See Note 4)	95	0.4	-	-	-	95
OTHER LEADERS	72	0.3	-	-	-	72
TOTAL QUALIFIED CIRCULATION	25,437	100.0	18,157	3,558	898	2,824
PERCENT	100.0	-	71.4	14.0	3.5	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	22,613	9,895	3,541	4,823	4,354	-	-	
GOVERNMENT	2,188	1	-	-	-	-	2,187	
RELIGION	125	-	-	-	-	-	125	
EDUCATION	344	-	-	-	-	-	344	
LABOR UNIONS/ ASSOCIATIONS	95	-	-	-	-	-	95	
OTHER LEADERS	72	-	-	-	-	-	72	
TOTAL QUALIFIED CIRCULATION	25,437	9,896	3,541	4,823	4,354	-	2,823	
PERCENT OF TOTAL	100.0	38.9	13.9	19.0	17.1	-	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 AUGUST/SEPTEMBER/OCTOBER 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1	-	-	1	-
II. Request from recipient's company:	2	-	-	2	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	25,203	-	231	25,434	100.0
Association rosters and directories	-	-	-	-	-
*Business directories	25,203	-	231	25,434	100.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,206	-	231	25,437	100.0
PERCENT	99.1	-	0.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER/OCTOBER 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	25,435	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	25,437	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 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Total Audit Average Qualified:	24,457	24,915	24,768	24,676	25,592	25,465
Qualified Non-Paid:	24,457	24,915	24,768	24,676	25,592	25,465
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 2016 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 AUGUST/SEPTEMBER/OCTOBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	50		Kentucky	171	
New Hampshire	64		Tennessee	331	
Vermont	26		Alabama	175	
Massachusetts	653		Mississippi	82	
Rhode Island	95		EAST SO. CENTRAL	759	3.0
Connecticut	319		Arkansas	103	
NEW ENGLAND	1,207	4.7	Louisiana	162	
New York	1,662		Oklahoma	163	
New Jersey	556		Texas	1,413	
Pennsylvania	811		WEST SO. CENTRAL	1,841	7.2
MIDDLE ATLANTIC	3,029	12.0	Montana	23	
Ohio	713		Idaho	41	
Indiana	319		Wyoming	10	
Illinois	932		Colorado	327	
Michigan	477		New Mexico	41	
Wisconsin	410		Arizona	232	
EAST NO. CENTRAL	2,851	11.2	Utah	170	
Minnesota	424		Nevada	107	
Iowa	167		MOUNTAIN	951	3.7
Missouri	426		Alaska	44	
North Dakota	43		Washington	285	
South Dakota	44		Oregon	182	
Nebraska	139		California	2,068	
Kansas	139		Hawaii	44	
WEST NO. CENTRAL	1,382	5.4	PACIFIC	2,623	10.3
Delaware	55		UNITED STATES	18,298	71.9
Maryland	285		U.S. Territories	-	
Washington, DC	844		Canada	404	
Virginia	513		Mexico	58	
West Virginia	34		Other International	6,677	
North Carolina	366		APO/FPO	-	
South Carolina	126				
Georgia	459				
Florida	973				
SOUTH ATLANTIC	3,655	14.4			
			TOTAL QUALIFIED CIRCULATION	25,437	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER/OCTOBER 2016

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			MIDDLE EAST		
Armenia	12		Bahrain	18	
Azerbaijan	8		Iran	16	
Bangladesh	7		Israel	53	
Bhutan	1		Jordan	22	
Brunei Darussalam	2		Kuwait	22	
Cambodia	16		Lebanon	1	
China	398		Oman	20	
Georgia	11		Qatar	24	
Hong Kong - SAR	184		Saudi Arabia	56	
India	140		Syrian Arab Republic	11	
Indonesia	39		United Arab Emirates	53	
Japan	1,179		Yemen	16	
Kazakhstan	12		Subtotal	312	1.2
Korea, Democratic People's Republic Of	2		EUROPE		
Korea, Republic Of	219		Albania	6	
Kyrgyzstan	10		Andorra	2	
Laos	10		Austria	60	
Malaysia	68		Belarus	14	
Maldives	3		Belgium	45	
Mongolia	7		Bosnia and Herzegovina	1	
Myanmar	7		Bulgaria	14	
Nepal	2		Croatia	14	
Pakistan	25		Cyprus	16	
Philippines	55		Czech Republic	16	
Singapore	87		Denmark	53	
Sri Lanka	7		Estonia	13	
Taiwan	143		Finland	71	
Tajikistan	14		France	258	
Thailand	68		Germany	211	
Turkmenistan	6		Gibraltar	1	
Uzbekistan	10		Greece	45	
Vietnam	31		Holy See (Vatican City State)	7	
			Hungary	12	
Subtotal	2,783	10.9	Iceland	9	
			Ireland	62	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER/OCTOBER 2016

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
Italy	173		Tanzania	16	
Latvia	12		Togo	9	
Liechtenstein	4		Tunisia	16	
Lithuania	10		Uganda	5	
Luxembourg	29		Zambia	6	
Macedonia	14		Zimbabwe	9	
Malta	7		unspecified Africa	1	
Moldova	13		Subtotal	451	1.8
Monaco	8		NORTH AMERICA		
Montenegro	9		Canada	404	
Netherlands	107		Mexico	58	
Norway	60		United States	18,298	
Poland	26		Subtotal	18,760	73.8
Portugal	24		CARIBBEAN		
Romania	19		Aruba	3	
Russian Federation	85		Bahamas	7	
San Marino	1		Barbados	9	
Serbia	5		Bermuda	52	
Slovakia	14		Cayman Islands	4	
Slovenia	15		Cuba	13	
Spain	84		Dominica	3	
Sweden	110		Dominican Republic	7	
Switzerland	152		Grenada	7	
Turkey	34		Haiti	5	
Ukraine	17		Jamaica	7	
United Kingdom	483		Puerto Rico	30	
unspecified Europe	8		Saint Kitts and Nevis	2	
Subtotal	2,453	9.6	Saint Lucia	1	
AFRICA			Saint Vincent and the Grenadines	3	
Algeria	6		Trinidad and Tobago	6	
Angola	4		Virgin Islands, U.S.	4	
Benin	5		Subtotal	163	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	22		Bolivia	7	
Equatorial Guinea	5		Brazil	117	
Eritrea	10		Chile	32	
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	13		Uruguay	7	
Lesotho	5		Venezuela	13	
Liberia	1		Subtotal	249	1.0
Libyan Arab Jamahiriya	1		ASIA PACIFIC		
Madagascar	7		American Samoa	6	
Malawi	4		Australia	154	
Mali	5		Federated States Of Micronesia	3	
Mauritania	4		Fiji	4	
Mauritius	7		Guam	4	
Morocco	12		Kiribati	5	
Mozambique	12		New Zealand	34	
Namibia	11		Palau	1	
Niger	4		Papua New Guinea	9	
Nigeria	24		Solomon Islands	5	
Senegal	2		Tonga	3	
Seychelles	3		Tuvalu	2	
South Africa	113		Vanuatu	4	
Sudan	11		Subtotal	234	0.9
Swaziland	4		TOTAL QUALIFIED CIRCULATION	25,437	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business Directories include 12 sources of circulation for quantities of 1 copy or -% to 22,612 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.

Darrell J. Brown, Vice Chairman & Editor in Chief

Henry O. Dormann, Chairman

(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 13, 2017

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County New York

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