

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.

Oser Communications Group  
P.O. Box 30520  
Tucson, AZ 85751  
Tel. No.: (520) 721-1300  
Fax No.: (520) 721-6300  
www.kitchenwarenews.com

**KITCHENWARE NEWS & HOUSEWARES REVIEW** is a business publication targeted at top-level executives within the specialty kitchenware market. The content and editorial is focused on providing news the whole industry trusts and relies upon. The content of every issue is also available domestically and internationally via the online digital version.

**FIELD SERVED**

**KITCHENWARE NEWS & HOUSEWARES REVIEW** serves retailers, including kitchenware retail stores, houseware chains, department stores, discount department stores, supermarkets/supercenters, gourmet/specialty food stores, coffee/tea retailers, gourmet gift stores, mail order/catalog/internet retailer, home centers, hardware chains, other merchandisers, kitchenware wholesalers/distributors, importers/exporters, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, partners, principals, presidents, CEOs, Chairmen, Other executives/managers (vice-presidents, general managers, executive managers, CFOs, COOs, administrators, directors), merchandise managers, buyer/assistant buyers, division/store/site/branch managers and other titled personnel.

**CHANNELS**

**KITCHENWARE NEWS & HOUSEWARES REVIEW MAGAZINE**



6 Issues in the period  
8,354 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>KITCHENWARE NEWS &amp; HOUSEWARES REVIEW MAGAZINE</b> (6 issues in the period)	8,354	-	8,354

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	207
Allocated for Trade Shows and Conventions	543
All Other	3,520
<b>TOTAL</b>	<b>4,270</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,077	96.7	8,077	96.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	277	3.3	277	3.3	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,354</b>	<b>100.0</b>	<b>8,354</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Total Qualified
January	9,215
February	9,205
March	9,345
April	7,937
May	7,220
June	7,201

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

This issue is 15.9% or 1,361 copies below the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Owners, Partners, Principals, Presidents, CEOs, Chairmen	Other Executives/ Managers (Vice- Presidents, General Managers, Executive Managers, CFOs, COOs, Administrators, Directors)	Merchandise Manager	Buyer/Asst Buyer/ Division/ Store/Site/ Branch Manager	Sales	Other Titled Personnel
Kitchenware Retail Store	491	6.8	260	98	-	128	5	-
Gourmet/Specialty Food Store; Coffee/Tea Retailer; Gourmet Gift Store	2,565	35.5	2,152	231	2	178	2	-
Home Center & Hardware Chain	8	0.1	5	1	-	2	-	-
Department store; Discount Dept Store; Houseware Chain	73	1.0	16	20	1	35	1	-
Mail Order/Catalog/Internet Retailer	52	0.7	29	9	3	10	-	1
Other Merchandiser, Supermarket/Supercenter, Wholesale Club/Warehouse Club, Restaurant Supply/Cooking School	3,087	42.8	2,235	284	2	558	6	2
<b>Retail Sub Total</b>	<b>6,276</b>	<b>86.9</b>	<b>4,697</b>	<b>643</b>	<b>8</b>	<b>911</b>	<b>14</b>	<b>3</b>
Kitchenware Wholesaler/Distributor; Import/Export and Others Allied to the Field	702	9.7	385	145	3	147	19	3
Multicopy Same Addressee	242	3.4	185	25	-	31	1	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,220</b>	<b>100.0</b>	<b>5,267</b>	<b>813</b>	<b>11</b>	<b>1,089</b>	<b>34</b>	<b>6</b>
<b>PERCENT</b>	<b>100.0</b>		<b>72.9</b>	<b>11.3</b>	<b>0.1</b>	<b>15.1</b>	<b>0.5</b>	<b>0.1</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	443	1,248	3,391	5,082	70.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	54	298	352	4.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	1,786	1,786	24.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>443</b>	<b>1,302</b>	<b>5,475</b>	<b>7,220</b>	<b>100.0</b>
<b>PERCENT</b>	<b>6.1</b>	<b>18.0</b>	<b>75.9</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	6,780	93.9
Individuals by name only	36	0.5
Titles or functions only	161	2.2
Company names only	1	-
Multi-Copy Same Addressee copies	242	3.4
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,220</b>	<b>100.0</b>

**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
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	11,012	9,942	9,961	9,823	10,075	8,354
Qualified Non-Paid:	11,012	9,942	9,961	9,823	10,075	8,354
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 - 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 MAY 2017**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	64		Kentucky	80	
New Hampshire	50		Tennessee	112	
Vermont	43		Alabama	91	
Massachusetts	211		Mississippi	43	
Rhode Island	33		<b>EAST SO. CENTRAL</b>	<b>326</b>	<b>4.5</b>
Connecticut	116		Arkansas	145	
<b>NEW ENGLAND</b>	<b>517</b>	<b>7.2</b>	Louisiana	102	
New York	561		Oklahoma	60	
New Jersey	282		Texas	410	
Pennsylvania	314		<b>WEST SO. CENTRAL</b>	<b>717</b>	<b>9.9</b>
<b>MIDDLE ATLANTIC</b>	<b>1,157</b>	<b>16.0</b>	Montana	55	
Ohio	276		Idaho	33	
Indiana	153		Wyoming	14	
Illinois	506		Colorado	114	
Michigan	279		New Mexico	38	
Wisconsin	220		Arizona	84	
<b>EAST NO. CENTRAL</b>	<b>1,434</b>	<b>19.9</b>	Utah	45	
Minnesota	125		Nevada	37	
Iowa	74		<b>MOUNTAIN</b>	<b>420</b>	<b>5.8</b>
Missouri	153		Alaska	8	
North Dakota	16		Washington	150	
South Dakota	30		Oregon	85	
Nebraska	53		California	694	
Kansas	72		Hawaii	13	
<b>WEST NO. CENTRAL</b>	<b>523</b>	<b>7.2</b>	<b>PACIFIC</b>	<b>950</b>	<b>13.2</b>
Delaware	20		<b>UNITED STATES</b>	<b>7,066</b>	<b>97.9</b>
Maryland	97		U.S. Territories	-	
Washington, DC	18		Canada	154	
Virginia	119		Mexico	-	
West Virginia	30		Other International	-	
North Carolina	171		APO/FPO	-	
South Carolina	65				
Georgia	163				
Florida	339				
<b>SOUTH ATLANTIC</b>	<b>1,022</b>	<b>14.2</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,220</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3a:**

The May 2017 issue is 15.9% or 1,361 copies below the average of the other 5 issues reported in Paragraph 2.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 1,786 copies or 24.7%, including Hoovers Dunn and Bradstreet.

**PUBLISHER'S AFFIDAVIT**

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

Jamie Green, Circulation Manager

Kim Oser, Publisher

(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 September 11, 2017

State Arizona

County Pima

Received by BPA Worldwide September 11, 2017

Type BD

ID Number K007B0J7

**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.