

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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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
10,616 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
KITCHENWARE NEWS & HOUSEWARES REVIEW MAGAZINE (6 issues in the period)	10,616	-	10,616

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	180
Allocated for Trade Shows and Conventions	708
All Other	100
TOTAL	988

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,616	100.0	10,616	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,616	100.0	10,616	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	11,186
February	11,146
March	11,344
April	11,339
May	9,342
June	9,342

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 14.1% or 1,529 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	487	5.2	284	94	4	83	14	8
Gourmet/Specialty Food Store; Coffee/Tea Retailer; Gourmet Gift Store	2,628	28.1	2,083	321	2	185	16	21
Home Center & Hardware Chain	5	0.1	4	1	-	-	-	-
Department store; Discount Dept Store; Houseware Chain	59	0.6	20	12	-	26	-	1
Mail Order/Catalog/Internet Retailer	21	0.2	10	6	-	4	-	1
Other Merchandiser, Supermarket/Supercenter, Wholesale Club/Warehouse Club, Restaurant Supply/Cooking School	5,294	56.7	3,965	660	3	606	39	21
Retail Sub Total	8,494	90.9	6,366	1,094	9	904	69	52
Kitchenware Wholesaler/Distributor; Import/Export	848	9.1	487	181	4	103	37	36
Multi-copy Same Addressee	-	-	-	-	-	-	-	-
Others Allied to Field	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,342	100.0	6,853	1,275	13	1,007	106	88
PERCENT	100.0		73.5	13.6	0.1	10.8	1.1	0.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	6,903	798	7,701	82.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	33	33	0.4
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,608	-	-	1,608	17.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,608	6,903	831	9,342	100.0
PERCENT	17.2	73.9	8.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	9,176	98.2
Individuals by name only	27	0.3
Titles or functions only	138	1.5
Company names only	1	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	9,342	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
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Total Audit Average Qualified:	9,961	9,823	10,075	8,354	10,741	10,616
Qualified Non-Paid:	9,961	9,823	10,075	8,354	10,741	10,616
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 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

State	Total Qualified	Percent
Maine	94	
New Hampshire	60	
Vermont	63	
Massachusetts	289	
Rhode Island	41	
Connecticut	132	
NEW ENGLAND	679	7.3
New York	808	
New Jersey	373	
Pennsylvania	407	
MIDDLE ATLANTIC	1,588	17.0
Ohio	373	
Indiana	164	
Illinois	619	
Michigan	368	
Wisconsin	244	
EAST NO. CENTRAL	1,768	18.9
Minnesota	166	
Iowa	101	
Missouri	197	
North Dakota	32	
South Dakota	38	
Nebraska	56	
Kansas	103	
WEST NO. CENTRAL	693	7.4
Delaware	31	
Maryland	162	
Washington, DC	27	
Virginia	173	
West Virginia	46	
North Carolina	231	
South Carolina	119	
Georgia	204	
Florida	535	
SOUTH ATLANTIC	1,528	16.5

State	Total Qualified	Percent
Kentucky	94	
Tennessee	160	
Alabama	109	
Mississippi	69	
EAST SO. CENTRAL	432	4.6
Arkansas	85	
Louisiana	144	
Oklahoma	80	
Texas	497	
WEST SO. CENTRAL	806	8.6
Montana	62	
Idaho	57	
Wyoming	28	
Colorado	127	
New Mexico	53	
Arizona	122	
Utah	53	
Nevada	61	
MOUNTAIN	563	6.0
Alaska	3	
Washington	158	
Oregon	125	
California	911	
Hawaii	9	
PACIFIC	1,206	12.9
UNITED STATES	9,263	99.2
U.S. Territories	-	
Canada	79	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	9,342	100.0

PARAGRAPH 3a:
The May 2018 issue is 14.1% or 1,529 copies below the average of the other 5 issues reported in Paragraph 2.

Business directories include 1 source of circulation for a quantity of 1,608 copies or 17.2%, including Exact Data Business Directory.