VERIFIED®
AUDIT CIRCULATION
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ANNUAL AUDIT REPORT
JULY 1, 2015 – JUNE 30, 2016

recommend®

Established 1969
Issues Per Year: 12
Issues This Report: 12

WORTH INTERNATIONAL MEDIA GROUP
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PUBLICATION DESCRIPTION

RECOMMEND is a travel trade media brand focused on helping travel agents sell travel. It features in-depth, trending, worldwide destination & product content catering directly to the travel agent target demographic.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

RECOMMEND serves travel retail agents, home-based travel agents, tour operators and travel suppliers (other than tour operators) and others allied to the field.

Qualified recipients are presidents, owners, partners, directors, vice presidents, general managers, C-level, managers, travel agents, travel consultants, home-based agents, travel counselors, independent agents, meeting planners, group travel specialists, cruise specialists/planners and other titled and untitled personnel who work within the field served.

AVERAGE CIRCULATION: JULY 1, 2015 – JUNE 30, 2016

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated*
Individual Subscription	35,029	-	10,799	-	43,792
Association/Group/Directory Lists	3,742	-	46	-	3,788
Rotated	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**38,771**	**-**	**10,845**	**-**	**47,580**

TOTAL NON-QUALIFIED CIRCULATION	**1,421**

* Combined print and digital will not equal Total Qualified Unduplicated. Qualified print includes recipients who receive the print edition and the print and digital edition. Qualified digital includes recipients who receive the digital edition and the print and digital edition.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business Industry Classification, Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

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RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Undup.*	Percent
Individual by Name and Title and/or Company	38,948	12,720	49,756	99.4%
Individual by Name Only	173	199	322	0.6%
Title Only	-	-	-	-
Company Name Only	-	-	1	-
Total Qualified Circulation	**39,121**	**12,919**	**50,078**	**100.0%**

* Combined print and digital will not equal Total Qualified Unduplicated.

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within				Total Qual. Undup.*	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	30,904	12,913	22,497	9,095	10,264	-	41,856	83.6%
Request from Recipient's Company	21	6	15	5	6	-	26	0.1%
Association/Group/Directory	8,169	-	8,196	-	-	-	8,196	16.4%
Total Qualified Circulation	**39,121**	**12,919**	**30,708**	**9,100**	**10,270**	**-**	**50,078**	**100.0%**

* Combined print and digital will not equal Total Qualified Unduplicated.

BUSINESS INDUSTRY CLASSIFICATION

BUSINESS INDUSTRY	Non-Paid Print	Non-Paid Digital	Pres./ Owner	Vice Pres., Director, Mgmt.	Travel Agent, Travel Consultant	Home-based Agent, Outside Sales	Corp. Travel Mgr., Travel Coordinator	Other	Total Qual. Undup.*	Percent
Travel Agency	27,768	7,276	12,291	5,455	15,512	467	227	229	34,181	68.3%
Home-based Independent Agency	6,345	3,343	4,096	901	2,702	1,138	24	84	8,945	17.9%
Home-based Agency Employee	1,310	671	431	109	835	353	34	17	1,779	3.6%
Tour Operator	1,423	695	1,081	604	273	21	61	45	2,085	4.2%
Travel Supplier (other than Tour Operator)	550	284	298	322	89	12	31	34	786	1.6%
Corporation, Association, Non-Profit	946	287	342	656	120	25	44	27	1,214	2.4%
Others Allied to the Field	779	363	438	371	68	29	11	171	1,088	2.2%
Total Qualified Circulation	**39,121**	**12,919**	**18,977**	**8,418**	**19,599**	**2,045**	**432**	**607**	**50,078**	**100.0%**

* Combined print and digital will not equal Total Qualified Unduplicated.

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U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qual. Undup.*	Percent
Maine	131	32	156	0.3%
New Hampshire	148	41	181	0.4%
Vermont	61	17	76	0.2%
Massachusetts	993	261	1,212	2.4%
Rhode Island	172	48	210	0.4%
Connecticut	570	122	661	1.3%
New England	**2,075**	**521**	**2,496**	**5.0%**
New York	3,278	813	3,915	7.8%
New Jersey	1,650	399	1,968	3.9%
Pennsylvania	1,574	378	1,857	3.7%
Mid Atlantic	**6,502**	**1,590**	**7,740**	**15.5%**
Delaware	122	29	141	0.3%
Maryland	1,038	243	1,204	2.4%
D.C.	152	26	174	0.3%
Virginia	877	220	1,052	2.1%
West Virginia	103	19	119	0.2%
North Carolina	968	255	1,169	2.3%
South Carolina	452	101	528	1.1%
Georgia	1,331	374	1,621	3.2%
Florida	4,364	1,102	5,251	10.5%
S. Atlantic	**9,407**	**2,369**	**11,259**	**22.5%**
Ohio	1,171	283	1,396	2.8%
Indiana	531	150	654	1.3%
Illinois	1,997	491	2,380	4.8%
Michigan	1,031	259	1,224	2.4%
Wisconsin	637	141	745	1.5%
E. N. Central	**5,367**	**1,324**	**6,399**	**12.8%**
Minnesota	697	180	849	1.7%
Iowa	266	76	335	0.7%
Missouri	684	160	818	1.6%
North Dakota	63	13	75	0.1%
South Dakota	88	18	106	0.2%
Nebraska	144	36	176	0.4%
Kansas	259	72	320	0.6%
W. N. Central	**2,201**	**555**	**2,679**	**5.3%**

REGION	Non-Paid Print	Non-Paid Digital	Total Qual. Undup.*	Percent
Kentucky	277	63	329	0.7%
Tennessee	553	151	671	1.3%
Alabama	371	92	446	0.9%
Mississippi	163	27	184	0.4%
E. S. Central	**1,364**	**333**	**1,630**	**3.3%**
Arkansas	206	39	237	0.5%
Louisiana	369	96	450	0.9%
Oklahoma	225	65	275	0.5%
Texas	2,210	607	2,696	5.4%
W. S. Central	**3,010**	**807**	**3,658**	**7.3%**
Montana	68	17	82	0.2%
Idaho	107	21	126	0.3%
Wyoming	40	11	51	0.1%
Colorado	744	262	976	1.9%
New Mexico	124	32	149	0.3%
Arizona	755	168	887	1.8%
Utah	253	54	301	0.6%
Nevada	357	111	449	0.9%
Mountain	**2,448**	**676**	**3,021**	**6.0%**
Alaska	91	10	100	0.2%
Washington	546	140	660	1.3%
Oregon	367	85	441	0.9%
California	5,012	1,277	6,053	12.1%
Hawaii	251	47	290	0.6%
Pacific	**6,267**	**1,559**	**7,544**	**15.1%**
U.S. Territory	59	35	89	0.2%
U.S. Total	**38,700**	**9,769**	**46,515**	**92.9%**
Canada	421	2,904	3,317	6.6%
Foreign	-	246	246	0.5%
Foreign Total	**421**	**3,150**	**3,563**	**7.1%**
TOTAL QUALIFIED	**39,121**	**12,919**	**50,078**	**100.0%**

* Combined print and digital will not equal Total Qualified Unduplicated.

** Percentages rounded to the nearest tenth. Due to this rounding percentages may not total to 100.0%.

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QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Non-Paid Print & Digital Unduplicated	Non-Paid Digital Only	Total Qualified Unduplicated
July 2015	35,164	3,156	8,187	46,507
August 2015	36,117	1,128	9,330	46,575
September 2015	36,961	1,462	8,748	47,171
October 2015	37,243	1,778	8,342	47,363
November 2015	37,128	1,812	8,294	47,234
December 2015	37,014	2,028	8,126	47,168
January 2016	36,910	2,255	7,979	47,144
February 2016	36,830	2,361	7,909	47,100
March 2016	36,713	2,283	8,241	47,237
April 2016	36,416	2,243	8,630	47,289
May 2016	37,171	1,964	10,961	50,096
June 2016	37,159	1,962	10,957	50,078
6 Month Average	**36,605**	**1,894**	**8,505**	**47,003**
12 Month Average	**36,735**	**2,036**	**8,809**	**47,580**

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

Qualified Print contains those recipients who receive the print only edition and both print and digital edition. Qualified Digital contains those recipients who receive the digital only edition and both the print and digital edition.

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	Location	# of Copies
Playa Hotels and Resort	December 2015	Ft. Lauderdale, FL	100
USTOA	June 2016	Chicago, IL	300
TOTAL			**400**

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.

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