



Est. 1988

PART OF



SIGN & DIGITAL GRAPHICS
PRINTWEAR
AWARDS & ENGRAVING
THE NBM SHOW

November 2018

CERTIFIED AUDIENCE STATEMENT

contact information

A&E Magazine
a-e-mag.com

A&E is intended for professionals involved in awards, recognition and custom gifts, and the embellishment of such products via engraving, sublimation, sandcarving and related processes.

National Business Media, Inc
P.O. Box 1416
Broomfield, CO 80038
nbm.com
(800) 669-0424



about this report

This audience report details print and digital activities for **A&E**, based on industry-specific distribution and viewership. This report is produced monthly to provide certified data that is current and accurate, consistent with the integrity of the publisher's delivery and reporting protocols and disciplines.

The publisher collects specific business demographic detail for each individual recipient, renewable every two years. These criteria are used to determine audience distribution eligibility.

I. Magazine Highlights

a. magazine distribution minimums; rate base logic and methodology

Magazine advertising rates are based on minimum distribution to 16,000 active industry professionals, delivered in either print or digital formats, or both.

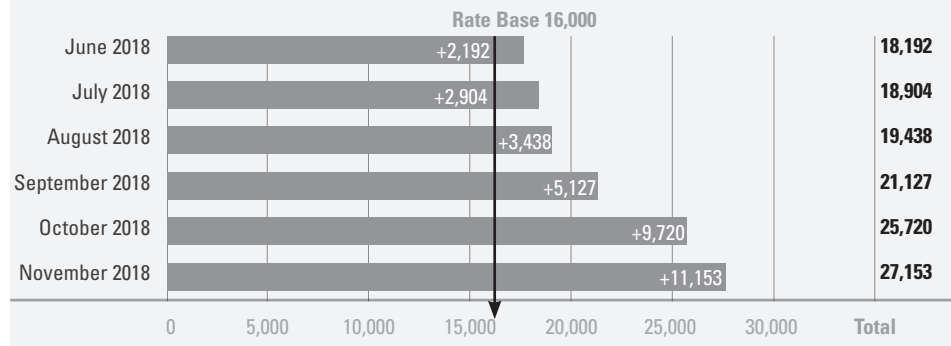
- Publisher may exceed the minimum guaranteed delivery without increasing advertising rates.
- Copies distributed in excess of guaranteed delivery may vary; those additional copies are considered bonus distribution and are not included in the logic to determine advertising rates.
- Electronic copies are sent consistent with standards set by the CAN-SPAM Act of 2003.
- Printed copies follow USPS Periodicals mailing guidelines and are reported and published annually with the publication's Statement of Ownership, in addition to the report herein.

b. november issue breakdown

Print copies delivered through USPS channels to subscribers and industry suppliers.....	7,040
Digital copies delivered through electronic channels to subscribers and industry suppliers (did not receive the print copy).....	20,113
Total Distribution this issue	27,153

* in addition to the above digital numbers, 1,904 individuals received both the print and digital copies but are counted only once, as part of the print totals. These recipients meet publisher's audience criteria.

6 months magazine distribution at a glance



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(303) 469-0424 • a-e-mag.com • nbm.com



II. Digital Highlights

-October 2018

c. digital rate base logic

Digital advertising rates are based on guaranteed delivery to 40,000 industry professionals. Any distribution above the guaranteed amount is bonus and not considered part of the advertising rate base.

d. website rate base logic

Advertising rates are based on a minimum guarantee of 40,000 per month. The website – www.a-e-mag.com – has no restrictions to viewers.

Page views are divided by “share of voice” for advertisements rotated within specific pages of the overall website. THE NBM SHOW (www.thenbmshow.com) is a separate website.

Total Web Pages Viewed October 2018

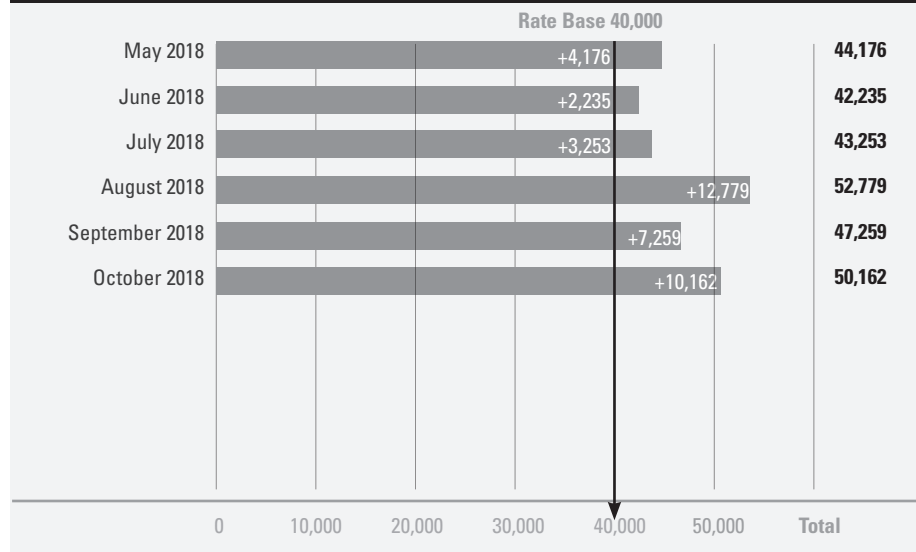
A&E..... 50,162

eNewsletter Program Results

Quantity Delivered

eNewsletter	48,957
Products and Deals	48,659

website views - 6 months at a glance

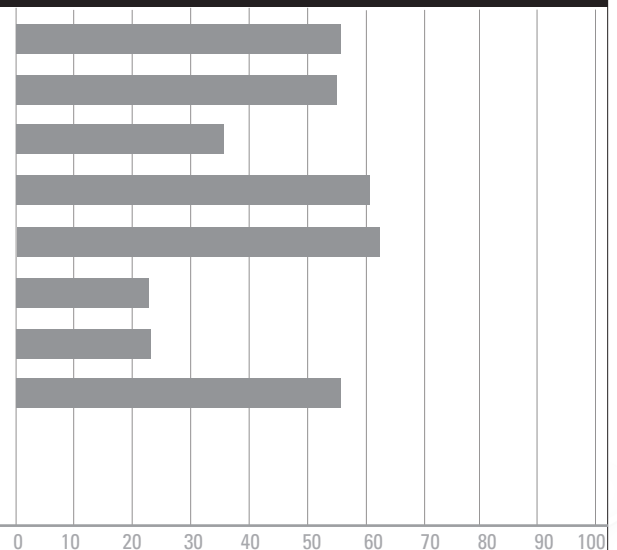


III. Representative Magazine and Digital Audience Demographics

e. areas of business activities*

Awards/Trophies/Plaques	55.5%
Engraving-Laser	53.8%
Engraving-Rotary	36.2%
Heat-Applied Graphics/Heat Transfers.....	60.5%
Personalized Products/Gifts.....	62.1%
Rubber Stamps/Marking Devices	22.8%
Sandcarving/Etching-Decorative.....	23.0%
Sublimation-Small Format (44" or less).....	55.7%

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*Total equals more than 100% because readers check all of the categories that apply.

I certify that this information is correct and complete. **Date:** November 2018



Daniel B. Peckham

Daniel Peckham
Publisher

Lori Farstad

Lori Farstad
VP, Audience

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