

# VENDING TIMES

## BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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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**VENDING TIMES** is a B2B brand intended for individuals with broad-based interests in the vending and coffee service industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

### FIELD SERVED

**VENDING TIMES** serves the automatic merchandising (vending) and coffee service industries. This includes music and game operations, vending operations, mobile catering operations, office coffee services, suppliers of vendible products, manufacturers and distributors of vending equipment, brokers, schools, libraries, consultants and associations.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Corporate & Operating Management including: Owners, Co-Owners, partners, proprietors, presidents, Chairmen, CEOs, Vice Presidents; Sales Management including: sales managers, regional/district managers, operations/account/marketing managers, sales directors; Purchasing Management including: buyers, purchasing agents/managers; and others titled and non-titled personnel allied to the field

## CHANNELS

### VENDING TIMES MAGAZINE

6 Issues in the period  
14,874 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>VENDING TIMES MAGAZINE</b> (6 issues in the period)	14,034	840	14,874

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	107
Advertiser and Agency	663
Allocated for Trade Shows and Conventions	112
All Other	367
<b>TOTAL</b>	<b>1,249</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,874	100.0	14,034	94.4	840	5.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,874</b>	<b>100.0</b>	<b>14,034</b>	<b>94.4</b>	<b>840</b>	<b>5.6</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
July	223	13	15,031
August	81	3	14,953
September	57	12	14,908
October	60	9	14,857
November	120	37	14,774
December	60	8	14,722
<b>TOTAL</b>	<b>601</b>	<b>82</b>	

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

This issue is 0.8% or 120 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CORP & OPER MANAGEMENT	SALES MANAGEMENT	PURCHASING MANAGEMENT	OTHER
			Owner, Co-Owner, Partner, Proprietor President, Chairman, CEO, VP	Sales Manager, Vice President, Regional/District Manager, Operations/ Account/ Marketing Manager, Sales Director	Buyer, Purchasing Agent/Manager	Other Titled and Non-Titled Personnel including Company Copies
1. Full line vending operators (also in manual food service) plus specialized vending operators handling candy/ snacks, tobacco, hot and cold drinks, hot canned food, merchandise and music/games	9,264	62.7	6,471	921	591	1,281
2. Office coffee service operators primarily (not included in No. 1 above)	396	2.7	281	77	34	4
3. Mobile caterers only (not included in No. 1 above)	47	0.3	36	7	4	-
4. Music and games operators primarily (not included in No. 1 above)	2,674	18.1	974	116	1,494	90
5. Manufacturers and distributors of vending equipment and component parts	1,593	10.8	766	295	180	352
6. Suppliers and brokers of vendible products	432	2.9	190	156	23	63
7. Others allied to the field such as schools, libraries, associations and consultants	368	2.5	280	38	17	33
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,774</b>	<b>100.0</b>	<b>8,998</b>	<b>1,610</b>	<b>2,343</b>	<b>1,823</b>
<b>PERCENT</b>	<b>100.0</b>		<b>60.9</b>	<b>10.9</b>	<b>15.9</b>	<b>12.3</b>

### ADDITIONAL DATA

Full Line Vending Operators who also operate Music and Games	1,639
Music and Games Operators Primarily	2,674
<b>TOTAL OPERATORS INVOLVED IN MUSIC AND GAMES</b>	<b>4,313</b>

### ADDITIONAL DATA

Recipients who provide Bulk Vending	2,764
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### ADDITIONAL DATA

Music and Games Operators primarily that also operate Vending	514
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**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,115	497	3,011	7,623	51.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	5,179	1,467	505	7,151	48.4
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,294</b>	<b>1,964</b>	<b>3,516</b>	<b>14,774</b>	<b>100.0</b>
<b>PERCENT</b>	<b>62.9</b>	<b>13.3</b>	<b>23.8</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	14,138	95.7
Individuals by name only	636	4.3
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,774</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	39		Kentucky	146	
New Hampshire	45		Tennessee	260	
Vermont	26		Alabama	176	
Massachusetts	233		Mississippi	94	
Rhode Island	32		<b>EAST SO. CENTRAL</b>	<b>676</b>	<b>4.6</b>
Connecticut	126		Arkansas	121	
<b>NEW ENGLAND</b>	<b>501</b>	<b>3.4</b>	Louisiana	217	
New York	657		Oklahoma	158	
New Jersey	385		Texas	1,019	
Pennsylvania	657		<b>WEST SO. CENTRAL</b>	<b>1,515</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>1,699</b>	<b>11.5</b>	Montana	76	
Ohio	604		Idaho	88	
Indiana	275		Wyoming	45	
Illinois	791		Colorado	232	
Michigan	531		New Mexico	101	
Wisconsin	412		Arizona	356	
<b>EAST NO. CENTRAL</b>	<b>2,613</b>	<b>17.7</b>	Utah	137	
Minnesota	300		Nevada	303	
Iowa	198		<b>MOUNTAIN</b>	<b>1,338</b>	<b>9.1</b>
Missouri	330		Alaska	36	
North Dakota	48		Washington	243	
South Dakota	77		Oregon	181	
Nebraska	101		California	1,828	
Kansas	165		Hawaii	84	
<b>WEST NO. CENTRAL</b>	<b>1,219</b>	<b>8.3</b>	<b>PACIFIC</b>	<b>2,372</b>	<b>16.1</b>
Delaware	32		<b>UNITED STATES</b>	<b>14,685</b>	<b>99.4</b>
Maryland	278		U.S. Territories	34	
Washington, DC	18		Canada	36	
Virginia	289		Mexico	1	
West Virginia	80		Other International	13	
North Carolina	512		APO/FPO	5	
South Carolina	262				
Georgia	472				
Florida	809				
<b>SOUTH ATLANTIC</b>	<b>2,752</b>	<b>18.6</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,774</b>	<b>100.0</b>

## ADDITIONAL DATA

**PARAGRAPH 3b:**

Source quantity figures have not been provided by the publisher.

### PUBLISHER'S AFFIDAVIT

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

Alicia Lavay, President and Publisher  
Peter L. Chamberlin, Circulation Director

(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 30, 2014
State	New York
County	Nassau
Received by BPA Worldwide	January 30, 2014
Type	BJ
ID Number	V004B0D3

### 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.