



Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshow/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

Vending Times

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2014



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.

Vending Times Inc.
55 Maple Ave.
Ste. 304
Rockville Centre, NY 11570
Tel. No.: (516) 442-1850
Fax No.: (516) 442-1849
www.vendingtimes.com
alicia@vendingtimes.net

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.

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
14,369 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
VENDING TIMES MAGAZINE (6 issues in the period)	13,731	638	14,369

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	96
Advertiser and Agency	678
Allocated for Trade Shows and Conventions	108
All Other	611
TOTAL	1,493

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,369	100.0	13,731	95.6	638	4.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,369	100.0	13,731	95.6	638	4.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
January	14,282
February	14,574
March	15,233
April	15,267
May	13,483
June	13,374

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

This issue is 7.3% or 1,063 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	8,428	62.5	6,076	803	586	963
2. Office coffee service operators primarily (not included in No. 1 above)	344	2.5	238	76	30	-
3. Mobile caterers only (not included in No. 1 above)	34	0.3	24	7	3	-
4. Music and games operators primarily (not included in No. 1 above)	3,021	22.4	656	88	2,192	85
5. Manufacturers and distributors of vending equipment and component parts	1,094	8.1	471	206	180	237
6. Suppliers and brokers of vendible products	304	2.3	118	119	13	54
7. Others allied to the field such as schools, libraries, associations and consultants	258	1.9	204	25	11	18
TOTAL QUALIFIED CIRCULATION	13,483	100.0	7,787	1,324	3,015	1,357
PERCENT	100.0		57.7	9.8	22.4	10.1

ADDITIONAL DATA

Music and Games Operators Primarily	3,021
-------------------------------------	-------

ADDITIONAL DATA

Recipients who provide Bulk Vending	2,687
-------------------------------------	-------

ADDITIONAL DATA

Music and Games Operators primarily that also operate Vending	460
---	-----

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1,832	4,098	199	6,129	45.5
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:	4,495	1,760	1,099	7,354	54.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	6,327	5,858	1,298	13,483	100.0
	46.9	43.5	9.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	12,760	94.6
Individuals by name only	723	5.4
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	13,483	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	39		Kentucky	142	
New Hampshire	45		Tennessee	242	
Vermont	24		Alabama	184	
Massachusetts	193		Mississippi	82	
Rhode Island	29		EAST SO. CENTRAL	650	4.8
Connecticut	105		Arkansas	116	
NEW ENGLAND	435	3.2	Louisiana	201	
New York	590		Oklahoma	148	
New Jersey	320		Texas	975	
Pennsylvania	526		WEST SO. CENTRAL	1,440	10.7
MIDDLE ATLANTIC	1,436	10.7	Montana	74	
Ohio	537		Idaho	94	
Indiana	237		Wyoming	48	
Illinois	678		Colorado	233	
Michigan	485		New Mexico	103	
Wisconsin	371		Arizona	320	
EAST NO. CENTRAL	2,308	17.1	Utah	137	
Minnesota	245		Nevada	303	
Iowa	173		MOUNTAIN	1,312	9.7
Missouri	306		Alaska	34	
North Dakota	40		Washington	231	
South Dakota	71		Oregon	168	
Nebraska	92		California	1,748	
Kansas	145		Hawaii	91	
WEST NO. CENTRAL	1,072	8.0	PACIFIC	2,272	16.9
Delaware	24		UNITED STATES	13,409	99.5
Maryland	236		U.S. Territories	32	
Washington, DC	16		Canada	29	
Virginia	253		Mexico	-	
West Virginia	72		Other International	8	
North Carolina	451		APO/FPO	5	
South Carolina	256				
Georgia	441				
Florida	735				
SOUTH ATLANTIC	2,484	18.4			
			TOTAL QUALIFIED CIRCULATION	13,483	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 331 copies or 2.5% to 1,098 copies or 12.5%, including NAMA (NAMA One Show Attendee).

Business directories include 1 source of circulation for quantity of 2,842 copies or 21.1%, including American Business List.

Other sources include 3 sources of circulation for quantities of 156 copies or 1.2% to 1,900 copies or 14.1%.

PUBLISHER'S AFFIDAVIT

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

Alicia Lavay, President and 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 August 18, 2014

State New York

County Nassau

Received by BPA Worldwide August 18, 2014

Type BJ

ID Number V004B0J4

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 for the latest audit reports, membership information and publishing and advertising industry news.