

# **BRAND REPORT**



FOR THE 6 MONTH PERIOD ENDED JUNE 2020

No attempt has been made to rank the information contained in this report in order of importa since BPA Worldwide believes this is a judgment which must be made by the user of the report.

ASAE: The Center for Association Leadership 1575 I St., NW Suite 1100 Washington, DC 20005 Tel. No.: 202-371-0940 Fax No.: 202-371-8315 www.associationsnow.com IndustryPartnerRelations @asaecenter.org **ASSOCIATIONS NOW** is a premier media brand covering association management and the impact that associations have on the world. Associations Now Magazine, an award-winning publication, helps association executives manage their leadership, meetings, membership, money & business and technology needs. Packed with business smarts, new ideas, and expert insights, the magazine delivers the best in association-leadership journalism. Associations Now magazine is a benefit of membership in ASAE: The Center for Association Leadership (ASAE) the largest and most influential organization providing resources, education and advocacy for association professionals. Its members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world.

### **FIELD SERVED**

**ASSOCIATIONS NOW** magazine is the official publication of ASAE: The Center for Association Leadership (ASAE). It serves trade, business, professional and philanthropic associations, as well as association management company professionals and consultants, including visitor bureaus, federations of associations and association foundations. Also qualified are library and institution copies, and other members and non-members allied to the field.

#### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Chief Executive Officers, Executive Directors, Presidents, Principals, Owners, C-Level Executives, Vice Presidents, Directors, Board Members, Executive Administrators, Assistant Executive Directors, Regional Vice Presidents, Volunteer Leaders, Management Personnel including Convention and Meeting Managers, Education Directors, Government Relations Directors, Administration Directors, Personnel Directors, Division or Department Managers, other titled and non-titled personnel, association members, library and institutions, and others allied to the field.

## **CHANNELS**





2 issues in the period 20,516 average circulation

## **EXECUTIVE SUMMARY**

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

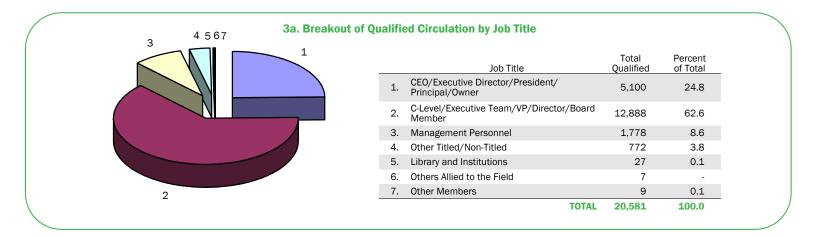
	Non-Paid	Paid	Average
ASSOCIATIONS NOW MAGAZINE (2 issues in the period)	-	20,516	20,516

AVERAGE NON-QUALIFIED	CIRCULATION
Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	313
Allocated for Trade Shows and Conventions	-
All Other	470
TOTAL	783

_	1. AVERAGE QUA						
			tal lified		lified -Paid		lified aid
	Qualified Circulation	Copies	Percent	Copies	Percent	Copies	Percent
	Individual	42	0.2	-	-	42	0.2
	Sponsored Individually Addressed	-	-	-	-	-	-
	*Membership Benefit	20,474	99.8	-	-	20,474	99.8
	Multi-Copy Same Addressee	-	-	-	-	-	-
	Single Copy Sales	-	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION		100.0	-	-	20,516	100.0
<	See Additional Da	ta					

2020 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
Winter	-	20,450	20,450
Spring	-	20,581	20,581

					Philanthro Assoc Professi Visitors B	pic Associa iation Mana onals and C ureau, Fede	Professional, a tion Profession agement Comp onsultants, Inc ration of Assoc Foundations	als, and any cluding			
Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	a) CEO/ Executive Director/ President/ Principal/ Owner	b) C-Level/ Executive Team/VP/ Director/ Board Member (Note 1)	c) Management Personnel (Note 2)	Titled	2. Library and Institutions	Allied to	Other
Paid Members	20,539	99.8	-	20,539	5,097	12,881	1,776	769	-	7	9
Paid Subscribers	42	0.2	-	42	3	7	2	3	27	-	-
TOTAL QUALIFIED CIRCULATION	20,581	100.0	-	20,581	5,100	12,888	1,778	772	27	7	9
PERCENT	100.0		-	100.0	24.8	62.6	8.6	3.8	0.1	-	0.1

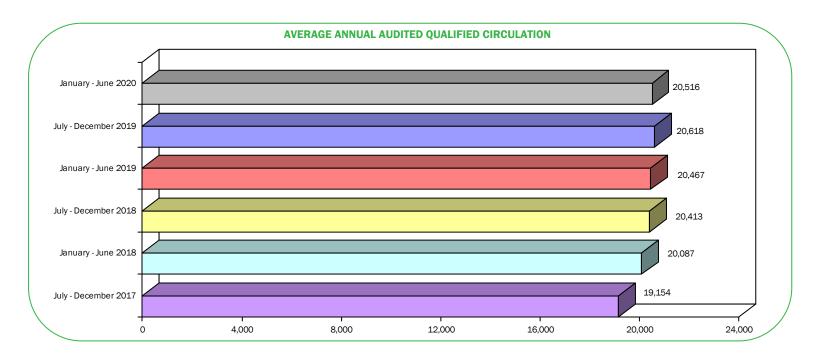


Paid source information is reported at the option of the publisher.

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	20,293	20,293	98.6
Individuals by name only	-	261	261	1.3
Titles or functions only	-	-	-	-
Company names only	-	27	27	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	20,581	20,581	100.0

6-Month Period Ended:	Audited Data July - December 2017	Audited Data January – June 2018	Audited Data July - December 2018	Audited Data January – June 2019	Audited Data July - December 2019	Circulation Claim January – June 2020*
otal Audit Average Qualified:	19,154	20,087	20,413	20,467	20,618	20,516
ualified Non-Paid:	-	-	-	-		-
ualified Paid:	19,154	20,087	20,413	20,467	20,618	20,516
ost Expire Copies included in Total Qualified irculation:	**NC	**NC	**NC	**NC	**NC	**NC
verage Annual Order Price:	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00

```
*NOTE: January – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
**NC = None Claimed.
```



State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	-	19	19		Kentucky	-	197	197	
New Hampshire	-	45	45		Tennessee	-	136	136	
Vermont	-	13	13		Alabama	-	83	83	
Massachusetts	-	235	235		Mississippi	-	27	27	
Rhode Island	-	27	27		EAST SO. CENTRAL	-	443	443	2.2
Connecticut	-	90	90		Arkansas	-	21	21	
NEW ENGLAND	-	429	429	2.1	Louisiana	-	59	59	
New York	-	557	557		Oklahoma	-	76	76	
New Jersey	-	509	509		Texas	-	646	646	
Pennsylvania	-	523	523		WEST SO. CENTRAL	-	802	802	3.9
MIDDLE ATLANTIC	-	1,589	1,589	7.7	Montana	-	30	30	
Ohio	-	439	439		Idaho	-	18	18	
Indiana	-	262	262		Wyoming	-	10	10	
Ilinois	-	2,077	2,077		Colorado	-	353	353	
Michigan	-	297	297		New Mexico	-	56	56	
Wisconsin	-	331	331		Arizona	-	118	118	
EAST NO. CENTRAL	-	3,406	3,406	16.6	Utah	-	50	50	
Minnesota	-	274	274		Nevada	-	52	52	
lowa	-	96	96		MOUNTAIN	-	687	687	3.3
Missouri	-	299	299		Alaska	-	13	13	
North Dakota	-	38	38		Washington	-	129	129	
South Dakota	-	22	22		Oregon	-	75	75	
Nebraska	-	56	56		California	-	628	628	
Kansas	-	160	160		Hawaii	-	27	27	
WEST NO. CENTRAL	-	945	945	4.6	PACIFIC	-	872	872	4.2
Delaware	-	41	41		UNITED STATES	-	19,881	19,881	96.6
Maryland	-	1,523	1,523		U.S. Territories	-	14	14	
Washington, DC	-	3,846	3,846		Canada	-	135	135	
Virginia	-	3,901	3,901		Mexico	-	2	2	
West Virginia	-	12	12		Other International	-	549	549	
North Carolina	-	299	299		APO/FPO	-	-	-	
South Carolina	-	102	102						
Georgia	-	343	343		TOTAL QUALIFIED		00 504	00 504	400.0
Florida	-	641	641		CIRCULATION	-	20,581	20,581	100.0
SOUTH ATLANTIC	-	10.708	10.708	52.0					

## **ADDITIONAL DATA**

CHANGE IN FREQUENCY: Effective with the Fall 2019 issue, Associations Now changed its frequency from 6 to 4 issues per year.

#### PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 20,474 copies were sold to qualified recipients at the following subscription prices: \$24.00. Members yearly subscription price is included in the dues and is non-deductible therefrom.

PUBLISHER'S AFFIDAVIT		
<ul> <li>We hereby make oath and say that all data set forth in this statement are true.</li> <li>Kathy Censky, Advertising Operations Director</li> <li>Karl Ely, CAE, Senior Vice President &amp; Publisher</li> <li>(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)</li> <li><b>IMPORTANT NOTE:</b></li> <li>This unaudited brand report has been checked against the previous audit report.</li> <li>It will be included in the annual audit made by BPA Worldwide.</li> </ul>	Date signed City State Received by BPA Worldwide Type ID Number	July 30, 2020 Washington DC July 30, 2020 BD A640B0J0
About BPA Worldwide A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a globa 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli divisin assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers auto	ion verifies compliance to defined industry st + advertiser and agency members. The latest	andards, provides technology t innovation to move the industry