

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

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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

ASSOCIATIONS NOW MAGAZINE



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 QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	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	20,516	100.0	-	-	20,516	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

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

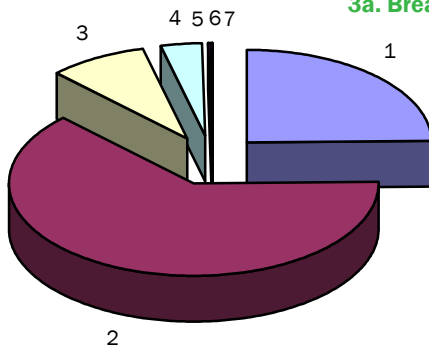
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SPRING 2020

This issue is 0.6% or 131 copies above the other issue reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Trade, Business, Professional, and Philanthropic Association Professionals, and Association Management Company Professionals and Consultants, Including Visitors Bureau, Federation of Associations, Association Foundations						
					a) CEO/Executive Director/President/Principal/Owner	b) C-Level/Executive Team/VP/Director/Board Member (Note 1)	c) Management Personnel (Note 2)	d) Other Titled/Non-Titled (Note 3)	2. Library and Institutions	3. Others Allied to the Field	Other Members
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

Note 1: Including Executive Administrators, Assistant Executive Directors, Regional Vice Presidents, and Volunteer Leaders.
 Note 2: Including Convention and Meeting Managers, Division or Department Managers and Other Management Positions.
 Note 3: Including non-manager employees, retirees, students and interns.

3a. Breakout of Qualified Circulation by Job Title



Job Title	Total Qualified	Percent of Total
1. CEO/Executive Director/President/Principal/Owner	5,100	24.8
2. C-Level/Executive Team/VP/Director/Board Member	12,888	62.6
3. Management Personnel	1,778	8.6
4. Other Titled/Non-Titled	772	3.8
5. Library and Institutions	27	0.1
6. Others Allied to the Field	7	-
7. Other Members	9	0.1
TOTAL	20,581	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SPRING 2020

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SPRING 2020

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

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*
Total Audit Average Qualified:	19,154	20,087	20,413	20,467	20,618	20,516
Qualified Non-Paid:	-	-	-	-	-	-
Qualified Paid:	19,154	20,087	20,413	20,467	20,618	20,516
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average 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.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION

