

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. 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



3 issues in the period
 20,413 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ASSOCIATIONS NOW MAGAZINE (3 issues in the period)	-	20,413	20,413

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	200
Allocated for Trade Shows and Conventions	100
All Other	515

TOTAL 815

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	51	0.2	-	-	51	0.2
*Membership Benefit	20,362	99.8	-	-	20,362	99.8
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-

TOTAL QUALIFIED 20,413 100.0 - - 20,413 100.0 CIRCULATION
*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	-	20,332	20,332
September/October	-	20,443	20,443
November/December	-	20,463	20,463

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018
This issue is 0.4% or 75 copies above the average of the other 2 issues reported in Paragraph 2.

Trade, Business, Professional, and Philanthropic Association Professionals, and Association Management Company Professionals and Consultants, Including Visitors Bureau, Federation of Associations, Association Foundations

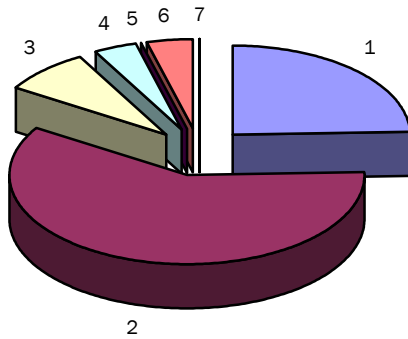
Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	a) CEO/Executive Director/Principal/Owner	b) C-Level/Executive Team/VP/Director/Board Member (Note 1)	c) Management Personnel (Note 2)	d) Other Titled/Non-Titled (Note 3)	2. Library and Institutions	3. Others Allied to the Field	Other Members
					Paid Members	20,414	99.8	-	20,414	4,983	12,181
Paid Subscribers	49	0.2	-	49	3	8	3	3	26	4	2
TOTAL QUALIFIED CIRCULATION	20,463	100.0	-	20,463	4,986	12,189	1,637	759	26	857	9
PERCENT	100.0	-	100.0	24.4	59.6	8.0	3.7	0.1	4.2	-	

Note 1: Including Executive Administrators, Assistant Executive Directors, Regional Vice Presidents, and Volunteer Leaders

Note 2: Including Convention and Meeting Manager, Education Directors, Government Relations Directors, Administration Directors, Personnel Directors, Division or Department Managers

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/Principal/Owner	4,986	24.4
2. C-Level/Executive Team/VP/Director/Board Member	12,189	59.6
3. Management Personnel	1,637	8.0
4. Other Titled/Non-Titled	759	3.7
5. Library and Institutions	26	0.1
6. Others Allied to the Field	857	4.2
7. Other Members	9	-
TOTAL	20,463	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	20,014	20,014	97.8
Individuals by name only	-	423	423	2.1
Titles or functions only	-	-	-	-
Company names only	-	26	26	0.1
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	20,463	20,463	100.0

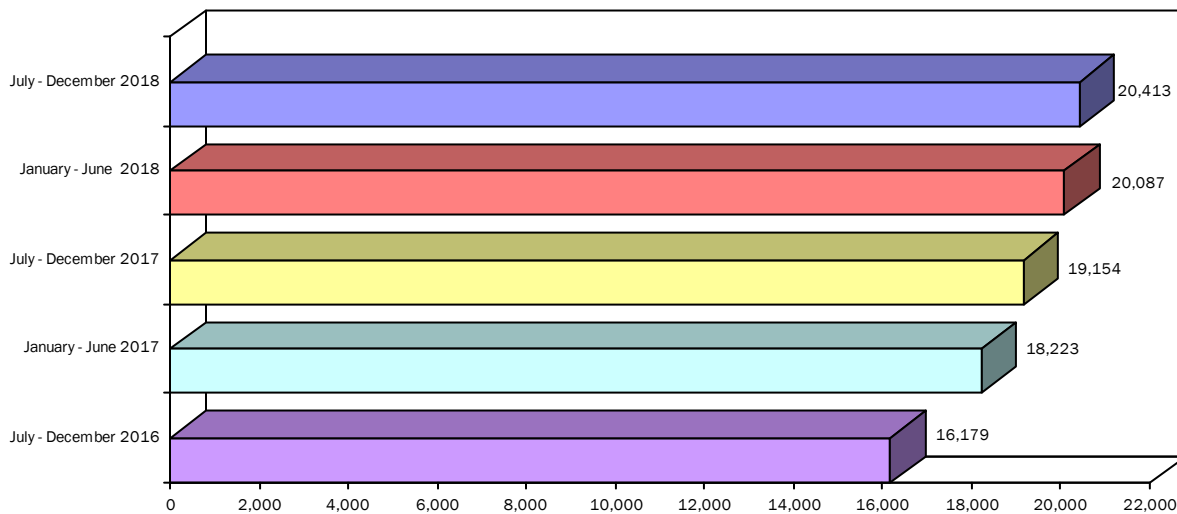
AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2016	January - June 2017	July - December 2017	January - June 2018*	July - December 2018*
Total Audit Average Qualified:	16,179	18,223	19,154	20,087	20,413
Qualified Non-Paid:	-	-	-	-	-
Qualified Paid:	16,179	18,223	19,154	20,087	20,413
Post Expire Copies included in Total Qualified	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00

*NOTE: January - December 2018 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



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	-	25	25		Kentucky	-	185	185	
New Hampshire	-	53	53		Tennessee	-	147	147	
Vermont	-	15	15		Alabama	-	92	92	
Massachusetts	-	240	240		Mississippi	-	27	27	
Rhode Island	-	24	24		EAST SO. CENTRAL	-	451	451	2.2
Connecticut	-	119	119		Arkansas	-	25	25	
NEW ENGLAND	-	476	476	2.3	Louisiana	-	65	65	
New York	-	560	560		Oklahoma	-	79	79	
New Jersey	-	523	523		Texas	-	679	679	
Pennsylvania	-	522	522		WEST SO. CENTRAL	-	848	848	4.1
MIDDLE ATLANTIC	-	1,605	1,605	7.9	Montana	-	26	26	
Ohio	-	417	417		Idaho	-	21	21	
Indiana	-	287	287		Wyoming	-	11	11	
Illinois	-	2,158	2,158		Colorado	-	400	400	
Michigan	-	292	292		New Mexico	-	57	57	
Wisconsin	-	342	342		Arizona	-	143	143	
EAST NO. CENTRAL	-	3,496	3,496	17.1	Utah	-	57	57	
Minnesota	-	295	295		Nevada	-	56	56	
Iowa	-	123	123		MOUNTAIN	-	771	771	3.8
Missouri	-	303	303		Alaska	-	11	11	
North Dakota	-	34	34		Washington	-	135	135	
South Dakota	-	14	14		Oregon	-	89	89	
Nebraska	-	65	65		California	-	658	658	
Kansas	-	188	188		Hawaii	-	21	21	
WEST NO. CENTRAL	-	1,022	1,022	5.0	PACIFIC	-	914	914	4.5
Delaware	-	40	40		UNITED STATES	-	20,190	20,190	98.7
Maryland	-	1,523	1,523		U.S. Territories	-	18	18	
Washington, DC	-	3,750	3,750		Canada	-	134	134	
Virginia	-	3,905	3,905		Mexico	-	3	3	
West Virginia	-	11	11		Other International	-	118	118	
North Carolina	-	259	259		AP0/FPO	-	-	-	
South Carolina	-	95	95		TOTAL QUALIFIED CIRCULATION	-	20,463	20,463	100.0
Georgia	-	371	371						
Florida	-	653	653						
SOUTH ATLANTIC	-	10,607	10,607	51.8					

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 20,362 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

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

Kathy Censky, Advertising Operations Director

Karl Ely, CAE, Senior Vice President & 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	January 18, 2019
City	Washington
State	DC
Received by BPA Worldwide	January 18, 2019
Type	BD
ID Number	A640B0D8

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.