



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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LC.GC NORTH AMERICA is a B2B brand intended for individuals with broad-based interests in chromatography. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

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.

CHANNELS

LC.GC NORTH AMERICA MAGAZINE



7 Issues in the period
50,995 average circulation

LC.GC NORTH AMERICA E-NEWSLETTERS



3 E-Newsletters in the period
29 total issued in the period
20,431 average per occurrence
21,926 average per occurrence
10,357 average per occurrence

LC.GC NORTH AMERICA WEBSITE



31,309 average unique browsers
Shared media channel,
See Note 2

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LC.GC NORTH AMERICA MAGAZINE (7 issues in the period)	50,940	55	50,995
a. Print	39,978	55	40,033
b. Digital	10,962	-	10,962
1. Requested	10,935	-	10,935
2. Non-Requested	27	-	27
LC.GC NORTH AMERICA E-NEWSLETTERS	-	-	-
a. E-Sep Solutions E-Newsletter (18 issued in the period)	20,431	-	20,431
b. E-Application Note E-Newsletter (6 issued in the period)	21,926	-	21,926
c. Issue Alert E-Newsletter (5 issued in the period)	10,357	-	10,357
LC.GC NORTH AMERICA WEBSITE (Monthly Unique Browsers with 82,692 average Page Impressions - Note 1)	31,309	-	31,309

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Note 2: Shared media channel www.chromatographyonline.com- serving both LC.GC Europe and LC.GC North America.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	30,028	10,006	-	29,935	10,099	40,034	79.9
a. Written	301	337	-	587	51	638	1.3
b. Telecommunication	22,876	8,233	-	24,568	6,541	31,109	62.1
c. Electronic	6,851	1,436	-	4,780	3,507	8,287	16.5
II. TOTAL – Request from recipient's company:	26	14	-	40	-	40	0.1
a. Written	24	14	-	38	-	38	0.1
b. Telecommunication	2	-	-	2	-	2	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. *TOTAL – Communication from recipient or recipient's company (other than request):	10,026	-	-	10,025	1	10,026	20.0
a. Written	174	-	-	174	-	174	0.3
b. Telecommunication	7,756	-	-	7,755	1	7,756	15.5
c. Electronic	2,096	-	-	2,096	-	2,096	4.2
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,080	10,020	-	40,000	10,100	50,100	100.0
PERCENT	80.0	20.0	-	79.8	20.2	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	100	21	121		Kentucky	379	90	469	
New Hampshire	154	34	188		Tennessee	689	120	809	
Vermont	67	22	89		Alabama	341	73	414	
Massachusetts	1,958	392	2,350		Mississippi	197	32	229	
Rhode Island	126	39	165		EAST SO. CENTRAL	1,606	315	1,921	3.8
Connecticut	766	149	915		Arkansas	208	42	250	
NEW ENGLAND	3,171	657	3,828	7.6	Louisiana	380	92	472	
New York	2,475	500	2,975		Oklahoma	285	63	348	
New Jersey	3,019	431	3,450		Texas	1,993	490	2,483	
Pennsylvania	2,712	504	3,216		WEST SO. CENTRAL	2,866	687	3,553	7.1
MIDDLE ATLANTIC	8,206	1,435	9,641	19.2	Montana	95	18	113	
Ohio	1,540	347	1,887		Idaho	111	27	138	
Indiana	1,062	197	1,259		Wyoming	67	18	85	
Illinois	2,120	356	2,476		Colorado	474	109	583	
Michigan	1,096	214	1,310		New Mexico	162	45	207	
Wisconsin	837	152	989		Arizona	315	83	398	
EAST NO. CENTRAL	6,655	1,266	7,921	15.8	Utah	344	73	417	
Minnesota	742	175	917		Nevada	119	28	147	
Iowa	371	81	452		MOUNTAIN	1,687	401	2,088	4.2
Missouri	1,016	212	1,228		Alaska	33	6	39	
North Dakota	116	23	139		Washington	507	138	645	
South Dakota	60	31	91		Oregon	288	69	357	
Nebraska	354	59	413		California	4,331	882	5,213	
Kansas	418	73	491		Hawaii	46	12	58	
WEST NO. CENTRAL	3,077	654	3,731	7.5	PACIFIC	5,205	1,107	6,312	12.6
Delaware	346	57	403		UNITED STATES	39,111	7,982	47,093	94.0
Maryland	1,144	251	1,395		U.S. Territories	260	69	329	
Washington, DC	121	32	153		Canada	333	282	615	
Virginia	671	184	855		Mexico	5	24	29	
West Virginia	222	38	260		Other International	290	1,743	2,033	
North Carolina	1,589	340	1,929		APO/FPO	1	-	1	
South Carolina	478	102	580						
Georgia	766	193	959						
Florida	1,301	263	1,564						
SOUTH ATLANTIC	6,638	1,460	8,098	16.2					
					TOTAL QUALIFIED CIRCULATION	40,000	10,100	50,100	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013	E-Sep Solutions E-Newsletter	E-Application Note E-Newsletter	Issue Alert E-Newsletter
July			
July 9	-	-	10,785
July 11	20,603	-	-
July 18	20,411	-	-
July 25	20,025	-	-
July 30	-	20,205	-
August			
August 1	19,940	-	-
August 8	20,811	-	-
August 12	-	-	10,557
August 15	21,024	-	-
August 29	-	23,233	-
September			
September 5	20,894	-	-
September 9	-	-	10,464
September 12	20,819	-	-
September 19	20,740	-	-
September 26	-	22,718	-
October			
October 3	20,677	-	-
October 10	20,637	-	-
October 14	-	-	10,261
October 17	20,570	-	-
October 31	-	22,319	-
November			
November 8	20,381	-	-
November 14	20,239	-	-
November 21	20,187	-	-
November 25	-	21,753	-
December			
December 5	19,904	-	-
December 9	-	-	9,718
December 12	19,983	-	-
December 19	19,910	-	-
December 20	-	21,328	-
AVERAGE:	20,431	21,926	10,357

E-Sep Solutions E-Newsletter (18 issued in the period)
 E-Application Note E-Newsletter (6 issued in the period)
 Issue Alert E-Newsletter (5 issued in the period)

WEBSITE CHANNEL*

WWW.CHROMATOGRAPHYONLINE.COM

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	79,432	36,074	30,135	1.20	01:04	02:22
August	77,632	34,987	28,133	1.24	01:10	02:35
September	90,045	40,672	33,284	1.22	01:05	02:25
October	94,181	45,005	36,890	1.22	01:04	02:14
November	86,621	38,780	31,604	1.23	01:02	02:42
December	68,242	32,844	27,805	1.18	01:00	02:06
AVERAGE:	82,692	38,060	31,309	1.21	01:04	02:24

*See Additional Data
 Shared media channel Chromatographyonline.com - serving both LC.GC Europe and LC.GC North America.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

CHANGE IN FREQUENCY:

In 2013, LC.GC NORTH AMERICA published 13 issues per year.

PARAGRAPH 2 LATE MAILING:

15,063 copies or 29.7% of the November 2013 issue mailed on December 2, 2013.

PARAGRAPH 3b:

Communication Other Than Request Telecommunications includes 5 sources of circulation for quantities of 311 copies or 0.6% to 4,637 copies or 9.3% including sister publications: Applied Clinical Trials, Biopharm, Pharmaceutical Executive, Pharmaceutical Technology and Spectroscopy. Communication Other Than Request Electronic includes 5 sources of circulation for quantities of 134 copies or 0.3% to 987 copies or 2.0%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

WEBSITE ACTIVITY:

July - December 2013 data was provided by Omniture.

All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

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

Jason McConnell, Audience Development Manager

Anne Brugman, Audience Development 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 February 4, 2014

State Minnesota

County St. Louis

Received by BPA Worldwide February 4, 2014

Type BD

ID Number L028B0D3

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.

FIELD SERVED

LC.GC NORTH AMERICA serves the field of private industry; universities, colleges; government; hospitals, medical centers; research labs, institutes, foundations; independent analytical labs; utilities; and others allied to the field

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel engaged in the job functions of research and development; quality control, assurance, validation; technical services; lab management; analysis; purchasing; manufacturing, processing; teaching; marketing, sales; corporate management; regulatory; and other functions allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	461
Allocated for Trade Shows and Conventions	154
All Other	757
TOTAL	1,372

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	50,995	100.0	50,940	99.9	55	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,995	100.0	50,940	99.9	55	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Print	Digital	Total Qualified
July	40,000	11,474	51,474
August	40,000	11,705	51,705
August 15	40,001	11,705	51,706
September	40,001	11,772	51,773
October	40,000	10,100	50,100
*November	40,000	10,100	50,100
December	40,225	9,875	50,100

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,033	100.0	39,978	99.9	55	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,033	100.0	39,978	99.9	55	0.1

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,962	100.0	10,962	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,962	100.0	10,962	100.0	-	-

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

This issue is 2.0% or 1,043 copies below the average of the other 6 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB FUNCTION													
			Print	Digital	Research and Development	Quality Control, Assurance, Validation	Lab Management	Corporate Management	Analysis	Technical Services	Teaching	Marketing, Sales	Manufacturing, Processing	Regulatory	Purchasing	Other Functions Allied to the Field
Private Industry	31,295	62.5	25,701	5,594	11,793	5,292	1,299	5,332	775	1,121	104	1,442	3,606	271	250	10
Universities, Colleges	8,275	16.5	6,224	2,051	4,423	102	478	170	140	119	2,583	89	85	22	46	18
Government	4,083	8.2	3,129	954	1,458	429	592	209	553	188	50	20	220	324	36	4
Research Labs, Institutes, Foundations	2,392	4.8	1,864	528	1,562	143	130	188	143	51	21	43	74	20	15	2
Independent Analytical Labs	1,628	3.2	1,255	373	347	231	345	178	254	121	11	32	73	24	11	1
Hospitals, Medical Centers	2,009	4.0	1,503	506	379	174	726	184	126	194	47	19	83	33	44	-
Utilities	358	0.7	270	88	56	39	54	28	30	37	6	14	70	19	5	-
Others Allied to the Field	60	0.1	54	6	2	-	1	2	-	2	-	2	-	-	-	51
TOTAL QUALIFIED CIRCULATION	50,100	100.0	40,000	10,100	20,020	6,410	3,625	6,291	2,021	1,833	2,822	1,661	4,211	713	407	86
PERCENT	100.0		79.8	20.2	40.0	12.8	7.2	12.6	4.0	3.7	5.6	3.3	8.4	1.4	0.8	0.2