

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 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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ABOUT LC.GC. EUROPE

LC.GC. EUROPE 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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

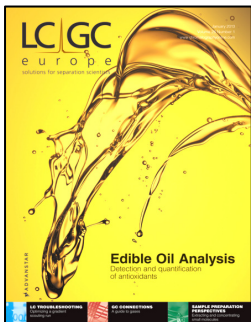
FIELD SERVED

LC.GC. EUROPE serves the fields of private industry; universities, colleges; government; hospitals; medical centers; research labs/ institutes/ foundations; independent analytical labs; utility companies and others.

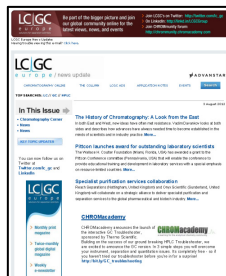
DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are engaged in the job functions of research & development, chemist; quality control/assurance/validation; purchasing; manufacturing/processing, teaching; marketing/sales; corporate management; regulatory; analysis, consultant, information providers; technical services; lab management and other functions paid and functions unknown.

Channels Include:



LC.GC. Europe Magazine
6 issues in the period
25,981 average circulation
Pages 2 - 4



LC.GC. Europe E-Newsletters
2 E-Newsletters in the period
31 total deployments
25,947 average distribution
Page 4



LC.GC. Europe Website
31,191 average unique browsers
Page 5

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LC.GC. EUROPE Magazine (6 issues in period)	25,966	15	25,981
LC.GC. EUROPE E-Newsletters			
a. Update Weekly E-Newsletter (26 deployments in period)	13,814	-	13,814
b. E-Application Note E-Newsletter (5 deployments in period)	12,133	-	12,133
LC.GC. EUROPE Website (Monthly Unique Browsers with 89,814 average Page Impressions - Note 1)	31,191	-	31,191

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

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED)

MAGAZINE (CONTINUED)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request:	15,727	6,498	-	22,225	85.5
a. Written	113	72	-	185	0.7
b. Telecommunication	13,069	5,585	-	18,654	71.8
c. Electronic	2,545	841	-	3,386	13.0
II. TOTAL - Request from recipient's company:	10	2	-	12	-
a. Written	10	2	-	12	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - *Communication from recipient or recipient's company (other than request):	2,936	-	-	2,936	11.3
a. Written	67	-	-	67	0.2
b. Telecommunication	1,269	-	-	1,269	4.9
c. Electronic	1,600	-	-	1,600	6.2
V. TOTAL - Sources other than above (listed alphabetically):	827	-	-	827	3.2
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	827	-	-	827	3.2
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,500	6,500	-	26,000	100.0
PERCENT	75.0	25.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	25,983	99.9
Individuals by name only	2	-
Titles or functions only	-	-
Company names only	15	0.1
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	26,000	100.0

E-NEWSLETTER

2013	Update Weekly E-Newsletter	E-Application Note E-Newsletter
JANUARY		
January 4	14,848	-
January 11	14,805	-
January 18	14,747	-
January 25	14,396	12,549
FEBRUARY		
February 1	14,305	-
February 8	14,218	-
February 15	14,279	-
February 22	13,932	12,246
MARCH		
March 1	13,839	-
March 11	13,891	-
March 15	13,829	-
March 22	13,741	-
March 28	13,634	12,330
APRIL		
April 5	13,761	-
April 12	13,713	-
April 19	13,662	-
April 29	13,582	-
April 31	-	11,885
MAY		
May 3	13,526	-
May 10	13,406	-
May 17	13,447	-
May 24	13,415	-
May 31	13,352	-
JUNE		
June 7	13,321	-
June 14	13,264	-
June 21	13,151	-
June 28	13,112	11,653
AVERAGE	13,814	12,133

Update Weekly E-Newsletter (26 issues in the period)
E-Application Note E-Newsletter (5 issues in the period)

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CHANNEL PROFILE (CONTINUED)

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	87,895	36,192	29,347	1.23	01:03	02:35
February _____	86,606	36,813	30,105	1.22	01:08	02:42
March _____	86,631	37,956	31,000	1.22	01:07	02:34
April _____	100,770	41,778	33,996	1.23	01:07	02:41
May _____	92,689	40,172	32,672	1.23	01:05	02:31
June _____	84,291	36,828	30,023	1.23	01:05	02:29
AVERAGE:	89,814	38,290	31,191	1.23	01:06	02:35

*See Additional Data

WEBSITE GLOSSARY:

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

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 cookied browser resulting in one or more pulled text and/or graphics downloads from a site.

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.

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

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

GEOGRAPHIC DISTRIBUTION – INTERNATIONAL*

Region/Country	LC.GC Europe Magazine for Issue of May 2013	
	Total	Percent
ASIA	2	-
MIDDLE EAST	175	0.7
EUROPE		
Albania _____	6	
Andorra _____	1	
Austria _____	474	
Belarus _____	12	
Belgium _____	1,708	
Bosnia and Herzegovina _____	17	
Bulgaria _____	65	
Croatia _____	101	
Cyprus _____	36	
Czech Republic _____	279	
Denmark _____	765	
Estonia _____	20	
Finland _____	316	
France _____	3,657	
Germany _____	3,703	
Greece _____	286	
Hungary _____	382	
Iceland _____	17	
Ireland _____	924	
Italy _____	1,353	
Latvia _____	21	
Liechtenstein _____	2	
Lithuania _____	17	
Luxembourg _____	19	
Macedonia _____	18	
Malta _____	95	
Moldova _____	3	
Monaco _____	17	
Netherlands _____	1,575	
Norway _____	233	
Poland _____	361	
Portugal _____	328	
Romania _____	167	
Russian Federation _____	70	
Serbia _____	85	
Slovakia _____	47	
Slovenia _____	108	
Spain _____	1,345	
Sweden _____	712	
Switzerland _____	1,037	
Turkey _____	113	
Ukraine _____	46	
United Kingdom _____	5,275	
Subtotal	25,816	99.3
NORTH AMERICA	4	-
SOUTH AMERICA	1	-
ASIA PACIFIC	2	-
TOTAL	26,000	100.0

*See Additional Data

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ADDITIONAL DATA

WEBSITE ACTIVITY:

January - June 2013 data was provided by Omniture.
All website activity is audited by BPA Worldwide.

LC.GC Europe shares the website Chromatographyonline.com with LC.GC North America. As a result, identical Website Activity will be reported on the circulation statements of both publications.

GEOGRAPHIC DISTRIBUTION:

Geographic data is not available for Website and therefore not reported herein.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Electronic includes 4 sources of circulation for quantities of 135 copies or 0.5% to 930 copies or 3.6%.

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 July 24, 2013

State Minnesota

County St. Louis

Received by BPA Worldwide July 24, 2013

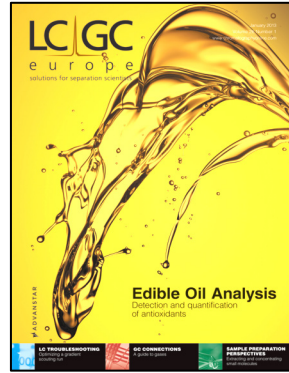
Type BJ

ID Number L056B0J3

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.

**CHANNEL PROFILE
MAGAZINE**



Official Publication of: None
Established: 1987
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	264
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	133
Digital	-
All Other	705
TOTAL	1,102

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,981	100.0	25,966	99.9	15	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,981	100.0	25,966	99.9	15	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2013 Issue	Total Qualified
January	25,984
February	26,001
March	25,902
April	26,000
May	26,000
June	26,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013														
This issue is 0.1% or 23 copies above the average of the other 5 issues reported in Paragraph two.														
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB FUNCTION											
			Research & Development (Note 1)	Quality Control, Assurance, Validation	Lab Management	Corporate Management	Analysis (Note 2)	Technical Services	Teaching	Marketing, Sales	Manufacturing, Processing	Regulatory	Purchasing	Other Functions/Paid
Private Industry	19,682	75.7	5,190	3,335	1,451	4,470	817	851	73	1,199	1,617	135	535	9
University, College	2,793	10.7	1,445	44	197	110	130	89	725	10	34	1	2	6
Government	1,205	4.6	536	119	174	94	158	50	18	5	16	25	9	1
Hospitals, Medical Centers	1,652	6.4	480	152	281	349	157	84	11	59	38	7	29	5
Research Lab/Institute/Foundation	509	2.0	223	31	32	62	67	23	11	32	16	2	6	4
Independent Analytical Labs	109	0.4	18	14	33	13	18	3	-	6	1	-	2	1
Utility Company	25	0.1	6	1	2	4	3	5	1	1	1	1	-	-
Others Allied to the Field	25	0.1	2	1	-	-	-	-	-	2	-	-	-	20
TOTAL QUALIFIED CIRCULATION	26,000	100.0	7,900	3,697	2,170	5,102	1,350	1,105	839	1,314	1,723	171	583	46
PERCENT	100.0		30.4	14.2	8.3	19.6	5.2	4.3	3.2	5.1	6.6	0.7	2.2	0.2

Note 1: Includes Chemists
Note 2: Includes consultant & Information provider

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