

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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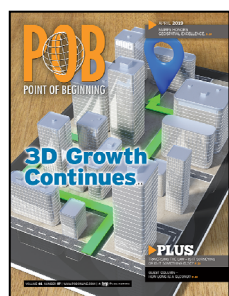
P.O.B. - POINT OF BEGINNING is a B2B brand intended for the surveying and mapping community. The editorial scope of the brand focuses on helping our industry succeed through our coverage of new applications and evolving technologies, practical solutions to surveying and mapping problems, and business, legal and educational issues.

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. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

P.O.B. - POINT OF BEGINNING MAGAZINE



6 issues in the period
35,005 average circulation

P.O.B. - POINT OF BEGINNING E-NEWSLETTERS



23 issued in the period
22,006 average per occurrence

P.O.B. - POINT OF BEGINNING WEBSITE



24,926 average users

P.O.B. - POINT OF BEGINNING SOCIAL MEDIA



7,866 LinkedIn group members
4,245 Twitter followers
3,164 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
P.O.B. - POINT OF BEGINNING MAGAZINE (6 issues in the period)	34,996	9	35,005
a. Print	15,931	9	15,940
b. Digital	19,065	-	19,065
1. Requested	19,065	-	19,065
2. Non-Requested	-	-	-
P.O.B. - POINT OF BEGINNING E-NEWSLETTERS			
P.O.B. - Point of Beginning eNews (23 issued in the period)	22,006	-	22,006
P.O.B. - POINT OF BEGINNING WEBSITE			
P.O.B. - POINT OF BEGINNING WEBSITE (Monthly Users with 48,201 average Pageviews)	24,926	-	24,926
P.O.B. - POINT OF BEGINNING SOCIAL MEDIA			
a. LinkedIn group members	*7,866	-	*7,866
b. Twitter followers	*4,245	-	*4,245
c. Facebook likes	*3,164	-	*3,164

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

P.O.B. - POINT OF BEGINNING serves private corporations and companies and government in the areas of surveying, civil engineering (including architectural), imaging (including photogrammetry/LiDAR/RS), GIS/mapping, government, construction, training/education, consulting, utilities and other allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate/executive management (including owners, partners, presidents, vice president and C-level officers), general management, engineering, surveying/geomatics, consulting and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	278
Allocated for Trade Shows and Conventions	-
All Other	1,108
TOTAL	1,398

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,005	100.0	34,996	100.0	9	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,005	100.0	34,996	100.0	9	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
*January	15,934	19,071	35,005
February	16,345	18,660	35,005
March	16,576	18,429	35,005
April	17,058	17,947	35,005
May	15,162	19,843	35,005
June	14,563	20,442	35,005

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	2019		Organization Type		Classification by Job Function					
			Print	Digital	Privately Owned/ Publicly Traded Organization	Government Organization	Corporate/ Executive Management (Note 1)	General Management	Engineering	Surveying/ Geomatics	Other Consulting Functions	
Surveying	15,442	44.1	6,669	8,773	13,928	1,343	5,811	1,381	296	7,721	233	-
Civil Engineering (Note 2)	2,894	8.3	1,198	1,696	2,465	420	874	344	1,193	377	90	16
Both Surveying and Civil Engineering	8,451	24.1	3,746	4,705	7,365	982	2,703	1,002	1,252	3,234	214	46
Imaging (Photogrammetry/LiDAR/RS)	433	1.2	170	263	382	47	174	89	27	100	35	8
GIS/Mapping	908	2.6	339	569	549	348	204	143	104	346	95	16
Government	1,618	4.6	766	852	76	1,542	141	284	475	667	45	6
Construction	2,309	6.6	1,094	1,215	2,175	132	1,086	622	306	232	56	7
Training/Education	368	1.1	112	256	194	172	86	83	49	103	34	13
Consulting	1,674	4.8	609	1,065	1,603	66	705	227	287	103	350	2
Utilities	710	2.0	348	362	478	231	200	179	163	156	9	3
Others Allied to the Field	198	0.6	111	87	184	14	-	103	35	30	30	-
TOTAL QUALIFIED CIRCULATION	35,005	100.0	15,162	19,843	29,399	5,297	11,984	4,457	4,187	13,069	1,191	117
PERCENT	100.0		43.3	56.7			34.2	12.7	12.0	37.4	3.4	0.3

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.

Note 2: Civil Engineering includes architectural.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	23,504	8,001	3,500	15,162	19,843	35,005	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,504	8,001	3,500	15,162	19,843	35,005	100.0
PERCENT	67.1	22.9	10.0	43.3	56.7	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	111	136	247		Kentucky	237	251	488	
New Hampshire	125	150	275		Tennessee	373	457	830	
Vermont	57	81	138		Alabama	251	276	527	
Massachusetts	322	409	731		Mississippi	164	187	351	
Rhode Island	39	57	96		EAST SO. CENTRAL	1,025	1,171	2,196	6.3
Connecticut	189	243	432		Arkansas	125	174	299	
NEW ENGLAND	843	1,076	1,919	5.5	Louisiana	234	326	560	
New York	688	762	1,450		Oklahoma	161	223	384	
New Jersey	420	498	918		Texas	1,015	1,242	2,257	
Pennsylvania	658	766	1,424		WEST SO. CENTRAL	1,535	1,965	3,500	10.0
MIDDLE ATLANTIC	1,766	2,026	3,792	10.8	Montana	115	133	248	
Ohio	551	629	1,180		Idaho	134	169	303	
Indiana	356	389	745		Wyoming	73	103	176	
Illinois	490	612	1,102		Colorado	407	514	921	
Michigan	457	440	897		New Mexico	134	145	279	
Wisconsin	319	398	717		Arizona	231	364	595	
EAST NO. CENTRAL	2,173	2,468	4,641	13.3	Utah	143	196	339	
Minnesota	277	302	579		Nevada	117	189	306	
Iowa	190	233	423		MOUNTAIN	1,354	1,813	3,167	9.0
Missouri	254	394	648		Alaska	102	153	255	
North Dakota	86	81	167		Washington	383	557	940	
South Dakota	54	92	146		Oregon	232	350	582	
Nebraska	112	131	243		California	1,245	1,725	2,970	
Kansas	121	185	306		Hawaii	67	104	171	
WEST NO. CENTRAL	1,094	1,418	2,512	7.2	PACIFIC	2,029	2,889	4,918	14.1
Delaware	49	53	102		UNITED STATES	14,919	18,706	33,625	96.1
Maryland	256	359	615		U.S. Territories	58	163	221	
Washington, DC	17	44	61		Canada	81	184	265	
Virginia	441	521	962		Mexico	1	9	10	
West Virginia	150	135	285		Other International	103	780	883	
North Carolina	606	737	1,343		APO/FPO	-	1	1	
South Carolina	251	273	524						
Georgia	422	550	972						
Florida	908	1,208	2,116						
SOUTH ATLANTIC	3,100	3,880	6,980	19.9					
					TOTAL QUALIFIED CIRCULATION	15,162	19,843	35,005	100.0

*See Additional Data

2019

P.O.B. - POINT OF BEGINNING eNews

JANUARY

January 2	21,970
January 9	22,041
January 16	22,068
January 23	22,067
January 30	22,067

FEBRUARY

February 6	22,040
February 13	22,084
February 20	22,045
February 27	22,074

MARCH

March 6	22,139
March 13	22,093
March 20	22,018
March 27	22,009

*APRIL

April 3	22,015
April 17	22,063
April 25	21,990

MAY

May 3	21,955
May 8	21,930
May 24	21,920
May 30	21,886

*JUNE

June 12	21,904
June 19	21,888
June 26	21,871

AVERAGE: 22,006

P.O.B. - POINT OF BEGINNING eNews (23 issued in the period).
 *Due to a technical issue there were only three sends in April and June.

WEBSITE CHANNEL

WWW.POBONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	53,090	30,743	25,352	1:21
February	47,013	29,439	24,975	1:14
March	54,398	34,243	28,447	1:19
April	48,620	30,725	26,098	1:12
May	46,976	28,860	24,068	1:36
June	39,108	24,004	20,615	1:14
AVERAGE:	48,201	29,669	24,926	1:19

January - June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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. A period of 30 minutes of inactivity will terminate the session.

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

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

SOCIAL MEDIA CHANNEL

P. O. B. – POINT OF BEGINNING Social Media



LinkedIn group members



Twitter followers



Facebook likes

2019

<https://www.linkedin.com/groups/2051285/profile>

<https://twitter.com/POBmag>

<https://www.facebook.com/PointOfBeginning>

Beginning Balance:	7,757	4,156	3,115
January	7,774	4,170	3,119
February	7,805	4,192	3,126
March	7,804	4,216	3,145
April	7,871	4,230	3,154
May	7,868	4,235	3,159
June	7,866	4,245	3,164

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient 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:

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available. January - April 2019 digital editions are Replica Plus. 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. May and June 2019 digital editions are Editorial Replica.

PARAGRAPH 2 - LATE MAILING:

Due to a technical issue, 3,328 digital copies or 8.8% of the total copies distributed for the January 2019 issue were deployed on February 22, 2019.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, HR & IT 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 2, 2019
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County	Oakland
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Type	BJ
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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.