

## B2B Media

### Publisher's Statement

6 months ended June 30, 2018

*Subject to Audit*

### Field Served:

GOURMET INSIDER serves Gourmet/Specialty Stores & Gift Stores, Department Stores, Housewares Specialty Chains, Supermarkets, Hardware Stores, Mail Order/Catalog, Internet Retailers, Discount Stores, Electronic Shopping and Other Retailers & Wholesalers Allied to the Field.

<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>7,200</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		7,200
<b>Total Average Qualified Nonpaid Circulation</b>		<b>7,200</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	2,242
Nonqualified Miscellaneous, Including Staff Copies - Print	691
<b>Total Average Nonqualified Circulation</b>	<b>2,933</b>

<b>CIRCULATION BY ISSUES</b>	
Issue	Qualified Nonpaid - Print
Jan/Feb	7,200
Mar/Apr	7,200
May/Jun	7,200

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total Qualified Nonpaid - Print	%	Classification by Title					
			Owner Managers	Buyers	Merchandise Managers	Advertising Promotion	Sales/Marketing	Other
Gourmet/Specialty Stores, Gift Stores	3,261	45.3	3,064	128	33	1	32	3
Department Stores, Housewares Specialty Chains, Supermarkets, Hardware Stores	3,394	47.1	3,097	163	69	5	49	11
Mail Order/Catalog, Internet Retailers, Electronic Shopping and Other Retailers & Wholesalers Allied to the Field	545	7.6	401	48	37	5	48	6
<b>Total Qualified Circulation</b>	<b>7,200</b>	<b>100.0</b>	<b>6,562</b>	<b>339</b>	<b>139</b>	<b>11</b>	<b>129</b>	<b>20</b>
<b>Percent</b>	<b>100.0</b>		<b>91.1</b>	<b>4.7</b>	<b>1.9</b>	<b>0.2</b>	<b>1.8</b>	<b>0.3</b>

<b>AGE OF SOURCE ANALYSIS</b>					
<b>Source</b>	<b>Qualified Within</b>				
	<b>1 Year</b>	<b>2 Year</b>	<b>3 Year</b>	<b>Total</b>	<b>Percent</b>
<b>Total Direct Request From Recipient</b>	<b>7,049</b>	<b>60</b>		<b>7,109</b>	<b>98.7</b>
<b>Total Direct Request From Recipient's Company</b>					
<b>Total Communication Other Than Request</b>					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	91			91	1.3
<b>Total Qualified Subscriptions</b>	<b>7,140</b>	<b>60</b>		<b>7,200</b>	<b>100.0</b>
<b>Percent</b>	<b>99.2</b>	<b>0.8</b>		<b>100.0</b>	

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	52
Arizona	46
Arkansas	63
California	279
Colorado	49
Connecticut	130
Delaware	40
District of Columbia	15
Florida	491
Georgia	268
Idaho	20
Illinois	478
Indiana	186
Iowa	90
Kansas	28
Kentucky	55
Louisiana	75
Maine	99
Maryland	110
Massachusetts	306
Michigan	427
Minnesota	115
Mississippi	71
Missouri	126
Montana	15
Nebraska	15
Nevada	11
New Hampshire	64
New Jersey	309
New Mexico	17
New York	703
North Carolina	287
North Dakota	11
Ohio	305
Oklahoma	68
Oregon	39
Pennsylvania	411
Rhode Island	63
South Carolina	127
South Dakota	6
Tennessee	134
Texas	407
Utah	13
Vermont	32
Virginia	199
Washington	55
West Virginia	48
Wisconsin	211
Wyoming	11
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>7,180</b>
Alaska	7
Hawaii	3
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>10</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>7,190</b>
Poss. & Other Areas	2
<b>U.S. &amp; POSS., etc.</b>	<b>7,192</b>
Canada	8
International	
Military or Civilian Personnel Overseas	
<b>Total International</b>	<b>8</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>7,200</b>

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are: Owners/Managers, Buyers, Merchandise Managers, Advertising & Promotional Managers, Sales/Marketing Personnel and Other titled and nontitled personnel.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Other Sources:** Represent copies served to subscribers obtained from independent field reports.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis and Geographic Analysis is from an analysis of the January/February 2018 issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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