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PUBLICATION DESCRIPTION

DC VELOCITY serves the supply chain field focusing solely and specifically on large distribution center operations. It is edited for a blend of dc operations management, and executive level management with wide-ranging logistics responsibilities that include overall responsibility to the operations of their companies' distribution centers.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

DC VELOCITY serves Wholesale, Retail and Manufacturing distribution centers, Third Party Logistics Providers and Manufacturer of Products & Goods. Also served are other distribution centers and others allied to the industry. Qualified recipients include individuals in corporate management, operations management, distribution management, purchasing management and other functions.

AVERAGE MONTHLY CIRCULATION: JANUARY 1, 2017 – JUNE 30, 2017

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated*
Individual Subscription	38,229	-	9,337	-	47,566
Association/Group/Directory Lists	2,407	-	27	-	2,434
Rotated	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,637	-	9,364	-	50,000
TOTAL NON-QUALIFIED CIRCULATION					3,467

* Combined print and digital will not equal Total Qualified Unduplicated. Qualified print includes recipients who receive the print edition and the print and digital edition. Qualified digital includes recipients who receive the digital edition and the print and digital edition.

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Business/Industry Classification by Job Title, Geographical Distribution, Adds and Removals, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	40,759	9,241	50,000	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	40,759	9,241	50,000	100.0%

* Combined print and digital will not equal Total Qualified Unduplicated.

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within		Total Qualified Unduplicated*	Percent
			1 Year - 3 Years	3+ Years		
Direct Request from the Recipient	37,870	9,193	47,204	-	47,204	94.4%
Request from Recipient's Company	475	-	401	-	401	0.8%
Association/Group/Directory Lists*	2,414	48	2,395	-	2,395	4.8%
Total Qualified Circulation	40,759	9,241	50,000	-	50,000	100.0%

* Combined print and digital will not equal Total Qualified Unduplicated.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Non-Paid Digital	Job Title Classification					Total Qualified Unduplicated*	Percent
			Corp. Mgmt.	Operating Mgmt.	Distribution Mgmt.	Purchasing Mgmt.	Other		
Wholesaler Distribution Center	9,642	1,998	4,387	4,008	2,414	675	156	11,640	23.3%
Retail Distribution Center	9,178	1,556	3,153	4,961	1,967	476	177	10,734	21.5%
Manufacturing Distribution Center	8,039	1,904	2,851	3,803	2,332	812	145	9,943	19.9%
Third Party Logistics	6,257	1,730	3,833	2,711	767	397	279	7,987	16.0%
Manufacturer Products/Goods	6,008	1,449	2,429	2,889	1,132	580	427	7,457	14.9%
Other Allied to the Field	1,635	604	611	254	133	63	1,178	2,239	4.5%
Total Qualified Circulation	40,759	9,241	17,264	18,626	8,745	3,003	2,362	50,000	100.0%

* Combined print and digital will not equal Total Qualified Unduplicated.

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Undup.*	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Undup.*	Percent
Maine	201	47	248	0.5%	Kentucky	774	141	915	1.8%
New Hampshire	221	47	268	0.5%	Tennessee	988	208	1,196	2.4%
Vermont	95	11	106	0.2%	Alabama	532	102	634	1.3%
Massachusetts	948	167	1,115	2.2%	Mississippi	289	39	328	0.7%
Rhode Island	165	32	197	0.4%	E. S. Central	2,583	490	3,073	6.1%
Connecticut	499	65	564	1.1%	Arkansas	394	89	483	1.0%
New England	2,129	369	2,498	5.0%	Louisiana	349	80	429	0.9%
New York	1,659	373	2,032	4.1%	Oklahoma	373	67	440	0.9%
New Jersey	1,321	259	1,580	3.2%	Texas	2,362	542	2,904	5.8%
Pennsylvania	2,126	452	2,578	5.2%	W. S. Central	3,478	778	4,256	8.5%
Mid Atlantic	5,106	1,084	6,190	12.4%	Montana	92	21	113	0.2%
Delaware	77	11	88	0.2%	Idaho	187	42	229	0.5%
Maryland	606	138	744	1.5%	Wyoming	46	6	52	0.1%
D.C.	60	17	77	0.2%	Colorado	550	126	676	1.4%
Virginia	935	174	1,109	2.2%	New Mexico	71	17	88	0.2%
West Virginia	165	31	196	0.4%	Arizona	458	97	555	1.1%
North Carolina	1,434	295	1,729	3.5%	Utah	316	73	389	0.8%
South Carolina	616	112	728	1.5%	Nevada	211	37	248	0.5%
Georgia	1,555	345	1,900	3.8%	Mountain	1,931	419	2,350	4.7%
Florida	1,879	386	2,265	4.5%	Alaska	3	2	5	-
S. Atlantic	7,327	1,509	8,836	17.7%	Washington	734	162	896	1.8%
Ohio	2,827	635	3,462	6.9%	Oregon	468	107	575	1.2%
Indiana	1,285	315	1,600	3.2%	California	3,105	673	3,778	7.6%
Illinois	3,026	723	3,749	7.5%	Hawaii	14	1	15	-
Michigan	1,708	402	2,110	4.2%	Pacific	4,324	945	5,269	10.5%
Wisconsin	1,538	320	1,858	3.7%	U.S. Territories	15	10	25	0.1%
E. N. Central	10,384	2,395	12,779	25.6%	U.S. Total	40,759	8,728	49,487	99.0%
Minnesota	911	195	1,106	2.2%	Canada	-	289	289	0.6%
Iowa	588	115	703	1.4%	Foreign	-	224	224	0.4%
Missouri	978	204	1,182	2.4%	Foreign Total	-	513	513	1.0%
North Dakota	106	19	125	0.3%					
South Dakota	125	27	152	0.3%					
Nebraska	355	65	420	0.8%					
Kansas	419	104	523	1.0%					
W. N. Central	3,482	729	4,211	8.4%	Total Qualified	40,759	9,241	50,000	100.0%

* Combined print and digital will not equal Total Qualified Unduplicated.

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions			Removals			Total Additions	Total Removals	Total Net
	Non-Paid Print	Print & Digital	Non-Paid Digital	Non-Paid Print	Print & Digital	Non-Paid Digital			
January 2017	69	-	17	69	-	17	86	86	-
February 2017	89	-	30	82	-	37	119	119	-
March 2017	96	-	30	111	-	15	126	126	-
April 2017	92	-	27	100	-	19	119	119	-
May 2017	125	-	33	145	-	13	158	158	-
June 2017	86	-	31	89	-	28	117	117	-
6 Month Total	557	-	168	596	-	129	725	725	-
6 Month Average	93	-	28	99	-	22	121	121	-

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Paid Print Only	Non-Paid Digital Only	Paid Digital Only	Total
January 2017	40,506	-	9,494	-	50,000
February 2017	40,587	-	9,413	-	50,000
March 2017	40,616	-	9,384	-	50,000
April 2017	40,663	-	9,337	-	50,000
May 2017	40,688	-	9,312	-	50,000
June 2017	40,759	-	9,241	-	50,000
6 Month Average	40,637	-	9,364	-	50,000

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

Audit of Records and Affidavit

On a continuing basis, VERIFIED AUDIT CIRCULATION conducts audits of printing, distribution, financial records and other data presented by this publication in order to substantiate data submitted to Verified. These examinations follow guidelines prepared in conformity with generally accepted circulation auditing procedures, involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of these audits warrant the issuance of audit reports as true and accurate statements of the qualified circulation of the client publication.

We certify to the best of our knowledge all information set forth in this Publisher’s Statement is true and report circulation in accordance with VERIFIED AUDIT CIRULATION Procedures and Regulations.

DC Velocity, 500 E. Washington St., Number 4, North Attleboro, MA 02760
 Jeffrey Heine Gary Master August 21, 2017
 Director of Audience Development Publisher