



ANNUAL AUDIT REPORT
JANUARY 1, 2017 – DECEMBER 31, 2017



Established 2002
Issues Per Year: 12
Issues This Report: 12

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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 – DECEMBER 31, 2017

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated
Individual Subscription	37,958	-	9,571	-	47,529
Association/Group/Directory Lists	2,441	-	30	-	2,471
TOTAL QUALIFIED CIRCULATION	40,399	-	9,601	-	50,000
TOTAL NON-QUALIFIED CIRCULATION					3,446

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

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RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated	Percent
Individual by Name and Title and/or Company	40,379	9,620	49,999	100.0%
Individual by Name Only	-	1	1	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	40,379	9,621	50,000	100.0%

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	37,119	9,621	46,740	-	46,740	93.5%
Request from Recipient's Company	355	-	355	-	355	0.7%
Association/Group/Directory Lists*	2,905	-	2,905	-	2,905	5.8%
Total Qualified Circulation	40,379	9,621	50,000	-	50,000	100.0%

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Non-Paid Digital	Corp. Mgmt.	Operating Mgmt.	Distribution Mgmt.	Purchasing Mgmt.	Other	Total Qualified Unduplicated	
								Percent	
Wholesaler Distribution Center	8,759	2,108	4,542	3,217	2,345	639	124	10,867	21.7%
Retail Distribution Center	8,730	1,775	3,463	4,612	1,834	456	140	10,505	21.0%
Manufacturing Distribution Center	9,206	1,978	2,621	3,678	4,056	714	115	11,184	22.4%
Third Party Logistics	5,581	1,733	3,553	2,474	713	345	229	7,314	14.6%
Manufacturer Products/Goods	6,853	1,509	2,249	4,235	962	564	352	8,362	16.7%
Other Allied to the Field	1,250	518	521	203	105	52	887	1,768	3.5%
Total Qualified Circulation	40,379	9,621	16,949	18,419	10,015	2,770	1,847	50,000	100.0%

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U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Print	Digital	Total Qualified Unduplicated	Percent	REGION	Print	Digital	Total Qualified Unduplicated	Percent
Maine	200	44	244	0.5%	Kentucky	781	143	924	1.8%
New Hampshire	216	58	274	0.5%	Tennessee	978	245	1,223	2.4%
Vermont	74	18	92	0.2%	Alabama	523	113	636	1.3%
Massachusetts	984	155	1,139	2.3%	Mississippi	294	48	342	0.7%
Rhode Island	169	34	203	0.4%	E. S. Central	2,576	549	3,125	6.3%
Connecticut	543	80	623	1.2%	Arkansas	387	93	480	1.0%
New England	2,186	389	2,575	5.2%	Louisiana	374	82	456	0.9%
New York	1,715	386	2,101	4.2%	Oklahoma	369	73	442	0.9%
New Jersey	1,298	288	1,586	3.2%	Texas	2,393	613	3,006	6.0%
Pennsylvania	2,101	474	2,575	5.2%	W. S. Central	3,523	861	4,384	8.8%
Mid Atlantic	5,114	1,148	6,262	12.5%	Montana	91	23	114	0.2%
Delaware	91	14	105	0.2%	Idaho	188	39	227	0.5%
Maryland	593	151	744	1.5%	Wyoming	42	7	49	0.1%
D.C.	63	20	83	0.2%	Colorado	550	142	692	1.4%
Virginia	904	181	1,085	2.2%	New Mexico	70	17	87	0.2%
West Virginia	160	35	195	0.4%	Arizona	470	110	580	1.2%
North Carolina	1,418	322	1,740	3.5%	Utah	320	88	408	0.8%
South Carolina	638	145	783	1.6%	Nevada	209	37	246	0.5%
Georgia	1,519	358	1,877	3.8%	Mountain	1,940	463	2,403	4.8%
Florida	1,849	407	2,256	4.5%	Alaska	4	2	6	-
S. Atlantic	7,235	1,633	8,868	17.7%	Washington	700	172	872	1.7%
Ohio	2,855	694	3,549	7.1%	Oregon	448	109	557	1.1%
Indiana	1,298	299	1,597	3.2%	California	3,147	709	3,856	7.7%
Illinois	2,752	772	3,524	7.0%	Hawaii	9	3	12	-
Michigan	1,711	414	2,125	4.3%	Pacific	4,308	995	5,303	10.6%
Wisconsin	1,427	308	1,735	3.5%	U.S. Territories	13	5	18	-
E. N. Central	10,043	2,487	12,530	25.1%	U.S. Total	40,379	9,288	49,667	99.3%
Minnesota	863	202	1,065	2.1%	Canada	-	205	205	0.4%
Iowa	562	116	678	1.4%	Foreign	-	128	128	0.3%
Missouri	1,036	202	1,238	2.5%	Foreign Total	-	333	333	0.7%
North Dakota	111	16	127	0.3%					
South Dakota	115	28	143	0.3%					
Nebraska	325	77	402	0.8%					
Kansas	429	117	546	1.1%					
W. N. Central	3,441	758	4,199	8.4%	Total Qualified	40,379	9,621	50,000	100.0%

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RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Non-Paid Print	Non-Paid Digital	Non-Paid Print	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	-
July 2017	2,086	593	2,402	277	2,679	2,679	-
August 2017	288	81	358	11	369	369	-
September 2017	353	155	454	54	508	508	-
October 2017	1,420	319	1,706	33	1,739	1,739	-
November 2017	2,614	525	2,492	647	3,139	3,139	-
December 2017	4,770	622	4,734	658	5,392	5,392	-
6 Month Total	557	168	596	129	725	725	-
6 Month Average	93	28	99	22	121	121	-
12 Month Total	12,088	2,463	12,742	1,809	14,551	14,551	-
12 Month Average	1,007	205	1,062	151	1,213	1,213	-

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Non-Paid Digital Only	Total Qualified
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
July 2017	39,880	10,120	50,000
August 2017	40,167	9,833	50,000
September 2017	40,263	9,737	50,000
October 2017	40,027	9,973	50,000
November 2017	40,252	9,748	50,000
December 2017	40,379	9,621	50,000
6 Month Average	40,637	9,364	50,000
12 Month Average	40,399	9,601	50,000

EXPLANATION

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

Audit of Records & Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed 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 this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.