



**ANNUAL AUDIT REPORT**

JAUNARY 1, 2018 – DECEMBER 31, 2018

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**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: JAUNARY 1, 2018 – DECEMBER 31, 2018**

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated
Individual Subscription	37,381	-	9,289	-	46,670
Association/Group/Directory Lists	3,232	-	98	-	3,330
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,613</b>	<b>-</b>	<b>9,387</b>	<b>-</b>	<b>50,000</b>
<b>TOTAL NON-QUALIFIED CIRCULATION</b>					<b>3,046</b>

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	41,423	8,577	50,000	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
<b>Total Qualified Circulation</b>	<b>41,423</b>	<b>8,577</b>	<b>50,000</b>	<b>100.0%</b>

## 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	36,457	8,123	44,580	-	44,580	89.2%
Request from Recipient's Company	202	-	202	-	202	0.4%
Association/Group/Directory Lists*	4,764	454	5,218	-	5,218	10.4%
<b>Total Qualified Circulation</b>	<b>41,423</b>	<b>8,557</b>	<b>50,000</b>	<b>-</b>	<b>50,000</b>	<b>100.0%</b>

## 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	8,595	1,780	4,097	3,552	2,049	567	110	10,375	20.8%
Retail Distribution Center	13,235	2,005	4,527	5,960	2,174	402	2,177	15,240	30.5%
Manufacturing Distribution Center	8,235	1,623	2,251	4,185	2,656	656	110	9,858	19.7%
Third Party Logistics	4,908	1,523	3,188	2,135	596	300	212	6,431	12.9%
Manufacturer Products/Goods	5,413	1,227	1,999	2,933	945	479	284	6,640	13.3%
Other Allied to the Field	1,037	419	428	144	88	42	754	1,456	2.9%
<b>Total Qualified Circulation</b>	<b>41,423</b>	<b>8,557</b>	<b>16,490</b>	<b>18,909</b>	<b>8,508</b>	<b>2,446</b>	<b>3,647</b>	<b>50,000</b>	<b>100.0%</b>

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### U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Print	Digital	Total Qualified Unduplicated	Percent	REGION	Print	Digital	Total Qualified Unduplicated	Percent
Maine	236	34	270	0.5%	Kentucky	702	103	805	1.6%
New Hampshire	229	51	280	0.6%	Tennessee	960	209	1,169	2.3%
Vermont	86	18	104	0.2%	Alabama	528	98	626	1.3%
Massachusetts	957	123	1,080	2.2%	Mississippi	292	46	338	0.7%
Rhode Island	187	30	217	0.4%	<b>E. S. Central</b>	<b>2,482</b>	<b>456</b>	<b>2,938</b>	<b>5.9%</b>
Connecticut	527	86	613	1.2%	Arkansas	424	85	509	1.0%
<b>New England</b>	<b>2,222</b>	<b>342</b>	<b>2,564</b>	<b>5.1%</b>	Louisiana	431	74	505	1.0%
New York	1,889	367	2,256	4.5%	Oklahoma	403	76	479	1.0%
New Jersey	1,340	256	1,596	3.2%	Texas	2,555	589	3,144	6.3%
Pennsylvania	2,138	432	2,570	5.1%	<b>W. S. Central</b>	<b>3,813</b>	<b>824</b>	<b>4,637</b>	<b>9.3%</b>
<b>Mid Atlantic</b>	<b>5,367</b>	<b>1,055</b>	<b>6,422</b>	<b>12.8%</b>	Montana	100	21	121	0.2%
Delaware	89	18	107	0.2%	Idaho	240	33	273	0.5%
Maryland	605	141	746	1.5%	Wyoming	48	6	54	0.1%
D.C.	55	12	67	0.1%	Colorado	547	121	668	1.3%
Virginia	905	183	1,088	2.2%	New Mexico	88	15	103	0.2%
West Virginia	177	31	208	0.4%	Arizona	466	110	576	1.2%
North Carolina	1,403	270	1,673	3.3%	Utah	318	89	407	0.8%
South Carolina	604	141	745	1.5%	Nevada	183	27	210	0.4%
Georgia	1,453	312	1,765	3.5%	<b>Mountain</b>	<b>1,990</b>	<b>422</b>	<b>2,412</b>	<b>4.8%</b>
Florida	1,896	403	2,299	4.6%	Alaska	31	11	42	0.1%
<b>S. Atlantic</b>	<b>7,187</b>	<b>1,511</b>	<b>8,698</b>	<b>17.4%</b>	Washington	808	155	963	1.9%
Ohio	2,853	589	3,442	6.9%	Oregon	508	108	616	1.2%
Indiana	1,272	225	1,497	3.0%	California	3,280	675	3,955	7.9%
Illinois	2,714	666	3,380	6.8%	Hawaii	87	13	100	0.2%
Michigan	1,695	350	2,045	4.1%	<b>Pacific</b>	<b>4,714</b>	<b>962</b>	<b>5,676</b>	<b>11.4%</b>
Wisconsin	1,396	253	1,649	3.3%	U.S. Territories	30	11	41	0.1%
<b>E. N. Central</b>	<b>9,930</b>	<b>2,083</b>	<b>12,013</b>	<b>24.0%</b>	<b>U.S. Total</b>	<b>41,423</b>	<b>8,313</b>	<b>49,736</b>	<b>99.5%</b>
Minnesota	980	171	1,151	2.3%	Canada	-	165	165	0.3%
Iowa	588	99	687	1.4%	Foreign	-	99	99	0.2%
Missouri	1,068	186	1,254	2.5%	<b>Foreign Total</b>	<b>-</b>	<b>264</b>	<b>264</b>	<b>0.5%</b>
North Dakota	122	16	138	0.3%					
South Dakota	138	10	148	0.3%					
Nebraska	336	63	399	0.8%					
Kansas	456	102	558	1.1%					
<b>W. N. Central</b>	<b>3,688</b>	<b>647</b>	<b>4,335</b>	<b>8.7%</b>	<b>Total Qualified</b>	<b>41,423</b>	<b>8,557</b>	<b>50,000</b>	<b>100.0%</b>

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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 2018	264	22	264	22	286	286	-
February 2018	129	18	126	21	147	147	-
March 2018	245	25	256	15	270	271	(1)
April 2018	74	22	81	13	96	94	2
May 2018	211	15	206	23	226	229	(3)
June 2018	273	17	275	13	290	288	2
July 2018	88	12	92	8	100	100	-
August 2018	111	20	130	1	131	131	-
September 2018	1,376	494	1,777	93	1,870	1,870	-
October 2018	4,545	547	5,038	54	5,092	5,092	-
November 2018	3,283	571	3,776	78	3,854	3,854	-
December 2018	1,986	130	696	1,420	2,116	2,116	-
<b>6 Month Total</b>	<b>11,389</b>	<b>1,774</b>	<b>11,509</b>	<b>1,654</b>	<b>13,163</b>	<b>13,163</b>	<b>-</b>
<b>6 Month Average</b>	<b>1,898</b>	<b>296</b>	<b>1,918</b>	<b>276</b>	<b>2,194</b>	<b>2,194</b>	<b>-</b>
<b>12 Month Total</b>	<b>12,585</b>	<b>1,893</b>	<b>12,717</b>	<b>1,761</b>	<b>14,478</b>	<b>14,478</b>	<b>-</b>
<b>12 Month Average</b>	<b>1,049</b>	<b>158</b>	<b>1,060</b>	<b>147</b>	<b>1,207</b>	<b>1,207</b>	<b>-</b>

### QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Non-Paid Digital Only	Total Qualified
January 2018	40,546	9,454	50,000
February 2018	40,609	9,391	50,000
March 2018	40,658	9,341	50,000
April 2018	40,647	9,354	50,000
May 2018	40,724	9,274	50,000
June 2018	40,781	9,219	50,000
July 2018	40,845	9,155	50,000
August 2018	40,853	9,147	50,000
September 2018	40,314	9,686	50,000
October 2018	40,069	9,931	50,000
November 2018	39,891	10,109	50,000
December 2018	41,423	8,577	50,000
<b>6 Month Average</b>	<b>40,661</b>	<b>9,339</b>	<b>50,000</b>
<b>12 Month Average</b>	<b>40,613</b>	<b>9,387</b>	<b>50,000</b>

**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.