

# EXCHANGE AND COMMISSARY NEWS

## **BUSINESS PUBLICATION**

### **Publisher's Statement**

6 months ended June 30, 2016

Subject to Audit

### **Field Served:**

EXCHANGE and COMMISSARY NEWS serves armed forces post and base exchanges of the Army, Navy, Marine Corps and Air Force, including their headquarters offices, buying offices, regionalized inventory management and distribution activities, and retail stores including Express stores, mini-marts, military clothing stores, Class Six, Package Stores and foodservice activities; commissaries and commissary stores including headquarters offices, buying offices, commissary agency field offices and distribution depots; and comparable activities of the Coast Guard, Veterans Administration and State Department.

<b>TOTAL AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION</b>	<b>7,105</b>
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<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	None Claimed
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<b>1B</b>	<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
	Individual . . . . .	7,062	
	Multi-Copy Same Addressee, See Par. 11(a). . . . .	43	
	<b>Total Average Qualified Nonpaid Circulation . . . . .</b>		<b>7,105</b>

<b>1C</b>	<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
	Allocated For Shows & Conventions . . . . .	75	
	Miscellaneous, Including Staff Copies, See Par. 11(b). . . . .	416	
	<b>Total Average Nonqualified Circulation . . . . .</b>	<b>491</b>	

<b>1D</b>	<b>AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	
	None	

## **2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES & QUALIFIED NONPAID REMOVALS & ADDITIONS**

2016 Issue	Total	Paid	Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added	2016 Issue	Total	Paid	Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan	7,128		7,128	10	1	Apr	7,068		7,068	13	9
Feb	7,060		7,060	92	24	May	7,175		7,175	90	197
Mar	7,072		7,072	29	41	Jun	7,129		7,129	57	11
						<b>Total</b>			<b>291</b>	<b>283</b>	

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid	Qualified Nonpaid	Qualified Nonpaid Multi-Copy
Headquarters personnel (commanders, managers, buyers): Defense Commissary Agency (DeCA); Army and Air Force Exchange Service (AAFES); Navy Exchange Service Command (NEXCOM); Marine Corps Personal & Family Readiness Division; Coast Guard Exchange System (CGES); Defense Logistics Agency; Defense Supply Centers; Department of Defense (DoD) resale policy makers and advisors; Congressional resale policy makers .....	1,872	26.1		1,872	
Exchange personnel: Exchange officers, managers, buyers, and staff specialists of all services - AAFES, NEXCOM, Marine Corps Exchange (MCX), CGES; store managers of all services; AAFES region directors, area managers, and staff specialists, and distribution activity personnel; Navy exchange district directors and distribution activity commanding officers, directors, buyers and staff specialists; ship's store officers; command exchange advisors .....	2,231	31.1		2,212	19
Commissary personnel: Commissary store directors, division and department heads, managers and staff specialists, DeCA region directors, buyers and operations, merchandising and logistics specialists, zone managers; exchange convenience store and feeding outlet managers; embassy co-op store managers; commanders and managers of Defense depots, subsistence buying offices and commissary distribution activities; command commissary advisors .....	2,516	35.1		2,495	21
Department of Veterans Affairs/Veterans Canteen Services (VCS) resale managers, buyers and staff specialists.....	359	5.0		359	
Military sales representatives, brokers and distributors.....	197	2.7		197	
Others Allied to the Field .....					
Other Paid Circulation					
Subscriptions .....					
Single Copy Sales.....					
<b>Total Qualified Circulation.....</b>	<b>7,175</b>	<b>100.0</b>		<b>7,135</b>	<b>40</b>

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	<b>306</b>	<b>635</b>	<b>183</b>	<b>1,124</b>	<b>15.7</b>
Written.....	28	7	2	37	0.5
Telecommunication .....	68	463	100	631	8.8
Internet and E-mail.....	210	165	81	456	6.4
Total Direct request from recipient's company:	<b>1,461</b>	<b>2,023</b>	<b>781</b>	<b>4,265</b>	<b>59.4</b>
Written .....	3	9		12	0.2
Telecommunication .....	638	1,364	662	2,664	37.1
Internet and E-mail.....	820	650	119	1,589	22.1
Total Communication other than request:					
Written.....					
Telecommunication .....					
Internet and E-mail.....					
Association .....					
Business Directories, See Par. 11(c) .....	1,192	354	240	1,786	24.9
Lists .....					
Acquired Circulation.....					
Other Sources.....					
<b>Total Qualified Nonpaid Circulation .....</b>	<b>2,959</b>	<b>3,012</b>	<b>1,204</b>	<b>7,175</b>	<b>100.0</b>
<b>Percent .....</b>	<b>41.2</b>	<b>42.0</b>	<b>16.8</b>	<b>100.0</b>	
Paid Subscription Circulation.....					
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>7,175</b>	

## MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Nonpaid
Individual by name and title and/or occupation .....	3,431	47.8		3,431
Individual by name only .....	18	0.3		18
Title or occupation only .....	3,686	51.3		3,686
Company name only .....				
Multi-Copy Same Addressee .....	40	0.6		40
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation .....</b>	<b>7,175</b>	<b>100.0</b>		<b>7,175</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>7,175</b>			

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## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid
Alabama	89
Arizona	105
Arkansas	31
California	514
Colorado	70
Connecticut	31
Delaware	11
District of Columbia	475
Florida	302
Georgia	185
Idaho	23
Illinois	71
Indiana	22
Iowa	4
Kansas	76
Kentucky	62
Louisiana	76
Maine	21
Maryland	145
Massachusetts	56
Michigan	37
Minnesota	13
Mississippi	78
Missouri	97
Montana	16
Nebraska	25
Nevada	51
New Hampshire	7
New Jersey	47
New Mexico	65
New York	109
North Carolina	132
North Dakota	37
Ohio	36
Oklahoma	89

State	Qualified Nonpaid
Oregon	10
Pennsylvania	67
Rhode Island	19
South Carolina	91
South Dakota	25
Tennessee	38
Texas	1,011
Utah	37
Vermont	1
Virginia	1,226
Washington	158
West Virginia	9
Wisconsin	15
Wyoming	24
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>5,939</b>
Alaska	63
Hawaii	134
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>197</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>6,136</b>
Poss. & Other Areas	39
<b>U.S. &amp; POSS., etc.</b>	<b>6,175</b>
Canada	
International	
Military or Civilian Personnel	
Overseas	1,000
Other International	
<b>TOTAL INTERNATIONAL</b>	<b>1,000</b>
E-Mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>7,175</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended June 30, 2016**

**5** **PRICE DATA** Reporting not required

**7** **SALES CHANNELS** Reporting not required

**6** **TERM DATA** Reporting not required

**8** **PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9** **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
Reporting not required

**10** **RENEWAL ANALYSIS OF PAID CIRCULATION**  
Reporting not required

**11** **EXPLANATORY**

Audit Cycle: June Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 43 copies per issue, represent copies distributed in quantities of 2 to 10 to business concerns. Copies were mailed in bulk to individuals for redistribution.

(b) Miscellaneous includes checking and promotion copies, averaging 21 copies per issue, served to advertisers and agencies.

(c) Business Directories represent copies served to subscribers obtained from the Army and Air Force Exchange Service Telephone Directory and the online membership directories of the U.S. Senate and U.S. House of Representatives.

**Definition of Recipient Qualification:**

Qualified recipients are: overseas and stateside headquarters, post and base personnel in the field served, region, district, area and zone management personnel, government policy makers in these areas; embassy co-op store personnel, military sales representatives, brokers and military distributors.

**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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**DIANA LEE**

Circulation Manager

**FREDERIC W. SCHAEEN**

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