

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**DuJour** is the go-to luxury guide for art, fashion, entertainment, travel and more. The insider perspective and access from DuJour's list of editors, writers, stylists and photographers deliver a mix of edge and elegance. Each issue showcases a robust blend of people, places and products that are on the verge of discovery with insightful features from thought leaders and investigative journalists that keep readers captivated and in-the-know.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### DuJour Magazine



2 Issues in the period  
3,638,830 average circulation

### DuJour App



8,167 cumulative downloads

### DuJour Website



309,663 average unique browsers

### DuJour Social Media



25,055 Twitter followers  
48,534 Facebook likes

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
<b>DuJour Magazine</b> (2 issues in period)	312	3,638,518	3,638,830
a. Print	312	147,340	147,652
b. Digital	-	3,491,178	3,491,178
1. Requested	-	-	-
2. Non-Requested	-	3,491,178	3,491,178
<b>DuJour App</b> (Cumulative Downloads)	-	*8,167	*8,167
<b>DuJour Website</b> (Monthly Unique Browsers with 2,802,125 average Page Impressions)	-	309,663	309,663
<b>DuJour Social Media</b>			
a. Twitter followers	-	*25,055	*25,055
b. Facebook likes	-	*48,534	*48,534

\*App downloads and Social Media claims are cumulative figures, not averages.

**MARKET SERVED**

**DuJour** is the luxury lifestyle magazine that covers high-end fashion, beauty, travel, home design and culture for the affluent consumer in the nation's top markets. The recipients have been selected based on high-net-worth criteria.

**PRICE AND FREQUENCY**

**NC	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
4	Issues Per Year
\$7.00	All Single-Copy Sales Prices for the Period

**\*\*NC = None Claimed**

**AVERAGE TOTAL QUALIFIED BASED ON 2 ISSUES IN THE PERIOD**

<b>Total Qualified</b>	<b>3,638,830</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid Subscriptions	312
Sponsored	-
Single-Copy Sales	312
Qualified Non-Paid	3,638,518

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	-	-	3,622,217	99.5	3,622,217	99.5
Delivered Unlabeled Single Copies	-	-	10,000	0.3	10,000	0.3
Membership Benefits	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	6,301	0.2	6,301	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b>	-	-	3,638,518	100.0	3,638,518	100.0
Single Copy Sales	312	-	-	-	312	-
Sponsored Single Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>312</b>	<b>-</b>	<b>3,638,518</b>	<b>100.0</b>	<b>3,638,830</b>	<b>100.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Total Qualified
Spring	147,572	3,448,166	3,595,738
Summer	147,732	3,534,190	3,681,922

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF SUMMER 2016**  
**This issue is 2.4% or 86,184 copies above the other issue reported in Paragraph 2.**

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Individual subscribers	3,654,320	99.3	120,130	3,534,190
Multi-Copy Same Addressee	27,301	0.7	27,301	-
Single Copy Sales	301	-	301	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,681,922</b>	<b>100.0</b>	<b>147,732</b>	<b>3,534,190</b>

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2016**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>3,681,621</b>	-	-	<b>147,431</b>	<b>3,534,190</b>	<b>3,681,621</b>	<b>100.0</b>
Rosters and Directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Delivered Unlabeled Single Copies	20,000	-	-	20,000	-	20,000	0.5
*Other sources	3,661,621	-	-	127,431	3,534,190	3,661,621	99.5
VI. Single Copy Sales:	<b>301</b>	-	-	<b>301</b>	-	<b>301</b>	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,681,922</b>	-	-	<b>147,732</b>	<b>3,534,190</b>	<b>3,681,922</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>4.0</b>	<b>96.0</b>	<b>100.0</b>	

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	October - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	3,321,978	3,321,978	3,116,962	3,321,978	3,161,462	3,638,830
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	-	-	-	-	1,406	312
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	1,406	312
Qualified Non-Paid:	3,321,978	3,321,978	3,116,962	3,321,978	3,160,056	3,638,518
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SUMMER 2016\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	20	4,713	4,733		Kentucky	48	17,366	17,414	
New Hampshire	35	7,386	7,421		Tennessee	105	32,633	32,738	
Vermont	14	3,311	3,325		Alabama	60	21,561	21,621	
Massachusetts	448	101,686	102,134		Mississippi	28	12,370	12,398	
Rhode Island	43	9,951	9,994		<b>EAST SO. CENTRAL</b>	<b>241</b>	<b>83,930</b>	<b>84,171</b>	<b>2.3</b>
Connecticut	716	42,514	43,230		Arkansas	46	9,362	9,408	
<b>NEW ENGLAND</b>	<b>1,276</b>	<b>169,561</b>	<b>170,837</b>	<b>4.6</b>	Louisiana	78	26,833	26,911	
New York	63,604	437,279	500,883		Oklahoma	47	14,296	14,343	
New Jersey	2,113	139,007	141,120		Texas	3,300	205,162	208,462	
Pennsylvania	486	94,164	94,650		<b>WEST SO. CENTRAL</b>	<b>3,471</b>	<b>255,653</b>	<b>259,124</b>	<b>7.1</b>
<b>MIDDLE ATLANTIC</b>	<b>66,203</b>	<b>670,450</b>	<b>736,653</b>	<b>20.0</b>	Montana	19	2,619	2,638	
Ohio	218	55,218	55,436		Idaho	19	3,776	3,795	
Indiana	83	24,559	24,642		Wyoming	12	1,582	1,594	
Illinois	17,122	135,975	153,097		Colorado	323	32,046	32,369	
Michigan	202	54,577	54,779		New Mexico	40	6,562	6,602	
Wisconsin	124	21,164	21,288		Arizona	185	32,995	33,180	
<b>EAST NO. CENTRAL</b>	<b>17,749</b>	<b>291,493</b>	<b>309,242</b>	<b>8.4</b>	Utah	52	11,472	11,524	
Minnesota	156	26,200	26,356		Nevada	943	14,970	15,913	
Iowa	42	9,254	9,296		<b>MOUNTAIN</b>	<b>1,593</b>	<b>106,022</b>	<b>107,615</b>	<b>2.9</b>
Missouri	143	27,587	27,730		Alaska	14	2,292	2,306	
North Dakota	5	2,263	2,268		Washington	177	52,160	52,337	
South Dakota	10	1,779	1,789		Oregon	94	19,047	19,141	
Nebraska	31	7,600	7,631		California	32,264	460,687	492,951	
Kansas	38	11,368	11,406		Hawaii	41	8,052	8,093	
<b>WEST NO. CENTRAL</b>	<b>425</b>	<b>86,051</b>	<b>86,476</b>	<b>2.4</b>	<b>PACIFIC</b>	<b>32,590</b>	<b>542,238</b>	<b>574,828</b>	<b>15.6</b>
Delaware	23	7,276	7,299		<b>UNITED STATES</b>	<b>146,983</b>	<b>2,728,581</b>	<b>2,875,564</b>	<b>78.1</b>
Maryland	299	72,547	72,846		U.S. Territories	10	5	15	
Washington, DC	2,954	35,495	38,449		Canada	-	97,975	97,975	
Virginia	665	74,441	75,106		Mexico	3	4	7	
West Virginia	24	4,684	4,708		Other International	435	-	435	
North Carolina	204	60,105	60,309		APO/FPO	-	2,070	2,070	
South Carolina	73	23,314	23,387		Single-Copy Sales	301	-	301	
Georgia	555	81,113	81,668		Email Only	-	705,555	705,555	
Florida	18,638	164,208	182,846		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>147,732</b>	<b>3,534,190</b>	<b>3,681,922</b>	<b>100.0</b>
<b>SOUTH ATLANTIC</b>	<b>23,435</b>	<b>523,183</b>	<b>546,618</b>	<b>14.8</b>					

\*See Additional Data

**APP CHANNEL**

2016	Monthly Downloads	Cumulative Downloads
	Beginning Balance	7,220
January	191	7,411
February	218	7,629
March	170	7,799
April	149	7,948
May	113	8,061
June	106	8,167

Cumulative downloads represents the aggregate number of downloads of the DuJour App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

## WEBSITE CHANNEL

WWW.DUJOUR.COM/

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	3,147,416	384,972	329,904	1.17	00:11	01:23
February	3,428,677	459,612	399,425	1.15	00:15	01:35
March	4,124,649	391,104	330,910	1.18	00:08	01:21
April	2,727,384	317,985	269,616	1.18	00:10	01:15
May	1,756,503	300,242	256,071	1.17	00:14	01:08
June	1,628,124	318,874	272,053	1.17	00:15	01:03
<b>AVERAGE:</b>	<b>2,802,125</b>	<b>362,131</b>	<b>309,663</b>	<b>1.17</b>	<b>00:12</b>	<b>01:17</b>

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adcompli.com](http://www.adcompli.com)

## SOCIAL MEDIA CHANNEL

### DuJour Social Media



Twitter followers

<http://twitter.com/DuJourmedia>



Facebook likes

<http://www.facebook.com/DuJourmedia>

2016	Twitter followers	Facebook likes
Beginning Balance:	21,335	35,893
January	22,105	36,319
February	22,838	37,128
March	23,496	37,991
April	24,037	42,233
May	24,568	46,739
June	25,055	48,534

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

Individual subscribers, hand distribution to homes and estates in the Hamptons and surrounding areas and copies are also placed on the newsstand for sale. Multi-copies are distributed to hotels, airline lounges, heliports and limousines. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution. All qualified circulation conforms to the market served as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### AVERAGE NON-QUALIFIED CIRCULATION: 1,817 COPIES

### PARAGRAPH 4:

Other Sources include 2 sources of circulation for quantities of 127,431 copies or 3.5% to 3,534,190 copies or 96.0%, including GILT registration list.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for App, Website and Social Media are not reported at the media owner's option

#### 1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	-	-	131,039	88.7	131,039	88.7
Delivered Unlabeled Single Copies	-	-	10,000	6.8	10,000	6.8
Membership Benefits	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	6,301	4.3	6,301	4.3
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b>	-	-	147,340	99.8	147,340	99.8
Single Copy Sales	312	0.2	-	-	312	0.2
Sponsored Single Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	<b>312</b>	<b>0.2</b>	<b>147,340</b>	<b>99.8</b>	<b>147,652</b>	<b>100.0</b>

#### 1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DIGITAL

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	-	-	3,491,178	100.0	3,491,178	100.0
Delivered Unlabeled Single Copies	-	-	-	-	-	-
Membership Benefits	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b>	-	-	3,491,178	100.0	3,491,178	100.0
Single Copy Sales	-	-	-	-	-	-
Sponsored Single Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>3,491,178</b>	<b>100.0</b>	<b>3,491,178</b>	<b>100.0</b>

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Leslie Farrand, Chief Revenue Officer

Mark Rosen, Account Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	September 1, 2016
State	New York
County	New York
Received by BPA Worldwide	September 1, 2016
Type	CBD
ID Number	D234B0J6

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.