

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.

DuJour Media Group, LLC
530 7th Avenue, M1
New York, NY 10018
Tel. No.: 212-683-5687
Web Site: www.dujour.com
Email: info@dujour.com

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
3,682,790 average circulation

DuJour App



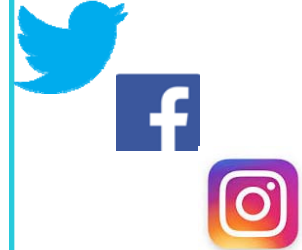
8,626 cumulative downloads

DuJour Website



126,814 average unique browsers

DuJour Social Media



26,802 Twitter followers
52,529 Facebook likes
57,400 Instagram members

EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
DuJour Magazine (2 issues in period)	322	3,682,468	3,682,790
a. Print	322	122,895	123,217
b. Digital	-	3,559,573	3,559,573
1. Requested	-	-	-
2. Non-Requested	-	3,559,573	3,559,573
DuJour App (Cumulative Downloads)	-	*8,626	*8,626
DuJour Website (Monthly Unique Browsers with 1,174,183 average Page Impressions)	-	126,814	126,814
DuJour Social Media			
a. Twitter followers	-	*26,802	*26,802
b. Facebook likes	-	*52,529	*52,529
c. Instagram members	-	*57,400	*57,400

*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

Total Qualified	3,682,791
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	322
Subscriptions	16
Sponsored	-
Single-Copy Sales	306
Qualified Non-Paid	3,682,468

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	16	-	3,664,267	99.5	3,664,283	99.5
Delivered Unlabeled Single Copies	-	-	10,000	0.3	10,000	0.3
Membership Benefits	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	8,201	0.2	8,201	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions	16	-	3,682,468	100.0	3,682,484	100.0
Single Copy Sales	306	-	-	-	306	-
Sponsored Single Copy Sales	-	-	-	-	-	-
TOTAL	322	-	3,682,468	100.0	3,682,790	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
Fall	148,543	3,654,397	3,802,940
Winter	97,892	3,464,749	3,562,641

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF WINTER 2016
This issue is 6.3% or 240,299 copies below the other issue reported in Paragraph 2.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Individual subscribers	3,554,713	99.8	89,964	3,464,749
Multi-Copy Same Addressee	7,622	0.2	7,622	-
Single Copy Sales	306	-	306	-
TOTAL QUALIFIED CIRCULATION	3,562,641	100.0	97,892	3,464,749

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF WINTER 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. TOTAL - Sources other than above (listed alphabetically):	3,549,676	12,659	-	97,586	3,464,749	3,562,335	100.0
Rosters and Directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Delivered Unlabeled Single Copies	-	-	-	-	-	-	-
*Other sources	3,549,676	12,659	-	97,586	3,464,749	3,562,335	100.0
VI. Single Copy Sales:	306	-	-	306	-	306	-
TOTAL QUALIFIED CIRCULATION	3,549,982	12,659	-	97,892	3,464,749	3,562,641	100.0
PERCENT	99.6	0.4	-	2.7	97.3	100.0	

*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	Circulation Claim	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2016*
Total Audit Average Qualified:	3,321,978	3,116,962	3,321,978	3,161,462	3,638,830	3,682,790
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	322
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	1,406	312	322
Qualified Non-Paid:	3,321,978	3,116,962	3,321,978	3,160,056	3,638,518	3,682,468
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 - December 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 WINTER 2016*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	23	-	23		Kentucky	58	-	58	
New Hampshire	41	-	41		Tennessee	113	-	113	
Vermont	22	-	22		Alabama	61	-	61	
Massachusetts	490	-	490		Mississippi	30	-	30	
Rhode Island	53	-	53		EAST SO. CENTRAL	262	-	262	-
Connecticut	1,390	-	1,390		Arkansas	52	-	52	
NEW ENGLAND	2,019	-	2,019	0.1	Louisiana	89	-	89	
New York	24,113	-	24,113		Oklahoma	54	-	54	
New Jersey	2,005	-	2,005		Texas	6,301	-	6,301	
Pennsylvania	343	-	343		WEST SO. CENTRAL	6,496	-	6,496	0.2
MIDDLE ATLANTIC	26,461	-	26,461	0.7	Montana	23	-	23	
Ohio	241	-	241		Idaho	26	-	26	
Indiana	88	-	88		Wyoming	11	-	11	
Illinois	8,985	-	8,985		Colorado	1,310	-	1,310	
Michigan	229	-	229		New Mexico	54	-	54	
Wisconsin	135	-	135		Arizona	201	-	201	
EAST NO. CENTRAL	9,678	-	9,678	0.3	Utah	53	-	53	
Minnesota	162	-	162		Nevada	1,589	-	1,589	
Iowa	43	-	43		MOUNTAIN	3,267	-	3,267	0.1
Missouri	142	-	142		Alaska	14	-	14	
North Dakota	5	-	5		Washington	223	-	223	
South Dakota	14	-	14		Oregon	125	-	125	
Nebraska	36	-	36		California	33,407	-	33,407	
Kansas	43	-	43		Hawaii	41	-	41	
WEST NO. CENTRAL	445	-	445	-	PACIFIC	33,810	-	33,810	0.9
Delaware	28	-	28		UNITED STATES	97,183	-	97,183	2.7
Maryland	364	-	364		U.S. Territories	7	-	7	
Washington, DC	1,377	-	1,377		Canada	3	-	3	
Virginia	1,720	-	1,720		Mexico	2	-	2	
West Virginia	31	-	31		Other International	387	-	387	
North Carolina	235	-	235		APO/FPO	4	-	4	
South Carolina	89	-	89		Single-Copy Sales	306	-	306	
Georgia	330	-	330		Email Only	-	3,464,749	3,464,749	
Florida	10,571	-	10,571		TOTAL QUALIFIED CIRCULATION	97,892	3,464,749	3,562,641	100.0
SOUTH ATLANTIC	14,745	-	14,745	0.4					

*See Additional Data

APP CHANNEL

2016	Monthly Downloads	Cumulative Downloads
	Beginning Balance	8,167
July	77	8,244
August	83	8,327
September	87	8,414
October	63	8,477
November	80	8,557
December	69	8,626

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
July	1,255,141	172,916	140,043	1.23	00:13	01:23
August	1,279,631	156,587	127,705	1.23	00:12	01:28
September	1,683,899	188,068	154,513	1.22	00:12	01:36
October	1,066,191	136,064	110,563	1.23	00:13	01:30
November	890,410	143,850	119,900	1.20	00:15	01:19
December	869,830	132,796	108,165	1.23	00:15	01:22
AVERAGE:	1,174,183	155,046	126,814	1.22	00:13	01:26

July – December 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

SOCIAL MEDIA CHANNEL

DuJour Social Media

2016	 Twitter followers http://twitter.com/DuJourmedia	 Facebook likes http://www.facebook.com/DuJourmedia	 Instagram members https://instagram.com/DuJourmedia
Beginning Balance:	25,055	48,534	-
July	25,234	51,277	54,900
August	25,603	51,849	55,600
September	25,842	52,042	56,100
October	26,106	52,303	56,650
November	26,555	52,574	57,100
December	26,802	52,529	57,400

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: 1,864 COPIES

PARAGRAPH 4:

Other Sources include 3 sources of circulation for quantities of 11,482 copies or 0.3% to 3,464,749 copies or 97.3%, including Gilt.

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	16	-	104,694	85.0	104,710	85.0
Delivered Unlabeled Single Copies	-	-	10,000	8.1	10,000	8.1
Membership Benefits	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	8,201	6.7	8,201	6.7
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions	16	-	122,895	99.8	122,911	99.8
Single Copy Sales	306	0.2	-	-	306	0.2
Sponsored Single Copy Sales	-	-	-	-	-	-
TOTAL	322	0.2	122,895	99.8	123,217	100.0

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	-	-	3,559,573	100.0	3,559,573	100.0
Delivered Unlabeled Single Copies	-	-	-	-	-	-
Membership Benefits	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions	-	-	3,559,573	100.0	3,559,573	100.0
Single Copy Sales	-	-	-	-	-	-
Sponsored Single Copy Sales	-	-	-	-	-	-
TOTAL	-	-	3,559,573	100.0	3,559,573	100.0

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	March 1, 2017
State	New York
County	New York
Received by BPA Worldwide	March 1, 2017
Type	CBD
ID Number	D234B0D6

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 for the latest audit reports, membership information and publishing and advertising industry news.