

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.

UBM Medica  
a division of UBM Life Sciences  
485 Route 1 South, Suite 210  
Iselin, NJ 08830  
Tel. No.: 732-596-0276  
Fax No.: 732-596-0003  
www.optometrytimes.com

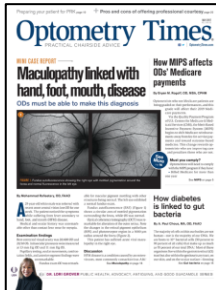
**OPTOMETRY TIMES**, a print and digital publication, is an optometrist-driven publication that delivers news and information of a clinical and practical nature. Optometry Times enables optometrists to communicate their clinical knowledge, insights, and discoveries; provides management information to improve and expand their practices; addresses political, socio-economic, and legislative issues impacting the optometric community.

**FIELD SERVED**  
**OPTOMETRY TIMES** serves the field of Optometry.

**DEFINITION OF RECIPIENT QUALIFICATION**  
Qualified recipients are Optometrists, Optometric Students, and others allied to the field.

## CHANNELS

### OPTOMETRY TIMES MAGAZINE



6 Issues in the period  
38,500 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>OPTOMETRY TIMES MAGAZINE</b> (6 issues in the period)	38,488	12	38,500
a. Print	34,477	11	34,488
b. Digital	4,011	1	4,012
1. Requested	3,997	1	3,998
2. Non-Requested	14	-	14

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		-
Advertiser and Agency		317
Allocated for Trade Shows and Conventions		175
All Other		362
<b>TOTAL</b>		<b>854</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,421	99.8	38,409	99.8	12	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	79	0.2	79	0.2	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,500</b>	<b>100.0</b>	<b>38,488</b>	<b>100.0</b>	<b>12</b>	<b>-</b>

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

2017 Issue	Print	Digital	Total Qualified
January	34,152	4,348	38,500
February	34,433	4,067	38,500
March	34,914	3,586	38,500
April	35,031	3,469	38,500
May	34,114	4,386	38,500
June	34,285	4,215	38,500

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Optometrist	35,403	92.0	31,348	4,055
Optometric Students	152	0.4	123	29
Others Allied to the Field	2,945	7.6	2,643	302
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,500</b>	<b>100.0</b>	<b>34,114</b>	<b>4,386</b>
<b>PERCENT</b>	<b>100.0</b>		<b>88.6</b>	<b>11.4</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 years	3 years				
<b>I. TOTAL – Direct Request:</b>	<b>20,126</b>	<b>4,274</b>	<b>2,494</b>	<b>22,519</b>	<b>4,375</b>	<b>26,894</b>	<b>69.9</b>
a. Written	358	149	222	614	115	729	1.9
b. Telecommunication	16,061	3,107	2,272	18,230	3,210	21,440	55.7
c. Electronic	3,707	1,018	-	3,675	1,050	4,725	12.3
<b>II. TOTAL – Request from recipient’s company:</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL – Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL – Communication from recipient or recipient’s company (other than request):</b>	<b>33</b>	-	-	<b>33</b>	-	<b>33</b>	<b>0.1</b>
a. Written	33	-	-	33	-	33	0.1
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL – Sources other than above</b>	<b>11,573</b>	-	-	<b>11,562</b>	<b>11</b>	<b>11,573</b>	<b>30.1</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-
*Other sources	11,573	-	-	11,562	11	11,573	30.1
<b>VI. TOTAL – Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,732</b>	<b>4,274</b>	<b>2,494</b>	<b>34,114</b>	<b>4,386</b>	<b>38,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.4</b>	<b>11.1</b>	<b>6.5</b>	<b>88.6</b>	<b>11.4</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	1,654	180	1,834	4.8
MIDDLE ATLANTIC	4,631	506	5,137	13.3
EAST NO. CENTRAL	5,513	553	6,066	15.7
WEST NO. CENTRAL	2,847	312	3,159	8.2
SOUTH ATLANTIC	5,766	623	6,389	16.6
EAST SO. CENTRAL	1,865	241	2,106	5.5
WEST SO. CENTRAL	3,462	467	3,929	10.2
MOUNTAIN	2,384	244	2,628	6.8
PACIFIC	5,409	657	6,066	15.8
<b>UNITED STATES</b>	<b>33,531</b>	<b>3,783</b>	<b>37,314</b>	<b>96.9</b>
U.S. Territories	458	5	463	1.2
Canada	77	448	525	1.4
Mexico	-	1	1	-
Other International	-	148	148	0.4
APO/FPO	48	1	49	0.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,114</b>	<b>4,386</b>	<b>38,500</b>	<b>100.0</b>

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, 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.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. 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.

### PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 1,638 copies or 4.3% to 9,935 copies or 25.8%, including The MedData Group Healthcare Professional Database.

### PUBLISHER'S AFFIDAVIT

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

Molly Tomfohrde, Audience Development Manager

Kristina Bildeaux, Audience Development 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 July 26, 2017

State Minnesota

County Roseau

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Type BJ

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