



# Long Island Pulse Magazine

Annual Frequency: 10 times/year

Field Served: LONG ISLAND PULSE MAGAZINE focuses on lifestyles, arts, fashion, entertainment and business. Ten months of the year, LONG ISLAND PULSE MAGAZINE targets power consumers looking for a fresh take on the latest on where they work and play.

Published by Armadillo Media

## Publisher's Statement

6 months ended December 31, 2016, Subject to Audit

### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
30,583		30,583	74,891	105,474	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print						
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid Circulation
Jul/Aug	1,399	29,009	30,408		30,408	94,640	125,048
Sep	1,450	29,436	30,886		30,886	69,324	100,210
Oct	1,487	29,695	31,182		31,182	69,324	100,506
Nov	609	29,576	30,185		30,185	69,820	100,005
Dec/Jan	604	29,651	30,255		30,255	71,347	101,602
<b>Average</b>	<b>1,110</b>	<b>29,473</b>	<b>30,583</b>		<b>30,583</b>	<b>74,891</b>	<b>105,474</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Paid Subscriptions</b>		
Individual Subscriptions	1,110	1.1
<b>Total Paid Subscriptions</b>	<b>1,110</b>	<b>1.1</b>
<b>Verified Subscriptions</b>		
Public Place	11,691	11.1
Individual Use	17,782	16.9
<b>Total Verified Subscriptions</b>	<b>29,473</b>	<b>27.9</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>30,583</b>	<b>29.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>30,583</b>	<b>29.0</b>
<b>Analyzed Nonpaid</b>		
Market Coverage	1,900	1.8
Nonpaid Bulk	72,991	69.2
<b>Total Analyzed Nonpaid</b>	<b>74,891</b>	<b>71.0</b>
<b>Total Circulation</b>	<b>105,474</b>	<b>100.0</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
12/31/2015	None Claimed	101,212	102,509	-1,297	-1.3
12/31/2014	None Claimed	102,617	102,617		
12/31/2013	None Claimed	102,282	102,509	-227	-0.2

Visit [www.auditedmedia.com](http://www.auditedmedia.com) Media Intelligence Center for audit reports.

### PRICES

	Suggested Retail Prices (1)
Average Single Copy	N/A
Subscription	\$18.00

(1) For statement period

### ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
 Geographic Data  
 Analysis of New & Renewal Paid Individual Subscriptions  
 Trend Analysis

**ADDITIONAL ANALYSIS OF VERIFIED**

	Print
<b>Public Place</b>	
Business/Professional Services	1,333
Doctor/Health Care Providers	2,198
Restaurants	1,504
Specialty Locations/Retail	4,924
Public Place Other	1,732
<b>Total Public Place</b>	<b>11,691</b>
<b>Individual Use</b>	
Database Names	17,782
<b>Total Individual Use</b>	<b>17,782</b>

**RATE BASE**

None Claimed.

**NOTES**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**< 5% Individual Subscription Circulation:** Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.

**Market Coverage:** Copies served to homes or businesses on an issue-by-issue basis. Consecutive issuance is not measured.

**Nonpaid Bulk:** Copies available for pickup at designated locations.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 5,004

**Method of Circulation for Analyzed Nonpaid:** Market Coverage copies are distributed via USPS to individual recipients. Nonpaid Bulk copies are distributed by private courier to designated locations.

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.

Parent Company: Armadillo Media, Inc.

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