



MAGAZINE

Publisher's Statement

6 months ended June 30, 2015

Subject to Audit

Long Island Pulse Magazine

Field Served: LONG ISLAND PULSE MAGAZINE focuses on the area's 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.

Definition of List Source Recipients:

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

Published by Armadillo Media, Inc.

Frequency: 10 times/year

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NONPAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Nonpaid Circulation: (See Par. 6)					
Subscriptions					
Paid	596	0.6			
Verified	29,221	29.2			
Total Paid & Verified Subscriptions	29,817	29.8			
Single Copy Sales					
Total Paid & Verified Circulation	29,817	29.8	None Claimed		
Total Analyzed Nonpaid Circulation	70,193	70.2	None Claimed		
Total Paid, Verified & Analyzed Nonpaid Circulation	100,010	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	N/A		
Average Subscription Price Annualized	\$18.00		
Average Subscription Price per Copy			

(1) For the Statement period
(2) See Par. 9.

3. PAID, VERIFIED & ANALYZED NONPAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid
Feb.	609	25,567	26,176		26,176	73,834	100,010
Mar.	634	29,085	29,719		29,719	70,291	100,010
Apr.	616	29,086	29,702		29,702	70,308	100,010
May	591	29,967	30,558		30,558	69,452	100,010
June	531	32,398	32,929		32,929	67,081	100,010

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2010	%	2011	%	2012	%	2013	%	2014	%
Subscriptions:										
Paid	868	0.9	1,135	1.1	1,151	1.2	1,172	1.1	866	0.8
Verified	26,545	26.5	27,292	27.3	29,009	29.0	31,129	30.4	33,504	32.7
Total Paid & Verified Subscriptions	27,413	27.4	28,427	28.4	30,160	30.2	32,301	31.5	34,370	33.5
Single Copy Sales	98	0.1	9	0.0	N/A		N/A		N/A	
Total Paid & Verified Circulation	27,511	27.5	28,436	28.4	30,159	30.2	32,300	31.5	34,370	33.5
Year Over Year Percent of Change		71.2		3.4		6.1		7.1		6.4
Total Analyzed Nonpaid Circ.	72,499	72.5	71,574	71.6	69,851	69.8	70,209	68.5	68,247	66.5
Year Over Year Percent of Change		-16.8		-1.3		-2.4		0.5		-2.8
Total Paid, Verified & Analyzed Nonpaid Circ.	100,010	100.0	100,010	100.0	100,010	100.0	102,509	100.0	102,617	100.0
Year Over Year Percent of Change		-3.0						2.5		0.1
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NONPAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	596	0.6
TOTAL PAID SUBSCRIPTIONS	596	0.6
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	12,047	12.0
Individual Use (See Par. 6B)	17,174	17.2
TOTAL VERIFIED SUBSCRIPTIONS	29,221	29.2
TOTAL PAID & VERIFIED SUBSCRIPTIONS	29,817	29.8
SINGLE COPY SALES		
TOTAL SINGLE COPY SALES		
TOTAL PAID & VERIFIED CIRCULATION	29,817	29.8
ANALYZED NONPAID		
Market Coverage	2,348	2.4
Nonpaid Bulk	67,845	67.8
TOTAL ANALYZED NONPAID	70,193	70.2
TOTAL PAID, VERIFIED & ANALYZED NONPAID	100,010	100.0

*Included in Average Price calculation.

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Specialty Locations/Retail	Doctor/Health Care Providers	Restaurants	Business/Professional Services	Public Place Other	Total Public Place Copies
Public Place	4,316	2,271	1,595	1,461	2,404	12,047

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Individually Requested	Individual Use Other	Total Individual Use Copies
Individual Use	17,174		17,174

7. GEOGRAPHIC DATA for the March 2015 issue

Total paid & verified circulation of this issue was 0.3% less than the total average paid & verified circulation.

Total analyzed nonpaid circulation of this issue was 0.1% greater than the total average analyzed nonpaid circulation

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NONPAID	TOTAL CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NONPAID	TOTAL CIRCULATION
Alabama	1	6	7		7		7	Ohio	1	28	29		29		29
Arizona	2	14	16		16		16	Oklahoma		4	4		4		4
Arkansas		1	1		1		1	Oregon	1	9	10		10		10
California		267	267		267		267	Pennsylvania		25	25		25		25
Colorado		20	20		20		20	Rhode Island		14	14		14		14
Connecticut	5	122	127		127		127	South Carolina	3	11	14		14		14
Delaware		1	1		1		1	South Dakota							
District of Columbia		10	10		10		10	Tennessee	1	7	8		8		8
Florida	6	157	163		163		163	Texas	2	70	72		72		72
Georgia		29	29		29		29	Utah		6	6		6		6
Idaho		1	1		1		1	Vermont		16	16		16		16
Illinois		63	63		63		63	Virginia	2	31	33		33		33
Indiana		6	6		6		6	Washington	1	16	17		17		17
Iowa		2	2		2		2	West Virginia	1	1	2		2		2
Kansas		4	4		4		4	Wisconsin		11	11		11		11
Kentucky	1	7	8		8		8	Wyoming		2	2		2		2
Louisiana	1	8	9		9		9	TOTAL 48 CONTERMI-							
Maine		8	8		8		8	NOUS STATES	634	29,080	29,714		29,714	70,291	100,005
Maryland	1	21	22		22		22	Alaska							
Massachusetts		103	103		103		103	Hawaii		5	5		5		5
Michigan		21	21		21		21	TOTAL ALASKA							
Minnesota		41	41		41		41	& HAWAII		5	5		5		5
Mississippi		1	1		1		1	U.S. Unclassified							
Missouri		13	13		13		13	TOTAL UNITED							
Montana		1	1		1		1	STATES	634	29,085	29,719		29,719	70,291	100,010
Nebraska		3	3		3		3	Poss. & Other Areas							
Nevada		18	18		18		18	U.S. & POSS., etc.	634	29,085	29,719		29,719	70,291	100,010
New Hampshire	1	27	28		28		28	Canada							
New Jersey	6	229	235		235		235	International							
New Mexico		3	3		3		3	Other Unclassified							
New York	596	27,585	28,181		28,181	70,291	98,472	Military or Civilian							
North Carolina	2	37	39		39		39	Personnel Overseas							
North Dakota								GRAND TOTAL	634	29,085	29,719		29,719	70,291	100,010

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2015

A. DURATION

- (a) One to six months
- (b) Seven to eleven months
- (c) Twelve months
- (d) Thirteen to twenty-four months.....
- (e) Twenty-five months and more

Total Subscriptions Sold in Period Analysis not required

B. USE OF PREMIUMS

- (a) Ordered without premium
- (b) Ordered with material reprinted from branded editorial material.....
- (c) Ordered with other premiums.....

Total Subscriptions Sold in Period Analysis not required

C. CHANNELS

- (a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....
- (b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....
- (c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....
- (d) Subscriptions as part of membership in an organization

Total Subscriptions Sold in Period Analysis not required

9. EXPLANATORY

- (a) Suggested Retail Prices: No additional prices.
- (b) Average nonanalyzed nonpaid circulation for the 6 month period: None
- (c) Post expiration copies: None.
- (d) Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.
- (e) Market Coverage copies, averaging 2,348 copies per issue, shown in Par. 6 and included in Par. 1, represent copies delivered to homes on an issue-to-issue basis. Consecutive issuance is not measured.
- (f) Nonpaid Bulk, averaging 67,845 copies per issue, shown in Par. 6 and included in Par. 1, represents copies delivered by courier to designated locations throughout the area's boutique communities like the Hamptons and the Gold Coast, lobbies of major corporate centers, and area shopping malls.

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2014; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Nonpaid)	Audit Report (Analyzed Nonpaid)	Publisher's Statements (Analyzed Nonpaid)	Difference (Analyzed Nonpaid)	Percentage of Difference (Analyzed Nonpaid)
12-31-14	None Claimed	34,370	34,370			None Claimed	68,247	68,247		
12-31-13	None Claimed	32,274	32,300	-26	-0.1	None Claimed	70,008	70,209	-201	-0.3
12-31-12	None Claimed	30,113	30,159	-46	-0.2	None Claimed	69,851	69,851		
12-31-11	None Claimed	28,436	28,436			None Claimed	71,574	71,574		
12-31-10	None Claimed	27,512	27,512			None Claimed	72,498	72,498		

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-14	None Claimed	102,617	102,617		
12-31-13	None Claimed	102,282	102,509	-227	-0.2
12-31-12	None Claimed	99,964	100,010	-46	-0.0
12-31-11	None Claimed	100,010	100,010		
12-31-10	None Claimed	100,010	100,010		

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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NADA MARJANOVICH

Publisher

Established: 2005

AAM Member since: 2008

04-0582-4	Analyzed Issue Date	03/01/15
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	
	International Subscription Price	