

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.

Leaders Magazine Inc.
59 E 54th Street
New York, NY 10022
Tel. No.: (212) 758-0740
Fax No.: (212) 593-5194
www.leadersmag.com

The purpose of **LEADERS MAGAZINE** is to present a broad range of the thoughts and visions of influential leaders across all disciplines to a worldwide audience of their contemporaries, who can put to use their ideas and philosophies for the betterment of mankind.

FIELD SERVED

LEADERS MAGAZINE serves leaders worldwide in the fields of business, government, labor, education, religion and other leaders.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Business recipients include Chairman, Vice-Chairman, President, Chief Executive Officer, Managing Director, Director General, General Manager, Managing Partner, Director, Senior Partner, Executive Director, Chief Operating Officer, Chief Financial Officer, Treasurer, Controller, Pension Fund Manager, Vice President-Finance, Senior Information/MIS Executive & other Senior Corporate Executives. Qualified Government recipients include President, Prime Minister, King, Queen, Prince, Emperor, Premier, Amir, Grand Duke, Paramount Ruler, Sultan, Governor General, Chancellor, Minister, Ambassador, Commissioner, Secretary, Chairman, Senator, Representative, Military Leaders, Member of Parliament, Diet and other Senior Executive, Legislative and Judicial Officials. Qualified Labor recipients include Union President, Secretary General and other Senior Labor Executives. Qualified Education recipients include University President, Chancellor, Provost, Director, Chairman, Dean, Rector, Commandant and Other Senior Administrators. Qualified Religion recipients include Pope, Dalai Lama, President, Ayatollah, Patriarch, Rabbi, Cardinal, Archbishop and other worldwide religious leaders.

CHANNELS

LEADERS MAGAZINE



2 issues in the period
23,134 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LEADERS MAGAZINE (2 issues in the period)	23,134	-	23,134

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	46
Allocated for Trade Shows and Conventions	-
All Other	802
TOTAL	848

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,134	100.0	23,134	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,134	100.0	23,134	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Number Removed	Number Added	Total Qualified
January/ February/ March	1,331	175	23,157
April/ May/ June	62	16	23,111
TOTAL	1,393	191	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2018
This issue is 0.2% or 46 copies below the other issue reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title			
			CEO/SR. Corp. Management (A)	Sr. Financial Management (B)	Sr. Infor./MIS Executives (C)	Other Qualified Recipients
Aerospace/Defense	46	0.2	36	8	2	-
Agriculture	142	0.6	120	17	5	-
Banking	1,086	4.7	932	123	31	-
Business Data Processing	829	3.6	668	117	44	-
Communication	572	2.5	466	77	29	-
Construction/Engineering	1,034	4.5	889	124	21	-
Electrical Equipments/Electronics	647	2.8	536	89	22	-
Energy	997	4.3	807	154	36	-
Financial Services/Real Estate	5,658	24.5	4,663	754	241	-
Manufacturing	3,702	16.0	3,165	447	90	-
Metals & Mining	398	1.7	346	43	9	-
Retail	1,257	5.5	1,068	150	39	-
Services	3,192	13.8	2,594	406	192	-
Transportation	768	3.3	654	85	29	-
Wholesalers	1,647	7.1	1,365	234	48	-
Other Business	8	-	7	1	-	-
BUSINESS	21,983	95.1	18,316	2,829	838	-
Ambassadors	232	1.0	-	-	-	232
Heads of State	219	0.9	-	-	-	219
Military/Defense	4	-	-	-	-	4
Ministers of Government	6	-	-	-	-	6
U.S. Cabinet Members	12	0.1	-	-	-	12
U.S. House Representatives	384	1.7	-	-	-	384
U.S. Senate Members	86	0.4	-	-	-	86
U.S. Governors	48	0.2	-	-	-	48
Other Government Leaders	79	0.3	-	-	-	79
GOVERNMENT (See Note 1)	1,070	4.6	-	-	-	1,070
Religion (See Note 2)	6	-	-	-	-	6
Education (See Note 3)	34	0.2	-	-	-	34
Labor Unions/Associations (See Note 4)	7	-	-	-	-	7
Other Leaders	11	0.1	-	-	-	11
TOTAL QUALIFIED CIRCULATION	23,111	100.0	18,316	2,829	838	1,128
PERCENT	100.0		79.3	12.2	3.6	4.9

A - Chairman, Vice Chairman, Chief Executive Officer, President, Senior Partner, Managing Partner, Partner, Managing Director, Director General, Executive Director, General Manager, Manager and Chief Operating Officer.

B - Chief Financial Officer, Vice President - Finance, Senior Financial Officer, Pension Fund Manager, Treasurer and Controller/Comptroller.

C - Senior Information/MIS Executive.

Note 1: Government recipients include President, Prime Minister, King, Queen, Prince, Emperor, Premier, Amir, Grand Duke, Paramount Ruler, Sultan, Governor General, Chancellor, Minister, Ambassador, Commissioner, Secretary, Chairman, Senator, Representative, Military Leaders, Member of Parliament, Diet and other Senior Executive, Legislative and Judicial Officials.

Note 2: Religious recipients include Pope, Dalai Lama, President, Ayatollah, Patriarch, Rabbi, Cardinal, Archbishop and other worldwide religious leaders.

Note 3: Education recipients include University President, Chancellor, Provost, Director, Chairman, Dean, Rector, Commandment and other Senior Administrators.

Note 4: Labor recipients include Union President, Secretary General and other Senior Labor Executives.

ADDITIONAL DATA

Industry	Total Qualified	Company Size					Under \$100 Million	Not Available (See Note 1)
		\$1 Billion & Over	\$500 Million-\$999,999,999	\$200 Million-\$499,999,999	\$100 Million-\$199,999,999			
Business	21,983	9,331	3,740	4,330	4,582	-	-	
Government	1,070	-	-	-	-	-	1,070	
Religion	6	-	-	-	-	-	6	
Education	34	-	-	-	-	-	34	
Labor Unions/ Associations	7	-	-	-	-	-	7	
Other Leaders	11	-	-	-	-	-	11	
TOTAL QUALIFIED CIRCULATION	23,111	9,331	3,740	4,330	4,582	-	1,128	
PERCENT OF TOTAL	100.0	40.4	16.2	18.7	19.8	-	4.9	

Note 1: Includes recipients in companies where revenue or asset information is confidential, not available or not applicable.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2018

Qualification Source	Qualified Within			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):	23,111	-	-	23,111	100.0
Association rosters and directories	-	-	-	-	-
*Business directories	23,111	-	-	23,111	100.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,111	-	-	23,111	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	23,110	100.0
Individuals by name only	1	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	23,111	100.0

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
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	24,676	25,592	25,297	25,062	24,735	23,134
Qualified Non-Paid:	24,676	25,592	25,297	25,062	24,735	23,134
Qualified Paid:	-	-	-	-	-	-
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: July 2017 – June 2018 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 APRIL/MAY/JUNE 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	44		Kentucky	146	
New Hampshire	63		Tennessee	309	
Vermont	27		Alabama	163	
Massachusetts	648		Mississippi	72	
Rhode Island	91		EAST SO. CENTRAL	690	3.0
Connecticut	299		Arkansas	98	
NEW ENGLAND	1,172	5.1	Louisiana	146	
New York	1,554		Oklahoma	170	
New Jersey	536		Texas	1,324	
Pennsylvania	767		WEST SO. CENTRAL	1,738	7.5
MIDDLE ATLANTIC	2,857	12.4	Montana	23	
Ohio	681		Idaho	39	
Indiana	292		Wyoming	10	
Illinois	898		Colorado	293	
Michigan	450		New Mexico	37	
Wisconsin	395		Arizona	226	
EAST NO. CENTRAL	2,716	11.7	Utah	152	
Minnesota	389		Nevada	101	
Iowa	165		MOUNTAIN	881	3.8
Missouri	403		Alaska	40	
North Dakota	39		Washington	278	
South Dakota	39		Oregon	169	
Nebraska	131		California	2,006	
Kansas	124		Hawaii	39	
WEST NO. CENTRAL	1,290	5.6	PACIFIC	2,532	10.9
Delaware	51		UNITED STATES	17,264	74.7
Maryland	261		U.S. Territories	-	
Washington, DC	750		Canada	355	
Virginia	451		Mexico	54	
West Virginia	30		Other International	5,438	
North Carolina	353		APO/FPO	-	
South Carolina	124				
Georgia	437				
Florida	931				
SOUTH ATLANTIC	3,388	14.7			
			TOTAL QUALIFIED CIRCULATION	23,111	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2018

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Oman	11	
Armenia	2		Qatar	21	
Azerbaijan	2		Saudi Arabia	48	
Bangladesh	4		United Arab Emirates	43	
Bhutan	1		Yemen	2	
Brunei Darussalam	1		unspecified Middle East	1	
Cambodia	2		Subtotal	213	0.9
China	376		EUROPE		
Georgia	2		Albania	2	
Hong Kong - SAR	193		Andorra	2	
India	158		Austria	59	
Indonesia	22		Belarus	3	
Japan	1,180		Belgium	44	
Kazakhstan	5		Bulgaria	3	
Korea, Democratic People's Republic Of	1		Croatia	3	
Korea, Republic Of	173		Cyprus	8	
Laos	2		Czech Republic	3	
Malaysia	65		Denmark	45	
Pakistan	18		Estonia	3	
Philippines	44		Finland	59	
Singapore	66		France	235	
Sri Lanka	8		Germany	203	
Taiwan	126		Gibraltar	1	
Thailand	55		Greece	28	
Uzbekistan	2		Holy See (Vatican City State)	3	
Vietnam	22		Hungary	10	
Subtotal	2,530	10.9	Iceland	10	
MIDDLE EAST			Ireland	58	
Bahrain	9		Italy	129	
Iran	6		Latvia	2	
Israel	50		Liechtenstein	3	
Jordan	6		Lithuania	2	
Kuwait	12		Luxembourg	26	
Lebanon	4		Macedonia	2	
			Malta	5	
			Moldova	2	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2018 (CONTINUED)

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
Monaco	2		NORTH AMERICA		
Montenegro	2		Canada	355	
Netherlands	99		Mexico	54	
Norway	59		United States	17,264	
Poland	18		Subtotal	17,673	76.5
Portugal	20		CARIBBEAN		
Romania	4		Aruba	1	
Russian Federation	72		Bahamas	3	
Serbia	2		Barbados	4	
Slovakia	4		Bermuda	46	
Slovenia	4		Cayman Islands	4	
Spain	75		Cuba	1	
Sweden	109		Dominica	2	
Switzerland	154		Dominican Republic	1	
Turkey	26		Grenada	1	
Ukraine	6		Haiti	2	
United Kingdom	441		Jamaica	2	
unspecified Europe	5		Puerto Rico	27	
Subtotal	2,055	8.9	Saint Kitts and Nevis	1	
AFRICA			Saint Lucia	1	
Algeria	3		Saint Vincent and the Grenadines	1	
Angola	2		Trinidad and Tobago	7	
Benin	1		Virgin Islands, U.S.	2	
Botswana	1		Subtotal	106	0.5
Burkina Faso	1		CENTRAL AMERICA		
Burundi	1		Belize	1	
Cameroon	3		Costa Rica	1	
Cape Verde	2		El Salvador	1	
Chad	2		Honduras	1	
Cote D'Ivoire	2		Nicaragua	2	
Djibouti	2		Panama	2	
Egypt	9		Subtotal	8	-
Equatorial Guinea	2		SOUTH AMERICA		
Eritrea	1		Argentina	11	
Ethiopia	2		Bolivia	1	
Gabon	1		Brazil	90	
Gambia	1		Chile	20	
Ghana	1		Colombia	14	
Guinea-Bissau	1		Ecuador	1	
Kenya	7		Guyana	2	
Lesotho	2		Paraguay	1	
Liberia	1		Peru	8	
Libyan Arab Jamahiriya	1		Suriname	1	
Madagascar	1		Uruguay	3	
Mali	2		Venezuela	9	
Mauritania	1		Subtotal	161	0.7
Mauritius	5		ASIA PACIFIC		
Morocco	6		Australia	150	
Mozambique	2		Fiji	1	
Namibia	2		Guam	4	
Nigeria	13		New Zealand	23	
Senegal	1		Papua New Guinea	3	
South Africa	87		Subtotal	181	0.8
Sudan	1				
Tanzania	3				
Togo	1				
Tunisia	2				
Uganda	2				
Zambia	1				
Zimbabwe	5				
Subtotal	184	0.8			
			TOTAL QUALIFIED CIRCULATION	23,111	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 6 sources of circulation for quantities of 1 copy or -% to 21,978 copies or 95.1%, including Corporate Affiliations.

PUBLISHER'S AFFIDAVIT

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

Darrell J. Brown, Vice Chairman

David W. Schner, President and Editor in Chief

(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.

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County	New York
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About BPA Worldwide:

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