

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
22,030 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)	22,030	-	22,030

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	9
Allocated for Trade Shows and Conventions	-
All Other	654
TOTAL	663

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,030	100.0	22,030	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,030	100.0	22,030	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Number Removed	Number Added	Total Qualified
July/August/September	3,859	2,801	22,053
October/November/December	49	2	22,006
TOTAL	3,908	2,803	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2018

This issue is 0.2% or 47 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	38	0.2	31	4	3	-
Agriculture	135	0.6	120	12	3	-
Banking	1,045	4.7	903	99	43	-
Business Data Processing	799	3.6	662	78	59	-
Communication	509	2.3	428	55	26	-
Construction/Engineering	984	4.5	858	100	26	-
Electrical Equipments/Electronics	622	2.8	524	74	24	-
Energy	973	4.4	821	117	35	-
Financial Services/Real Estate	5,477	24.9	4,575	603	299	-
Manufacturing	3,513	16.0	3,061	348	104	-
Metals & Mining	375	1.7	331	36	8	-
Retail	1,159	5.3	1,005	111	43	-
Services	2,974	13.5	2,432	312	230	-
Transportation	718	3.3	619	68	31	-
Wholesalers	1,552	7.1	1,308	190	54	-
Other Business	8	-	7	1	-	-
BUSINESS	20,881	94.9	17,685	2,208	988	-
Ambassadors	229	1.0	-	-	-	229
Heads of State	219	1.0	-	-	-	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	0.4	-	-	-	79
GOVERNMENT (See Note 1)	1,067	4.8	-	-	-	1,067
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	22,006	100.0	17,685	2,208	988	1,125
PERCENT	100.0		80.4	10.0	4.5	5.1

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	20,881	8,917	3,629	3,963	4,372	-	-	
Government	1,067	-	-	-	-	-	1,067	
Religion	6	-	-	-	-	-	6	
Education	34	-	-	-	-	-	34	
Labor Unions/ Associations	7	-	-	-	-	-	7	
Other Leaders	11	-	-	-	-	-	11	
TOTAL QUALIFIED CIRCULATION	22,006	8,917	3,629	3,963	4,372	-	1,125	
PERCENT OF TOTAL	100.0	40.5	16.5	18.0	19.9	-	5.1	

Note 1: Includes recipients in companies where revenue or asset information is confidential, not available or not applicable. Company size is made up of both revenue and sales data.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 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):	21,782	224	-	22,006	100.0
Association rosters and directories	-	-	-	-	-
*Business directories	21,782	224	-	22,006	100.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,782	224	-	22,006	100.0
PERCENT	99.0	1.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	22,005	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	22,006	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*
Total Audit Average Qualified:	25,592	25,297	25,062	24,735	23,134	22,030
Qualified Non-Paid:	25,592	25,297	25,062	24,735	23,134	22,030
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 - December 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 OCTOBER/NOVEMBER/DECEMBER 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	47		Kentucky	120	
New Hampshire	64		Tennessee	279	
Vermont	24		Alabama	157	
Massachusetts	596		Mississippi	66	
Rhode Island	78		EAST SO. CENTRAL	622	2.8
Connecticut	277		Arkansas	96	
NEW ENGLAND	1,086	4.9	Louisiana	144	
New York	1,456		Oklahoma	169	
New Jersey	527		Texas	1,236	
Pennsylvania	694		WEST SO. CENTRAL	1,645	7.5
MIDDLE ATLANTIC	2,677	12.2	Montana	25	
Ohio	642		Idaho	43	
Indiana	249		Wyoming	9	
Illinois	855		Colorado	273	
Michigan	417		New Mexico	33	
Wisconsin	378		Arizona	228	
EAST NO. CENTRAL	2,541	11.6	Utah	147	
Minnesota	359		Nevada	109	
Iowa	147		MOUNTAIN	867	3.9
Missouri	361		Alaska	42	
North Dakota	44		Washington	255	
South Dakota	35		Oregon	155	
Nebraska	118		California	1,850	
Kansas	118		Hawaii	34	
WEST NO. CENTRAL	1,182	5.4	PACIFIC	2,336	10.6
Delaware	48		UNITED STATES	16,200	73.6
Maryland	242		U.S. Territories	-	
Washington, DC	740		Canada	339	
Virginia	424		Mexico	57	
West Virginia	28		Other International	5,410	
North Carolina	325		APO/FPO	-	
South Carolina	126				
Georgia	421				
Florida	890				
SOUTH ATLANTIC	3,244	14.7			
			TOTAL QUALIFIED CIRCULATION	22,006	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2018

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Oman	11	
Armenia	2		Qatar	23	
Azerbaijan	2		Saudi Arabia	53	
Bangladesh	4		United Arab Emirates	41	
Bhutan	1		Yemen	2	
Brunei Darussalam	1		unspecified Middle East	1	
Cambodia	2		Subtotal	219	1.0
China	373		EUROPE		
Georgia	2		Albania	2	
Hong Kong - SAR	208		Andorra	2	
India	140		Austria	49	
Indonesia	19		Belarus	3	
Japan	1,158		Belgium	47	
Kazakhstan	5		Bulgaria	3	
Korea, Democratic People's Republic Of	1		Croatia	3	
Korea, Republic Of	219		Cyprus	10	
Laos	2		Czech Republic	3	
Malaysia	64		Denmark	49	
Pakistan	20		Estonia	3	
Philippines	42		Faroe Islands	1	
Singapore	65		Finland	65	
Sri Lanka	9		France	227	
Taiwan	118		Germany	202	
Thailand	62		Gibraltar	1	
Uzbekistan	2		Greece	25	
Vietnam	21		Holy See (Vatican City State)	3	
Subtotal	2,542	11.5	Hungary	9	
MIDDLE EAST			Iceland	10	
Bahrain	11		Ireland	56	
Iran	6		Italy	121	
Israel	48		Latvia	2	
Jordan	6		Liechtenstein	3	
Kuwait	13		Lithuania	2	
Lebanon	4		Luxembourg	29	
			Macedonia	2	
			Malta	4	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER/DECEMBER 2018 (CONTINUED)

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
Moldova	2		NORTH AMERICA		
Monaco	4		Canada	339	
Montenegro	2		Mexico	57	
Netherlands	99		United States	16,200	
Norway	59		Subtotal	16,596	75.4
Poland	18		CARIBBEAN		
Portugal	16		Aruba	1	
Romania	5		Bahamas	3	
Russian Federation	68		Barbados	3	
Serbia	2		Bermuda	38	
Slovakia	4		Cayman Islands	8	
Slovenia	4		Cuba	1	
Spain	63		Dominica	2	
Sweden	109		Dominican Republic	1	
Switzerland	157		Grenada	1	
Turkey	26		Haiti	2	
Ukraine	6		Jamaica	2	
United Kingdom	417		Puerto Rico	26	
unspecified Europe	2		Saint Kitts and Nevis	1	
Subtotal	1,999	9.1	Saint Lucia	1	
AFRICA			Saint Vincent and the Grenadines	1	
Algeria	4		Trinidad and Tobago	8	
Angola	2		Virgin Islands, U.S.	2	
Benin	1		Subtotal	101	0.5
Botswana	1		CENTRAL AMERICA		
Burkina Faso	1		Belize	1	
Burundi	1		Costa Rica	1	
Cameroon	3		El Salvador	1	
Cape Verde	2		Honduras	1	
Chad	2		Nicaragua	2	
Cote D'Ivoire	2		Panama	2	
Djibouti	2		Subtotal	8	-
Egypt	9		SOUTH AMERICA		
Equatorial Guinea	2		Argentina	17	
Eritrea	1		Bolivia	1	
Ethiopia	2		Brazil	89	
Gabon	1		Chile	17	
Gambia	1		Colombia	14	
Ghana	2		Ecuador	1	
Guinea-Bissau	1		Guyana	2	
Kenya	8		Paraguay	1	
Lesotho	2		Peru	9	
Liberia	1		Suriname	1	
Libyan Arab Jamahiriya	1		Uruguay	3	
Madagascar	1		Venezuela	9	
Mali	2		Subtotal	164	0.7
Mauritania	1		ASIA PACIFIC		
Mauritius	4		Australia	158	
Morocco	7		Fiji	1	
Mozambique	2		Guam	3	
Namibia	2		New Zealand	23	
Nigeria	11		Papua New Guinea	3	
Senegal	1		Subtotal	188	0.9
South Africa	90				
Sudan	1				
Tanzania	3				
Togo	1				
Tunisia	3				
Uganda	2				
Zambia	1				
Zimbabwe	5				
Subtotal	189	0.9			
			TOTAL QUALIFIED CIRCULATION	22,006	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 6 sources of circulation for quantities of 1 copy or -% to 20,846 copies or 94.7%, 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.

Date signed	January 6, 2019
State	New York
County	New York
Received by BPA Worldwide	January 6, 2019
Type	BJ
ID Number	L030B0D8

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.