



(See Additional Data)

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



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.

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EG brings together market leading products and services that have been delivering news and information to the commercial property market since 1858; offering unrivalled industry news, information, analysis and coverage of legal, financial and professional developments in both the UK and throughout the Pan-European region.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

EG MAGAZINE

25 Issues in the period
15,287 average circulation

EG E-NEWSLETTERS

4 E-Newsletters in the period
128 total issued in the period
See below for average per occurrence

EG WEBSITE

370,566 average unique browsers

EG SOCIAL MEDIA

51,681 Twitter followers
5,176 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
EG MAGAZINE (25 issues in the period)	-	15,287	15,287
a. Print	-	13,514	13,514
b. Digital	-	1,773	1,773
1. Requested	-	1,773	1,773
2. Non-Requested	-	-	-
EG E-NEWSLETTERS			
a. EG Updates (83 issued in the period)	30,262	-	30,262
b. EG Legal (15 issued in the period)	15,398	-	15,398
c. EG Moves (24 issued in the period)	9,762	-	9,762
d. Propertylink Investment Update (6 issued in the period)	13,041	-	13,041
EG WEBSITE (Monthly Unique Browsers with 2,192,312 average Page Impressions)	370,566	-	370,566
EG SOCIAL MEDIA			
a. EG Twitter followers	*51,681	-	*51,681
b. LinkedIn EG Company Page	*5,176	-	*5,176

*Social Media Claims are cumulative figures, not averages.

FIELD SERVED

EG serves paid and non - paid subscribers in the commercial property field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Directors, Managing Directors, Partners, Proprietors, Chairmen, Institutional Subscribers (Libraries, educational institutions and individuals whose employers pay for the subscription), Personal Subscribers (individuals paying for their own subscriptions) and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1
Allocated for Trade Shows and Conventions	-
All Other	801
TOTAL	802

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,542	88.6	-	-	13,542	88.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	556	3.6	-	-	556	3.6
Single Copy Sales	1,189	7.8	-	-	1,189	7.8
TOTAL QUALIFIED CIRCULATION	15,287	100.0	-	-	15,287	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
July 2	13,831	1,774	-	15,605	15,605
July 9	13,796	1,774	-	15,570	15,570
July 16	13,711	1,774	-	15,485	15,485
July 23	13,701	1,772	-	15,473	15,473
July 30	13,644	1,760	-	15,404	15,404
August 6	13,622	1,770	-	15,392	15,392
August 13	13,591	1,769	-	15,360	15,360
August 20	13,520	1,771	-	15,291	15,291
August 27	13,612	1,780	-	15,392	15,392
September 3	13,579	1,780	-	15,359	15,359
September 10	13,561	1,781	-	15,342	15,342
September 17	13,552	1,785	-	15,337	15,337
September 24	13,547	1,782	-	15,329	15,329
October 1	13,545	1,783	-	15,328	15,328
October 8	13,524	1,778	-	15,302	15,302
October 15	13,494	1,785	-	15,279	15,279
October 22	13,432	1,785	-	15,217	15,217
October 29	13,395	1,777	-	15,172	15,172
November 5	13,417	1,773	-	15,190	15,190
November 12	13,349	1,769	-	15,118	15,118
November 19	13,312	1,764	-	15,076	15,076
*November 26	13,328	1,764	-	15,092	15,092
December 3	13,259	1,759	-	15,018	15,018
December 10	13,246	1,760	-	15,006	15,006
December 17	13,293	1,752	-	15,045	15,045

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR NOVEMBER 26, 2016

This issue is 1.3% or 203 copies below the average of the other 24 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL	PERCENT OF TOTAL	NON-PAID	PAID*
Paid and non- paid subscribers in the commercial property field	13,337	88.4	-	13,337
Multi - Copy Same Addressees	572	3.8	-	572
Single Copy Sales	1,183	7.8	-	1,183
TOTAL QUALIFIED CIRCULATION	15,092	100.0	-	15,092
PERCENT	100.0			

*Paid recipients include Directors, Managing Directors, Partners, Proprietors, Chairmen, Institutional Subscribers (Libraries, educational institutions and individuals whose employers pay for the subscription), Personal Subscribers (individuals paying for their own subscriptions) and other titled and non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 26, 2016

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	7,788	829	92	-	8,709	8,709	57.7
II. Request from recipient's company:	4,786	372	42	-	5,200	5,200	34.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	1,183	-	-	-	1,183	1,183	7.8
TOTAL QUALIFIED CIRCULATION	13,757	1,201	134	-	15,092	15,092	100.0
PERCENT	91.2	8.0	0.9	-	100.0	100.0	-

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 26, 2016

REGIONS	NON-PAID	PAID	TOTAL QUALIFIED	PERCENT
SOUTH WEST	-	926	926	6.1
SOUTH EAST	-	3,909	3,909	25.9
EAST ANGLIA	-	335	335	2.2
MIDLANDS	-	740	740	4.9
EAST MIDLANDS	-	477	477	3.2
YORKSHIRE	-	497	497	3.3
NORTH WEST	-	866	866	5.7
NORTHERN	-	192	192	1.3
LONDON	-	5,283	5,283	35.0
TOTAL ENGLAND CIRCULATION	-	13,225	13,225	87.6
NORTHERN IRELAND	-	60	60	0.4
WALES	-	205	205	1.4
SCOTLAND	-	270	270	1.8
TOTAL UK CIRCULATION	-	13,760	13,760	91.2
Europe	-	90	90	0.6
Other International	-	59	59	0.4
E-mail address only	-	-	-	-
Single Copy Sales	-	-	1,183	7.8
TOTAL QUALIFIED CIRCULATION	-	13,909	15,092	100.0

*See Additional Data

E-NEWSLETTERS CHANNEL

2016	*EG Updates	*EG Legal	*EG Moves	*Propertylink Investment Updates (Monthly)
JULY	31,100	13,994	10,003	13,277
Week 1	31,228	14,024	10,037	-
Week 2	31,162	14,011	10,010	-
Week 3	31,074	13,959	9,998	-
Week 4	30,934	13,981	9,968	-
AUGUST	29,161	14,003	9,886	13,207
Week 1	25,034	14,003	9,918	-
Week 2	30,650	-	9,895	-
Week 3	30,577	-	9,877	-
Week 4	30,384	-	9,854	-
SEPTEMBER	30,303	-	9,812	13,350
Week 1	30,162	-	9,816	-
Week 2	30,155	-	9,386	-
Week 3	30,394	-	10,028	-
Week 4	30,499	-	10,016	-
OCTOBER	30,558	16,025	9,804	13,351
Week 1	30,489	-	9,999	-
Week 2	30,719	15,861	10,000	-
Week 3	30,376	16,090	9,376	-
Week 4	30,647	16,123	9,840	-
NOVEMBER	30,296	16,154	9,679	12,920
Week 1	30,565	16,131	9,784	-
Week 2	30,567	16,172	9,779	-
Week 3	30,069	16,169	9,586	-
Week 4	29,981	16,145	9,568	-
DECEMBER	30,116	16,101	9,386	12,141
Week 1	30,021	16,122	9,515	-
Week 2	30,166	16,098	9,577	-
Week 3	30,162	16,084	8,991	-
Week 4	-	-	9,462	-
AVERAGE:	30,262	15,398	9,762	13,041

*Weekly/Fortnightly/Monthly average used for EG e-newsletters

a. EG Updates (83 issued in the period)

b. EG Legal (15 issued in the period)

c. EG Moves (24 issued in the period)

d. Propertylink Investment Update (6 issued in the period)

WEBSITE CHANNEL

WWW.ESTATESGAZETTE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	2,082,405	597,617	391,196	1.53	00:59	03:26
August	2,058,472	552,819	361,925	1.53	00:59	03:43
September	2,300,693	606,441	392,414	1.55	00:59	03:47
October	2,409,987	616,560	393,380	1.57	00:59	03:54
November	2,506,247	606,064	380,235	1.59	00:59	04:06
December	1,796,066	456,038	304,249	1.50	00:59	03:54
AVERAGE:	2,192,312	572,590	370,567	1.55	00:59	03:48

July – December 2016 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

EG Social Media



EG
Twitter followers

<http://twitter.com/estatesgazette>



EG Company Page
LinkedIn group members

<http://linkedin.com/company/estatesgazette-com>

2016

Beginning Balance		
July	49,064	4,665
August	49,549	4,783
September	50,123	4,895
October	50,744	5,011
November	51,331	5,088
December	51,681	5,176

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media is not reported at the media owner's option.

CHANGE IN PUBLICATION NAME:

Effective with the March 11, 2017 issue, Estates Gazette changed its name to EG.

PUBLISHER'S AFFIDAVIT

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

Steve Morgan, Client Services Manager

Joseph Cousins, Audience Development Marketing Manager

(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

February 21, 2017

Country

United Kingdom

County

London

Received by BPA Worldwide

February 21, 2017

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BD

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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.