

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.

National Association of Realtors
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THE REALTOR® MAGAZINE brand advances real estate industry best practices, brings expert insights to significant industry trends and provides REALTORS® with timely decision making tools to determine business purchases and strategies.

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

**REALTOR
MAGAZINE**



3 Issues in the period
1,144,216 average circulation

**REALTOR
WEBSITE**



557,577 average unique browsers

EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
REALTOR MAGAZINE (3 issues in period)	1,143,079	1,137	1,144,216
REALTOR WEBSITE (Monthly Unique Browsers with 1,115,746 average Page Impressions)	557,577	-	557,577

MARKET SERVED

REALTOR MAGAZINE serves members of the National Association of Realtors.

PRICE AND FREQUENCY

\$6.00	Average Annual Subscription Order Price for the Period Reported(Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

Total Qualified	1,144,216
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	1,143,079
Subscriptions	1,143,079
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	1,137

****NC – None Claimed**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
*Membership Benefit	1,143,079	99.9	1,137	0.1	1,144,216	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	1,143,079	99.9	1,137	0.1	1,144,216	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	1,143,079	99.9	1,137	0.1	1,144,216	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January/February	1,147,084
March/April	1,129,400
May/June	1,156,164

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY/JUNE 2016

This issue is 1.6% or 17,922 copies above the average of the other 2 issues reported in Paragraph 2.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL
Realtors, Realtor-Associates, board officers, state association officers and others allied to the field	982,797	85.0
Designated Realtors	173,367	15.0
TOTAL QUALIFIED CIRCULATION	1,156,164	100.0

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY/JUNE 2016

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:	1,131	-	-	1,131	100.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above:	-	-	-	-	-
Rosters and Directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,131	-	-	1,131	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	992,841	1,029,665	1,066,223	1,069,524	1,121,935	1,144,216
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	991,720	1,028,382	1,064,951	1,068,289	1,120,728	1,143,079
Subscriptions	991,720	1,028,382	1,064,951	1,068,289	1,120,728	1,143,079
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	1,121	1,283	1,272	1,235	1,207	1,137
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00	\$6.00

*NOTE: July 2015 - June 2016 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 MAY/JUNE 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	4,108		Kentucky	9,688	
New Hampshire	5,030		Tennessee	22,244	
Vermont	1,539		Alabama	11,416	
Massachusetts	20,901		Mississippi	5,523	
Rhode Island	4,061		EAST SO. CENTRAL	48,871	4.2
Connecticut	15,464		Arkansas	6,766	
NEW ENGLAND	51,103	4.4	Louisiana	12,138	
New York	52,086		Oklahoma	9,427	
New Jersey	43,062		Texas	98,003	
Pennsylvania	29,251		WEST SO. CENTRAL	126,334	10.9
MIDDLE ATLANTIC	124,399	10.8	Montana	3,879	
Ohio	29,031		Idaho	7,474	
Indiana	16,129		Wyoming	1,938	
Illinois	42,704		Colorado	22,795	
Michigan	26,034		New Mexico	5,809	
Wisconsin	13,450		Arizona	40,234	
EAST NO. CENTRAL	127,348	11.0	Utah	13,562	
Minnesota	18,578		Nevada	15,264	
Iowa	6,673		MOUNTAIN	110,955	9.6
Missouri	19,109		Alaska	1,719	
North Dakota	1,677		Washington	17,483	
South Dakota	1,791		Oregon	13,892	
Nebraska	4,391		California	171,531	
Kansas	8,038		Hawaii	8,874	
WEST NO. CENTRAL	60,257	5.2	PACIFIC	213,499	18.5
Delaware	3,493		UNITED STATES	1,155,075	99.9
Maryland	22,298		U.S. Territories	1,089	
Washington, DC	2,494		Canada	-	
Virginia	31,420		Mexico	-	
West Virginia	2,839		Other International	-	
North Carolina	35,105		APO/FPO	-	
South Carolina	16,634				
Georgia	28,029				
Florida	149,997				
SOUTH ATLANTIC	292,309	25.3	TOTAL QUALIFIED CIRCULATION	1,156,164	100.0

*See Additional Data

WEBSITE CHANNEL

[HTTP://REALTORMAG.REALTOR.ORG/](http://REALTORMAG.REALTOR.ORG/)

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	1,131,430	721,291	547,423	1.32	00:58	01:31
February	1,049,340	668,349	510,440	1.31	00:57	01:29
March	1,416,394	888,261	665,447	1.33	00:51	01:21
April	1,040,460	705,955	569,567	1.23	00:54	01:29
May	1,037,730	691,877	537,458	1.29	00:56	01:24
June	1,019,121	677,788	515,127	1.32	00:58	01:27
AVERAGE:	1,115,746	725,587	557,577	1.30	00:56	01:27

January – June 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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Qualified recipients are REALTORS, REALTOR-ASSOCIATES, board officers, and state association officers. Copies are addressed to individuals and mailed via a second class U.S. postal permit.

MAGAZINE:

AVERAGE NON-QUALIFIED CIRCULATION: 3,732 COPIES

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	702
All Other	3,030
TOTAL	3,732

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 1,143,079 copies were sold to qualified recipients at the following subscription prices: \$6.00 Members' yearly subscription price is included in the dues and is non-deductible there from.

PARAGRAPH 4:

Paragraph 4 includes 1,131 qualified non-paid circulation. Qualified paid circulation of 1,155,033 combined with the qualified non-paid circulation equal 1,156,164 total qualified circulation for the analyzed issue.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Wendy Cole, Editor

Kathy Marusarz, General 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	July 19, 2016
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County	Cook
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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.