

CONSOLIDATED MEDIA REPORT

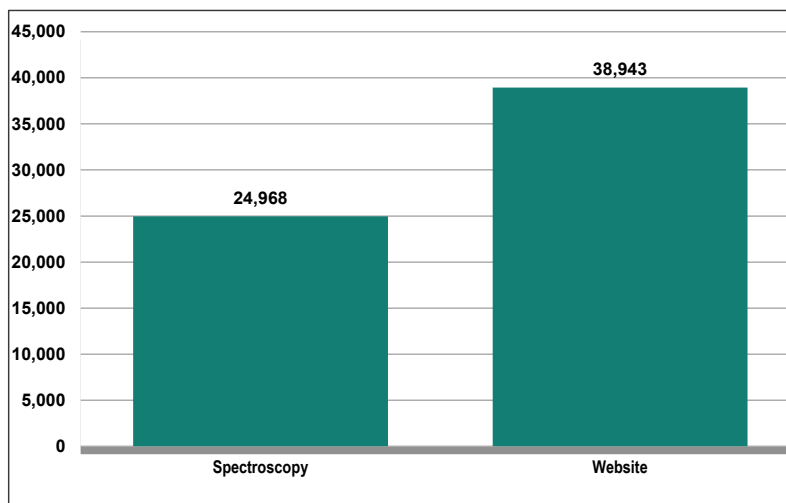
B2B Media

6 months ended December 31, 2021

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TOTAL GROSS CONTACTS

63,911



EXECUTIVE SUMMARY

Channels	Contacts	Period
Spectroscopy		6 months ended December 31, 2021
Total Qualified Circulation	24,968	
Website Activity		6 months ended December 31, 2021
Page Impressions	88,643	
Visits	47,584	
Unique Browsers	38,943	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2021

Subject to Audit

Field Served:

Spectroscopy serves the fields of private industry, universities, colleges, government, hospitals, medical centers, research lab, institute, foundation, independent analytical labs, energy and others allied to the field.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				24,968
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	2	Qualified Nonpaid Individual - Print		15,997
Qualified Paid Individual - Digital	1	Qualified Nonpaid Individual - Digital		8,968
Total Qualified Paid Individual	3	Total Qualified Nonpaid Individual		24,965
Total Average Qualified Paid Circulation	3	Total Average Qualified Nonpaid Circulation		24,965

CIRCULATION BY ISSUES										
Issue		Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
	Jul	1	2		3	16,397	9,853		26,250	26,253
	Aug	3	1		4	16,352	8,709		25,061	25,065
	Sep	3	1		4	16,387	8,853		25,240	25,244
	Oct	5			5	16,305	8,718		25,023	25,028
	Nov					15,271	8,838		24,109	24,109
	Dec					15,271	8,838		24,109	24,109

BUSINESS/OCCUPATIONAL ANALYSIS																		
						Qualified Paid & Nonpaid - Print & Digital (Unduplicated)	Classification by Title, Occupation and/or Function											
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital		A	B	C	D	E	F	G	H	I	J	K	L
1.	Private Industry	14,219	56.8	8,700	5,519		5,043	1,771	2,197	812	242	123	682	782	845		137	1,585
2.	Universities, Colleges	3,552	14.2	2,317	1,235		1,432	53	151	644	27	467	510	77	20		22	149
3.	Government	2,245	9.0	1,372	873		551	233	146	447	223	39	127	145	37		163	134
4.	Research Labs, Institutes, Foundations	1,050	4.2	769	281		389	47	66	54	21	17	116	115	14		8	203
5.	Independent Analytical Labs	524	2.1	328	196		115	77	52	139	51	3	35	6	12		3	31
6.	Hospitals, Medical Centers	1,646	6.6	1,190	456		188	104	178	446	37	74	189	191	33		14	192
7.	Energy	161	0.6	95	66		17	22	17	30	18	1	16	8	12		5	15
	Others Allied to the Field	1,631	6.5	1,539	92		605	40	38	21	9	25	43	68	22		4	756
	Other Paid Circulation																	
	Subscriptions																	
	Single Copy Sales																	
	Total Qualified Circulation	25,028	100.0	16,310	8,718		8,340	2,347	2,845	2,593	628	749	1,718	1,392	995		356	3,065
	Percent	100.0					33.3	9.4	11.4	10.4	2.5	3.0	6.9	5.6	4.0		1.4	12.2

Key to Classification by Title, Occupation and/or Function:

A. Research Development/Formulation
 B. Quality Control, Assurance Validation
 C. Corporate Management
 D. Lab Management
 E. Analysis
 F. Teaching

G. Technical Services
 H. Engineering, Design
 I. Process Control, Manufacturing
 J. Marketing Sales
 K. Regulatory
 L. Other Functions Allied to the Field

AGE OF SOURCE ANALYSIS								
				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	10,273	7,537		4,564	2,488	10,758	17,810	71.2
Written	37	8		23	11	11	45	0.2
Telecommunication	9,377	6,671		4,288	1,382	10,378	16,048	64.1
Internet and Email	859	858		253	1,095	369	1,717	6.9
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request	1,519	1,178			1,005	1,692	2,697	10.8
Written	3	4				7	7	0.0
Telecommunication	1,236	804			873	1,167	2,040	8.2
Internet and Email	280	370			132	518	650	2.6
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	4,518	3				4,521	4,521	18.1
Total Qualified Subscriptions	16,310	8,718		4,564	3,493	16,971	25,028	100.0
Percent	65.2	34.8		18.2	14.0	67.8	100.0	
Single Copy Sales								
Total Qualified Circulation							25,028	

GEOGRAPHIC ANALYSIS									
State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	2			2	179	98		277	279
Arizona					197	96		293	293
Arkansas					110	53		163	163
California					1,539	628		2,167	2,167
Colorado					224	97		321	321
Connecticut					250	116		366	366
Delaware					334	77		411	411
District of Columbia					113	60		173	173
Florida					673	357		1,030	1,030
Georgia					338	204		542	542
Idaho					57	38		95	95
Illinois					636	429		1,065	1,065
Indiana					303	175		478	478
Iowa					124	82		206	206
Kansas					161	100		261	261
Kentucky					128	80		208	208
Louisiana					77	31		108	108
Maine					41	27		68	68
Maryland	1			1	578	313		891	892
Massachusetts					757	507		1,264	1,264
Michigan	1			1	419	233		652	653
Minnesota					346	216		562	562
Mississippi					104	53		157	157
Missouri					408	202		610	610
Montana					44	23		67	67
Nebraska					109	60		169	169
Nevada					85	41		126	126
New Hampshire					80	30		110	110
New Jersey					1,335	463		1,798	1,798
New Mexico					75	32		107	107
New York					896	500		1,396	1,396
North Carolina					490	314		804	804
North Dakota					39	31		70	70
Ohio					612	780		1,392	1,392
Oklahoma					138	80		218	218
Oregon					122	77		199	199
Pennsylvania					1,590	462		2,052	2,052
Rhode Island					39	35		74	74
South Carolina					195	115		310	310
South Dakota					35	22		57	57
Tennessee					275	204		479	479
Texas					890	519		1,409	1,409
Utah					111	73		184	184
Vermont					24	22		46	46
Virginia					320	148		468	468
Washington					197	114		311	311
West Virginia					67	42		109	109
Wisconsin					316	217		533	533
Wyoming					42	17		59	59
TOTAL 48 CONTERMINOUS STATES	4			4	16,222	8,693		24,915	24,919
Alaska					7	7		14	14
Hawaii					20	9		29	29
TOTAL ALASKA & HAWAII					27	16		43	43
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	4			4	16,249	8,709		24,958	24,962
Poss. & Other Areas					19	4		23	23
U.S. & POSS., etc.	4			4	16,268	8,713		24,981	24,985
Canada									
International	1			1	37	5		42	43
Military or Civilian Personnel Overseas									
Total International	1			1	37	5		42	43
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	5			5	16,305	8,718		25,023	25,028

CHANNEL PROFILES

WEBSITE ACTIVITY - www.spectroscopyonline.com

Month	Page Impressions	Visits	Unique Browsers
July	79,031	42,230	34,430
August	80,710	41,936	34,431
September	91,576	50,260	41,143
October	97,259	53,868	44,103
November	105,106	56,973	46,746
December	78,173	40,239	32,802

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	Subscriptions: U.S., 1 yr. \$79.95; 2 yrs. \$144.00. Canada, 1 yr. \$102.00; 2 yrs. \$160.50. International, 1 yr. \$150.00; 2 yrs. \$268.00.
Single Copy	\$18.00

Definition of Recipient Qualification:

Qualified recipients are: personnel engaged in the job functions of research and development, quality control, assurance, validation; process control, manufacturing, engineering, design, technical services, lab management, analysis, teaching, corporate management, regulatory, marketing, sales and other functions allied to the field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Age of Source Reporting : Includes both paid and nonpaid circulation.

Analyzed Issue: The information in Business/Occupational Analysis, Age of Source and Geographic Analysis is from an analysis of the Oct issue.

Total Gross Contacts Include : Qualified Paid and Nonpaid Circulation, and Unique Browsers.

Website Data Source: Subject to Audit

Website Domains: Domains included in website traffic: www.spectroscopyonline.com.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in reported one page impression.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

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