

**Audit Period: January 1, 2015 – June 30, 2015**

**Triathlete**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	37,288 (Print Edition)
Website:	Average Website Unique Visitors:	444,824
Social Media:	Average Facebook Likes:	172,259
	Average Twitter Followers:	93,559

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 98 Pages
Circulation Cycle:	Monthly
Ownership:	Competitor Group, Inc.
Year Established:	1993
Publication Type:	Magazine
Content:	41% Advertising / 59% Editorial
Circulation Paid/Unpaid:	7% Unpaid / 93% Paid / 0% Sponsored
Primary Delivery Methods:	41% Mail / 59% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$34.95
Cover Price:	\$5.99
Insert Zoning Available:	Contact Publisher
CVC Member Number:	01-3460
DMA/MSA/CBSA:	San Diego, CA / San Diego, CA / San Diego-Carlsbad-San Marcos, CA (Nationally Distributed)
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2014
Mechanical Data:	Four (4) columns x 11.0-inch column depth Full page: 8.50" wide X 11.0" depth.
Open Rate:	Local: \$7,860.00 Full Page – \$2,990.00 1/4 <sup>th</sup> Page National: \$7,860.00 Full Page – \$2,990.00 1/4 <sup>th</sup> Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monday by 5 PM
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Julia Polloreno	EMAIL: jpolloreno@competitorgroup.com
Advertising:	Jason Johnson	EMAIL: jjohnson@competitorgroup.com
Circulation:	Kristy Buescher	EMAIL: kbuescher@competitorgroup.com

**5. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 01-3460	Monthly	Triathlete San Diego, CA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>37,288</b>
Average Gross Distribution	(5-F)	62,528
Average Net Press Run	(5-A)	62,721
<b>Audit Period Detail</b>		
A. Average Net Press Run		62,721
B. Office / File		193
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		903
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		3,208
8. Education		0
9. Restock & Office Service		483
Total Average Controlled Distribution		4,594
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>4,594</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		32,758
3. Mail		25,176
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		57,934
Paid Returns		(25,240)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>32,694</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		62,528
G. Total Unclaimed / Returns		(25,240)*
<b>H. Average Net Circulation</b>		<b>37,288</b>



5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-3460	Annual	Triathlete – Buyer’s Guide San Diego, CA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>34,711</b>
Average Gross Distribution	(5-F)	63,575
Average Net Press Run	(5-A)	65,999
<b>Audit Period Detail</b>		
A. Average Net Press Run		65,999
B. Office / File		2,424
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		1,280
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		507
Total Average Controlled Distribution		1,787
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>1,787</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		37,005
3. Mail		24,783
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		61,788
Paid Returns		(28,864)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>32,924</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		63,575
G. Total Unclaimed / Returns		(28,864)*
<b>H. Average Net Circulation</b>		<b>34,711</b>



**6A. Audited Average Website Reporting - www.triathlon.competitor.com**

	Monthly Audit Period Average
Website Unique Visitors	444,824
Website Visitors	937,073
Website Page Views	2,348,757
Pages Per Visit	2.51
Average Time Spent on Website	00:02:20

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE VISITORS:** A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

**VISITORS:** The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

**PAGE VIEWS:** The transmittal of a full page contained within the website to the user’s browser.

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

**6B. Audited Online/Digital Edition Reporting**

	Monthly Audit Period Average
Digital Edition Single Copy	196
Digital Edition Subscribers	5,859
Unique Digital Edition Visitors	Not Reported
Digital Edition Page Views	Not Reported

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**DIGITAL EDITION SINGLE COPY:** Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription

**DIGITAL EDITION:** Subscribers to a digital edition version of the publication. Subscriptions, unless express here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

**UNIQUE DIGITAL EDITION VISITORS:** Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

**DIGITAL EDITION PAGE VIEWS:** Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

**6C. Text Media - Not Reported**

**6D. Social Media**

Social Media Source	Media Usage
Facebook - www.facebook.com/TriathleteMagazine	172,259 Likes
Twitter - @TriathleteMag	93,559 Followers

**Explanatory – Social Media**

**PARAGRAPH SIX (D)**

**FACEBOOK LIKES:** The average number of Likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**TWITTER FOLLOWERS:** The average number of Followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.



**6E. Email Media**

Media Type	Database Recipients
Subscriber Email Database	Not Reported
Non-Subscriber Email Opt-In Database	31,433

**Explanatory – Email Media, E-Newsletters & E-Blasts**

**PARAGRAPH SIX (E)**

**MAGAZINE SUBSCRIBER EMAIL DATABASE:** Subscribers of the publication who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

**NON-SUBSCRIBER EMAIL OPT-IN DATABASE:** Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

**6F. Video & Podcast Media - Not Reported**

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	34,567	40,007	-	-
01/01/14-12/31/14	CVC	41,059	40,813	36,755	37,234
01/01/13-12/31/13	CVC	50,762	49,653	49,188	47,918
01/01/12-12/31/12	CVC	56,032	55,293	52,515	50,434

**8. Distribution by Zip Code (June 2015 Edition) Monthly**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	93	69	0	162
AL	Assorted	Assorted	AL	0	176	180	0	356
AR	Assorted	Assorted	AR	0	87	99	0	186
AZ	Assorted	Assorted	AZ	0	308	508	0	816
CA	Assorted	Assorted	CA	0	3,873	2,771	1,210	7,854
CO	Assorted	Assorted	CO	0	824	765	0	1,589
CT	Assorted	Assorted	CT	0	154	394	0	548
DC	Assorted	Assorted	DC	0	82	124	0	206
DE	Assorted	Assorted	DE	0	40	57	0	97
FL	Assorted	Assorted	FL	0	1,010	1,631	0	2,641
GA	Assorted	Assorted	GA	0	340	683	0	1,023
HI	Assorted	Assorted	HI	0	325	174	0	499
IA	Assorted	Assorted	IA	0	74	246	0	320
ID	Assorted	Assorted	ID	0	205	186	0	391
IL	Assorted	Assorted	IL	0	2,237	1,266	0	3,503
IN	Assorted	Assorted	IN	0	117	448	0	565
KS	Assorted	Assorted	KS	0	210	201	0	411
KY	Assorted	Assorted	KY	0	77	180	0	257
LA	Assorted	Assorted	LA	0	206	248	0	454
MA	Assorted	Assorted	MA	0	513	654	0	1,167
MD	Assorted	Assorted	MD	0	362	564	0	926
ME	Assorted	Assorted	ME	0	37	104	0	141
MI	Assorted	Assorted	MI	0	865	765	0	1,630
MN	Assorted	Assorted	MN	0	106	564	0	670
MO	Assorted	Assorted	MO	0	313	346	0	659
MS	Assorted	Assorted	MS	0	90	95	0	185
MT	Assorted	Assorted	MT	0	77	83	0	160

**8. Distribution by Zip Code (June 2015 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
NC	Assorted	Assorted	NC	0	544	739	0	1,283
ND	Assorted	Assorted	ND	0	0	51	0	51
NE	Assorted	Assorted	NE	0	152	120	0	272
NH	Assorted	Assorted	NH	0	72	172	0	244
NJ	Assorted	Assorted	NJ	0	812	801	0	1,613
NM	Assorted	Assorted	NM	0	131	128	0	259
NV	Assorted	Assorted	NV	0	931	236	0	1,167
NY	Assorted	Assorted	NY	0	2,077	1,656	0	3,733
OH	Assorted	Assorted	OH	0	375	704	0	1,079
OK	Assorted	Assorted	OK	0	102	151	0	253
OR	Assorted	Assorted	OR	0	355	349	0	704
PA	Assorted	Assorted	PA	0	638	923	0	1,561
RI	Assorted	Assorted	RI	0	63	100	0	163
SC	Assorted	Assorted	SC	0	129	311	0	440
SD	Assorted	Assorted	SD	0	28	48	0	76
TN	Assorted	Assorted	TN	0	712	413	0	1,125
TX	Assorted	Assorted	TX	0	2,938	1,658	0	4,596
UT	Assorted	Assorted	UT	0	238	246	0	484
VA	Assorted	Assorted	VA	0	435	977	0	1,412
VT	Assorted	Assorted	VT	0	29	65	0	94
WA	Assorted	Assorted	WA	0	1,107	690	0	1,797
WI	Assorted	Assorted	WI	0	199	652	0	851
WV	Assorted	Assorted	WV	0	48	51	0	99
WY	Assorted	Assorted	WY	0	36	33	0	69
Misc.	Assorted	Assorted	-	0	6,955	1,449	0	8,404
<b>TOTAL</b>				<b>0</b>	<b>31,907</b>	<b>26,128</b>	<b>1,210</b>	<b>59,245</b>

**9. Distribution by County (June 2015 Edition) Monthly**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Triathlete provided distribution by state reporting. Distribution by county reporting is not required.							

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

Triathlete reported an average mail distribution of 25,176 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. Triathlete did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents.



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**11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone interviews, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, publisher delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification substantiates Triathlete’s claim of 25,240 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**12. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$34.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	9,491
Over 75% of basic rate	10,524
Over 50% of basic rate	3,500
Over 25% of basic rate	1,564
1%-24% of basic rate	97
Less than 1% of basic rate*	0
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: \$5.99
	AVERAGE WHOLESALE RATE: \$3.06



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### 13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires September 30, 2016.**

If this report is presented after September 30, 2016 please call the toll-free number listed below.