

Initial Gross Distribution Audit Period: July 1, 2015 – December 31, 2015

Competitor

9477 Waples Street, Suite 150
San Diego, CA 92121
(858) 768-6773
(858) 768-6806 FAX

EMAIL: kbuescher@competitorgroup.com
www.competitor.com

1. Audited Media Platforms

Print Publication:	Average Gross Distribution:	399,995 (Print Edition) **(See Paragraph 7 explanatory)
Digital Edition:	Average Monthly Subscribers:	243,254 (Digital Edition)
Website:	Average Website Unique Visitors:	1,436,061
Social Media:	Average Facebook Likes:	296,635
	Average Twitter Followers:	79,384

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 66 Pages
Distribution Cycle:	Monthly
Ownership:	Competitor Group, Inc.
Year Established:	1987
Publication Type:	Magazine
Content:	50% Advertising / 50% Editorial
Distribution Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	100% Controlled Bulk
Insert Zoning Available:	Contact Publisher
CVC Member Number:	01-3819
DMA/MSA/CBSA:	San Diego, CA/ San Diego, CA/ San Diego-Carlsbad-San Marcos, CA
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2015
Mechanical Data:	Three (3) columns x 11-inch column depth Full page: 8.5" wide X 11" depth.
Open Rate:	Local: \$54,630.00 Full Page - \$18,500.00 1/4th Page National: \$54,630.00 Full Page - \$18,500.00 1/4th Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monthly by 4 PM

Additional rates may be available from the publisher.

4. Contact Information

Editor:	Brian Metzler	EMAIL: bmetzler@competitorgroup.com
Advertising:	Jason Johnson	EMAIL: jjohnson@competitorgroup.com
Distribution:	Kristy Buescher	EMAIL: kbuescher@competitorgroup.com



5. Audited Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-3819	Monthly	Competitor San Diego, CA
Audit Period Summary		
Average Net Circulation	(5-H)	**
Average Gross Distribution	(5-F)	399,995
Average Net Press Run	(5-A)	400,000
Audit Period Detail		
A. Average Net Press Run		400,000
B. Office / File		5
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		398,183
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		1,812
8. Education		0
9. Restock & Office Service		0
Total Average Controlled Distribution		399,995
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		399,995
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		399,995
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		**

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

****This is a gross distribution audit. The publisher did not file return / unclaimed editions to qualify for CVC net circulation reporting. See paragraph eleven for CVC return / unclaimed estimates.**

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).



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

	Monthly Audit Period Average
Website Unique Visitors	1,436,061
Website Visitors	2,140,776
Website Page Views	4,670,660
Pages Per Visit	2.18
Average Time Spent on Website	00:02:17
Bounce Rate	61.81%

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 hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers	243,254
Unique Digital Edition Visitors	Not Reported

Explanatory – Digital Edition

PARAGRAPH SIX (B)

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless expressed 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.

6C. Text Media - Not Reported

6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/Competitor-Running	296,635 Likes
Twitter - @runcompetitor	79,384 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 - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Distribution History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/15-12/31/15	CVC	-	-	399,995	399,995

8. Distribution by Zip Code (December 2015 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AL	Assorted	Assorted	AL	0	200	0	0	200
AR	Assorted	Assorted	AR	0	125	0	0	125
AZ	Assorted	Assorted	AZ	0	6,840	0	0	6,840
CA	Assorted	Assorted	CA	0	89,300	461	1,086	90,847
CO	Assorted	Assorted	CO	0	26,223	0	0	26,223
CT	Assorted	Assorted	CT	0	5,000	0	0	5,000
DC	Assorted	Assorted	DC	0	7,950	0	0	7,950
DE	Assorted	Assorted	DE	0	65	0	0	65
FL	Assorted	Assorted	FL	0	41,060	0	0	41,060
GA	Assorted	Assorted	GA	0	15,275	0	0	15,275
IA	Assorted	Assorted	IA	0	50	0	0	50
ID	Assorted	Assorted	ID	0	125	0	0	125
IL	Assorted	Assorted	IL	0	45,175	0	0	45,175
IN	Assorted	Assorted	IN	0	225	0	0	225
KS	Assorted	Assorted	KS	0	275	0	0	275
KY	Assorted	Assorted	KY	0	50	0	0	50
LA	Assorted	Assorted	LA	0	300	0	0	300
MA	Assorted	Assorted	MA	0	22,465	0	0	22,465
MD	Assorted	Assorted	MD	0	9,205	0	0	9,205
ME	Assorted	Assorted	ME	0	100	0	0	100
MI	Assorted	Assorted	MI	0	200	0	0	200
MN	Assorted	Assorted	MN	0	100	0	0	100
MO	Assorted	Assorted	MO	0	925	0	0	925
MS	Assorted	Assorted	MS	0	125	0	0	125
MT	Assorted	Assorted	MT	0	50	0	0	50
NC	Assorted	Assorted	NC	0	650	0	0	650
NE	Assorted	Assorted	NE	0	25	0	0	25
NH	Assorted	Assorted	NH	0	3,075	0	0	3,075
NJ	Assorted	Assorted	NJ	0	4,300	0	0	4,300
NM	Assorted	Assorted	NM	0	50	0	0	50
NV	Assorted	Assorted	NV	0	150	0	0	150
NY	Assorted	Assorted	NY	0	30,490	0	0	30,490
OH	Assorted	Assorted	OH	0	625	0	0	625
OK	Assorted	Assorted	OK	0	250	0	0	250
OR	Assorted	Assorted	OR	0	9,100	0	0	9,100
PA	Assorted	Assorted	PA	0	6,110	0	0	6,110
RI	Assorted	Assorted	RI	0	950	0	0	950
SC	Assorted	Assorted	SC	0	250	0	0	250
TN	Assorted	Assorted	TN	0	450	0	0	450
TX	Assorted	Assorted	TX	0	39,945	0	0	39,945
UT	Assorted	Assorted	UT	0	125	0	0	125
VA	Assorted	Assorted	VA	0	12,425	0	0	12,425
VT	Assorted	Assorted	VT	0	50	0	0	50
WA	Assorted	Assorted	WA	0	17,725	0	0	17,725
WI	Assorted	Assorted	WI	0	225	0	0	225

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

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
WV	Assorted	Assorted	WV	0	75	0	0	75
TOTAL				0	398,453	461	1,086	400,000

9. Distribution by County (December 2015 Edition) Monthly

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

10. Verification of Distribution – Carrier Delivery and Mail Distribution

Competitor did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.

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 verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, 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 confirms that a sufficient number of reported controlled bulk drop locations indicated they received Competitor on a regular basis to substantiate the publication’s distribution claims.

12. Paid Reporting Analysis – Not Applicable

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, if applicable, 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 March 31, 2017.

If this report is presented after March 31, 2017 please call the toll-free number listed below.