BRAND REPORT
FOR THE 6 MONTH PERIOD ENDED JUNE 2012

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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ABOUT LC.GC NORTH AMERICA

LC.GC NORTH AMERICA is a B2B brand intended for individuals with broad-based interests in chromatography. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE
The Brand Report provides a deeper understanding and identification of all 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 across multiple media platforms. This multimedia report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED
LC.GC NORTH AMERICA serves the field of private industry; universities, colleges; government; hospitals, medical centers; research labs, institutes, foundations; independent analytical labs; utilities; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are personnel engaged in the job functions of research and development; quality control, assurance, validation; technical services; lab management; analysis; purchasing; manufacturing, processing; teaching; marketing, sales; corporate management; regulatory; and other functions allied to the field.

Channels Include:

LC.GC North America Magazine
6 issues in period
54,571 average circulation
Pages 4 - 6

LC.GC North America E-Newsletters
3 E-Newsletters in the period
29 total deployments
90,362 average distribution
Page 7

LC.GC North America Website
34,702 average unique browsers
Page 8

1 EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LC.GC North America Magazine (6 issues in period)	54,535	36	54,571
a. Print	40,964	36	41,000
b. Digital	13,571	-	13,571
1. Requested	13,279	-	13,279
2. Non-Requested	292	-	292
LC.GC North America E-Newsletters			
a. E-Sep Solutions E-Newsletter (18 deployments in period)	32,455	-	32,455
b. E-Application Note E-Newsletter (6 deployments in period)	30,843	-	30,843
c. Issue Alert E-Newsletter (5 deployments in period)	27,064	-	27,064
LC.GC North America (Unique Browsers) (Note 1)	34,702	-	34,702
SIX-MONTH AVERAGE TOTAL	**179,599**	**36**	**179,635**

Note 1: Unique Browsers: See Website Glossary in Table 4.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

2 CHANNEL FREQUENCY FOR PERIOD

	LC.GC North America Magazine			LC.GC North America E-Newsletters			LC.GC North America Website
	Print	Digital	Total	E-Sep Solutions	E-Application Note	Issue Alert	Unique Browsers*
January	41,000	13,964	54,964	-	-	-	37,606
1/5/2012	-	-	-	33,199	-	-	-
1/12/2012	-	-	-	32,516	-	-	-
1/19/2012	-	-	-	31,699	-	-	-
1/26/2012	-	-	-	-	31,766	-	-
February	41,000	13,654	54,654	-	-	-	32,907
2/2/2012	-	-	-	32,471	-	-	-
2/15/2012	-	-	-	32,471	-	27,440	-
2/17/2012	-	-	-	32,471	-	-	-
2/24/2012	-	-	-	-	32,302	-	-
March	41,000	13,260	54,260	-	-	-	40,399
3/1/2012	-	-	-	33,566	-	-	-
3/8/2012	-	-	-	32,980	-	-	-
3/9/2012	-	-	-	-	-	27,440	-
3/22/2012	-	-	-	32,515	-	-	-
3/29/2012	-	-	-	-	31,814	-	-
April	41,000	13,075	54,075	-	-	-	32,732
4/5/2012	-	-	-	32,287	-	-	-
4/9/2012	-	-	-	-	-	26,780	-
4/12/2012	-	-	-	33,248	-	-	-
4/20/2012	-	-	-	32,417	-	-	-
4/26/2012	-	-	-	-	30,671	-	-
May	41,000	13,391	54,391	-	-	-	33,250
5/3/2012	-	-	-	32,340	-	-	-
5/10/2012	-	-	-	32,518	-	-	-
5/14/2012	-	-	-	-	-	27,161	-
5/17/2012	-	-	-	32,219	-	-	-
5/31/2012	-	-	-	-	31,076	-	-
June	41,000	14,084	55,084	-	-	-	31,316
6/7/2012	-	-	-	31,985	-	-	-
6/12/2012	-	-	-	-	-	26,500	-
6/14/2012	-	-	-	31,821	-	-	-
6/22/2012	-	-	-	31,471	-	-	-
6/28/2012	-	-	-	-	27,428	-	-
AVERAGE	**41,000**	**13,571**	**54,571**	**32,455**	**30,843**	**27,064**	**34,702**

*Unique Browsers: See Website Glossary in Table 4.

3 GEOGRAPHIC DISTRIBUTION*

	LC.GC North America Magazine for Issue of May 2012				LC.GC North America E-Newsletters		
Region	Print	Digital	Total	Percent	E-Sep Solutions for Issue of May 10, 2012	E-Application Note for Issue of May 31, 2012	Issue Alert for Issue of May 14, 2012
NEW ENGLAND	3,448	919	4,367	8.0	-	-	-
MIDDLE ATLANTIC	8,329	1,920	10,249	18.8	-	-	-
EAST NO. CENTRAL	6,680	1,790	8,470	15.6	-	-	-
WEST NO. CENTRAL	3,070	878	3,948	7.2	-	-	-
SOUTH ATLANTIC	6,920	1,806	8,726	16.0	-	-	-
EAST SO. CENTRAL	1,599	399	1,998	3.7	-	-	-
WEST SO. CENTRAL	3,120	835	3,955	7.3	-	-	-
MOUNTAIN	1,679	540	2,219	4.1	-	-	-
PACIFIC	5,102	1,567	6,669	12.3	-	-	-
UNITED STATES	39,947	10,654	50,601	93.0	-	-	-
U.S. Territories	286	75	361		-	-	-
Canada	740	666	1,406		-	-	-
Mexico	-	26	26		-	-	-
Other International	25	1,970	1,995		-	-	-
APO/FPO	2	-	2		-	-	-
Email Only	-	-	-		32,518	31,076	27,161
TOTAL	**41,000**	**13,391**	**54,391**	**100.0**	**32,518**	**31,076**	**27,161**

***See Additional Data**

Duplication is identified or has been eliminated <u>within</u> each channel; no attempt has been made to identify or eliminate duplication that may exist <u>across</u> media channels.

4 CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	506
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	529
Digital	-
All Other	640
TOTAL	**1,701**

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD

CIRCULATION	Total Qualified		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	54,571	100.0	54,535	99.9	36	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**54,571**	**100.0**	**54,535**	**99.9**	**36**	**0.1**

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

CIRCULATION	Total Qualified		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,000	100.0	40,964	99.9	36	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**41,000**	**100.0**	**40,964**	**99.9**	**36**	**0.1**

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

CIRCULATION	Total Qualified		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,571	100.0	13,571	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**13,571**	**100.0**	**13,571**	**100.0**	**-**	**-**

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	**34,937**	**10,706**	**-**	**32,371**	**13,272**	**45,643**	**83.9**
II. Request from recipient's company:	**1,366**	**-**	**-**	**1,351**	**15**	**1,366**	**2.5**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**7,382**	**-**	**-**	**7,278**	**104**	**7,382**	**13.6**
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:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**43,685**	**10,706**	**-**	**41,000**	**13,391**	**54,391**	**100.0**
PERCENT	**80.3**	**19.7**	**-**	**75.4**	**24.6**	**100.0**	

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	40,999	13,391	54,390	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	1	-	1	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**41,000**	**13,391**	**54,391**	**100.0**

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

4 CHANNEL PROFILE (CONTINUED) E-NEWSLETTERS

2012	E-Sep Solutions	E-Application Note	Issue Alert
January	-	-	-
1/5/2012	33,199	-	-
1/12/2012	32,516	-	-
1/19/2012	31,699	-	-
1/26/2012	-	31,766	-
February	-	-	-
2/2/2012	32,471	-	-
2/15/2012	32,471		27,440
2/17/2012	32,471	-	-
2/24/2012	-	32,302	-
March	-	-	-
3/1/2012	33,566	-	-
3/8/2012	32,980	-	-
3/9/2012	-	-	27,440
3/22/2012	32,515	-	-
3/29/2012	-	31,814	-
April	-	-	-
4/5/2012	32,287	-	-
4/9/2012	-	-	26,780
4/12/2012	33,248	-	-
4/20/2012	32,417	-	-
4/26/2012	-	30,671	-
May	-	-	-
5/3/2012	32,340	-	-
5/10/2012	32,518	-	-
5/14/2012	-	-	27,161
5/17/2012	32,219	-	-
5/31/2012	-	31,076	-
June	-	-	-
6/7/2012	31,985	-	-
6/12/2012	-	-	26,500
6/14/2012	31,821	-	-
6/22/2012	31,471	-	-
6/28/2012	-	27,428	-
AVERAGE	**32,455**	**30,843**	**27,064**

E-Sep Solutions E-Newsletter (18 deployments in period)
E-Application Note E-Newsletter (6 deployments in period)
Issue Alert E-Newsletter (5 deployments in period)

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

4 CHANNEL PROFILE (CONTINUED)
WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	115,804	45,975	37,606	1.22	00:59	02:29
February	103,092	40,832	32,907	1.24	01:06	02:48
March	120,850	49,788	40,399	1.23	00:58	02:20
April	97,722	39,726	32,732	1.21	00:59	02:25
May	93,507	40,857	33,250	1.23	01:01	02:20
June	90,992	39,261	31,316	1.25	01:01	02:23
AVERAGE:	**103,661**	**42,740**	**34,702**	**1.23**	**01:01**	**02:28**

***See Additional Data**

WEBSITE GLOSSARY:

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period.
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
Page Duration: The average time a browser spent viewing any page(s) on the site
User Session Duration: The average time a browser remained on the site per session

ADDITIONAL DATA

METHOD OF DISTRIBUTION:
All qualified circulation conforms to the field served and definition of recipient 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 brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, 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.

TABLE 3:
Geographic data not available for Website and is therefore not reported herein.

WEBSITE ACTIVITY:
January - June data was provided by Omniture.
All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

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

Peggy Olson, Audience Development Training Manager

Anne Brugman, Audience Development Director

(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 circulation statement has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	July 25, 2012
State	Minnesota
County	St. Louis
Received by BPA Worldwide	July 25, 2012
Type	BD
ID Number	L028B0J2

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.

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4 CHANNEL PROFILE MAGAZINE

Official Publication of: None
Established: 1983
Issues Per Year: 13

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012
This issue is 0.4% or 216 copies below the average of the other 5 issues reported in Table two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY JOB FUNCTION											
					Research and Development	Quality Control, Assurance, Validation	Lab Management	Corporate Management	Analysis	Technical Services	Teaching	Marketing, Sales	Manufacturing, Processing	Regulatory	Purchasing	Other Functions Allied to the Field
Private Industry	36,710	67.5	28,598	8,112	14,156	5,507	1,666	5,585	1,230	1,676	106	1,844	4,209	329	402	-
Universities, Colleges	6,966	12.8	4,680	2,286	3,885	70	495	187	195	143	1,812	18	67	21	73	-
Government	4,462	8.2	3,080	1,382	1,685	395	557	296	638	227	32	14	211	345	62	-
Research Labs, Institutes, Foundations	2,478	4.6	1,860	618	1,614	144	151	195	148	57	14	29	79	22	25	-
Independent Analytical Labs	1,656	3.0	1,176	480	291	203	413	214	258	124	3	43	56	30	21	-
Hospitals, Medical Centers	1,682	3.1	1,309	373	401	143	389	211	128	189	46	14	84	29	48	-
Utilities	437	0.8	297	140	60	43	67	39	47	55	7	17	77	19	6	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**54,391**	**100.0**	**41,000**	**13,391**	**22,092**	**6,505**	**3,738**	**6,727**	**2,644**	**2,471**	**2,020**	**1,979**	**4,783**	**795**	**637**	**-**
PERCENT	**100.0**		**75.4**	**24.6**	**40.6**	**11.9**	**6.9**	**12.4**	**4.9**	**4.5**	**3.7**	**3.6**	**8.8**	**1.5**	**1.2**	**-**

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