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#### **PUBLICATION DESCRIPTION**

One word describes the readership of *SOUTHERN LOGGIN' TIMES*: Loyal. The magazine's family-oriented approach to logging operations throughout the Southern U.S. makes it extremely popular, while at the same time providing the latest information on logging applications, technologies and issues affecting loggers.

#### **FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*SOUTHERN LOGGIN' TIMES* serves logging firms & contractors, woodlands operations of pulp and paper companies, timber buyers or brokers, forest or land management, silviculture operations, land clearing/grooming/grinding contractors, wood refuse grinding contractors, right-of-way clearing contractors, logging machinery manufacturers and distributors and others allied to the field in the forestry market.

#### **AVERAGE MONTHLY CIRCULATION: JANUARY 1, 2014 - DECEMBER 31, 2014**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid</b>	<b>Paid</b>	<b>Total</b>
Individual Subscription	12,419	73	12,492
Association/Group/Directory Lists	-	-	-
Rotated	432	-	432
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,851</b>	<b>73</b>	<b>12,924</b>

<b>NON-QUALIFIED CIRCULATION</b>	<b>Non-Paid</b>	<b>Paid</b>	<b>Total</b>
Advertiser/Agency	556	-	556
Sales/File/Office/Return/Other	445	-	445
Trade Show/Convention/Special Event	46	-	46
<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>1,047</b>	<b>-</b>	<b>1,047</b>

<b>TOTAL PRINTED</b>	<b>13,971</b>
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry and Job Title Classification, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

## RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	12,182	60	12,242	99.8%
Individual by Name Only	10	9	19	0.2%
Title Only	-	-	-	-
Company Name Only	-	4	4	-
<b>Total Qualified Circulation</b>	<b>12,192</b>	<b>73</b>	<b>12,265</b>	<b>100.0%</b>
Non-Qualified Circulation	985	-	985	
<b>TOTAL PRINTED</b>			<b>13,250</b>	

## SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid	Paid	Renewed, Requested, or Updated Within				Total	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	12,190	66	7,938	4,318	-	N/A	12,256	99.9%
Request from Recipient's Company	2	7	7	2	-	N/A	9	0.1%
<b>Total Qualified Circulation</b>	<b>12,192</b>	<b>73</b>	<b>7,945</b>	<b>4,320</b>	<b>-</b>	<b>-</b>	<b>12,265</b>	<b>100.0%</b>
Non-Qualified Circulation	985	-					985	
<b>TOTAL PRINTED</b>							<b>13,250</b>	

## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION	Non-Paid	Paid	Total	Percent
Maine	-	-	-	-	Kentucky	963	1	964	7.9%
New Hampshire	-	2	2	-	Tennessee	738	-	738	6.0%
Vermont	-	-	-	-	Alabama	1,418	5	1,423	11.6%
Massachusetts	-	2	2	-	Mississippi	1,295	5	1,300	10.6%
Rhode Island	-	-	-	-	<b>E. S. Central</b>	<b>4,414</b>	<b>11</b>	<b>4,425</b>	<b>36.1%</b>
Connecticut	-	3	3	-	Arkansas	806	-	806	6.6%
<b>New England</b>	<b>-</b>	<b>7</b>	<b>7</b>	<b>0.1%</b>	Louisiana	511	-	511	4.2%
New York	-	3	3	-	Oklahoma	118	-	118	1.0%
New Jersey	-	1	1	-	Texas	439	-	439	3.6%
Pennsylvania	-	12	12	0.1%	<b>W. S. Central</b>	<b>1,874</b>	<b>-</b>	<b>1,874</b>	<b>15.3%</b>
<b>Mid Atlantic</b>	<b>-</b>	<b>16</b>	<b>16</b>	<b>0.1%</b>	Montana	-	-	-	-
Delaware	13	1	14	0.1%	Idaho	-	-	-	-
Maryland	141	-	141	1.1%	Wyoming	-	-	-	-
D.C.	1	-	1	-	Colorado	-	-	-	-
Virginia	1,136	4	1,140	9.3%	New Mexico	-	1	1	-
West Virginia	247	-	247	2.0%	Arizona	-	-	-	-
North Carolina	1,431	3	1,434	11.7%	Utah	-	1	1	-
South Carolina	759	2	761	6.2%	Nevada	-	-	-	-
Georgia	1,532	5	1,537	12.5%	<b>Mountain</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>-</b>
Florida	513	4	517	4.2%	Alaska	-	-	-	-
<b>S. Atlantic</b>	<b>5,773</b>	<b>19</b>	<b>5,792</b>	<b>47.2%</b>	Washington	-	-	-	-
Ohio	-	5	5	-	Oregon	-	-	-	-
Indiana	-	3	3	-	California	-	1	1	-
Illinois	-	2	2	-	Hawaii	-	-	-	-
Michigan	-	4	4	-	<b>Pacific</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>
Wisconsin	-	1	1	-	U.S. Territories	-	-	-	-
<b>E.N. Central</b>	<b>-</b>	<b>15</b>	<b>15</b>	<b>0.1%</b>	<b>U.S. Total</b>	<b>12,192</b>	<b>71</b>	<b>12,263</b>	<b>100.0%</b>
Minnesota	-	-	-	-	Canada	-	1	1	-
Iowa	-	-	-	-	Foreign	-	1	1	-
Missouri	131	-	131	1.1%	<b>Foreign Total</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>-</b>
North Dakota	-	-	-	-					
South Dakota	-	-	-	-					
Nebraska	-	-	-	-	<b>Total Qualified</b>	<b>12,192</b>	<b>73</b>	<b>12,265</b>	<b>100.0%</b>
Kansas	-	-	-	-	Total Non-Qualified	985	-	985	
<b>W.N. Central</b>	<b>131</b>	<b>-</b>	<b>131</b>	<b>1.1%</b>	<b>TOTAL PRINTED</b>			<b>13,250</b>	

## BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

PRIMARY BUSINESS			Supervisory Technical						
	Non-Paid	Paid	Corp.	Operations	Personnel	Support	Other	Total	Percent
1. Logging Firms & Contractors	9,438	-	6,732	251	623	1,827	5	9,438	77.0%
2. Woodlands Operations of Pulp/Paper Companies	240	-	29	80	13	103	15	240	2.0%
3. Timber Buyers or Brokers	911	-	435	243	10	191	32	911	7.4%
4. Forest & Land Management	758	-	329	139	28	225	37	758	6.2%
5. Silviculture Operations	33	-	21	3	-	6	3	33	0.3%
6. Land Clearing/Grooming/Grinding Contractor	188	-	124	5	9	36	14	188	1.5%
7. Wood Refuse Grinding Contractor	15	-	10	-	3	2	-	15	0.1%
8. Right-of-Way Clearing Contractor	46	-	22	3	6	13	2	46	0.4%
<b>Subtotal 1-8</b>	<b>11,629</b>	<b>-</b>	<b>7,702</b>	<b>724</b>	<b>692</b>	<b>2,403</b>	<b>108</b>	<b>11,629</b>	<b>94.8%</b>
9. Machinery/Equipment/Supplies Manufacturers	143	-	42	47	2	39	13	143	1.2%
10. Machinery Distributors, Dealers	417	-	116	147	6	92	56	417	3.4%
11. Others Allied to the Field	3	73	2	-	-	1	73	76	0.6%
<b>Total Qualified Circulation</b>	<b>12,192</b>	<b>73</b>	<b>7,862</b>	<b>918</b>	<b>700</b>	<b>2,535</b>	<b>250</b>	<b>12,265</b>	<b>100.0%</b>
Total Non-Qualified Circulation	985	-						985	
<b>TOTALPRINTED</b>								<b>13,250</b>	

Description—*Southern Loggin' Times*

Corporate Management & Owners (Corp.) includes chairmen, owners, partners, presidents, vice presidents, CEOs, CFOs, COOs, general managers, and executive directors. Operations Management (Operations) includes operations managers, department managers, and superintendents. Supervisory Personnel includes supervisors, foremen and lead personnel. Technical Support includes engineers, foresters and equipment operators. Other includes human relations, and other titled and non-titled personnel.

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid	Paid	Total
January 2014	13,116	71	13,187
February 2014	12,924	70	12,994
March 2014	13,122	72	13,194
April 2014	13,248	71	13,319
May 2014	13,409	71	13,480
June 2014	12,786	76	12,862
July 2014	13,254	77	13,331
August 2014	12,994	76	13,070
September 2014	12,828	75	12,903
October 2014	12,232	74	12,306
November 2014	12,105	72	12,177
December 2014	12,192	73	12,265
<b>6 Month Average</b>	<b>13,101</b>	<b>72</b>	<b>13,173</b>
<b>12 Month Average</b>	<b>12,851</b>	<b>73</b>	<b>12,924</b>

## EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This audit report does not include an analysis of Additions and Removals by Issue.

## Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	#of Copies
East Coast Sawmill & Logging Equipment Expo	05/16/14 – 05/17/14	Richmond, VA	300
Mid-South Forestry Show	09/19/14 – 09/20/14	Starkville, MS	250
<b>TOTAL</b>			<b>550</b>

## Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.