

**SOUTHERN  
LOGGIN'  
TIMES**  
"The Southern Logger's Best Friend"

Established 1972  
Issues Per Year: 12  
Issues This Report: 12

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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, 2015 - DECEMBER 31, 2015**

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	12,106	81	12,187
Association/Group/Directory Lists	-	-	-
Rotated	-	-	-
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,106</b>	<b>81</b>	<b>12,187</b>

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency	540	-	540
Sales/File/Office/Return/Other	823	-	823
Trade Show/Convention/Special Event	63	-	63
<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>1,426</b>	<b>-</b>	<b>1,426</b>

<b>TOTAL PRINTED</b>	<b>13,613</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	11,987	74	12,061	99.8%
Individual by Name Only	13	7	20	0.2%
Title Only	-	-	-	-
Company Name Only	-	3	3	-
<b>Total Qualified Circulation</b>	<b>12,000</b>	<b>84</b>	<b>12,084</b>	<b>100.0%</b>
Non-Qualified Circulation	1,591	-	1,591	
<b>TOTAL PRINTED</b>			<b>13,675</b>	

## SUBSCRIPTION SOURCE AND REGENCY 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	12,000	76	8,350	3,726	-	N/A	12,076	99.9%
Request from Recipient's Company	-	8	7	1	-	N/A	8	0.1%
<b>Total Qualified Circulation</b>	<b>12,000</b>	<b>84</b>	<b>8,357</b>	<b>3,727</b>	<b>-</b>	<b>-</b>	<b>12,084</b>	<b>100.0%</b>
Non-Qualified Circulation	1,591	-					1,591	
<b>TOTAL PRINTED</b>							<b>13,675</b>	

## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION	Non-Paid	Paid	Total	Percent
Maine	-	-	-	-	Kentucky	767	-	767	6.3%
New Hampshire	-	2	2	-	Tennessee	735	-	735	6.1%
Vermont	-	-	-	-	Alabama	1,380	6	1,386	11.5%
Massachusetts	-	5	5	-	Mississippi	1,257	4	1,261	10.4%
Rhode Island	-	1	1	-	<b>E. S. Central</b>	<b>4,139</b>	<b>10</b>	<b>4,149</b>	<b>34.3%</b>
Connecticut	-	2	2	-	Arkansas	887	-	887	7.3%
<b>New England</b>	<b>-</b>	<b>10</b>	<b>10</b>	<b>0.1%</b>	Louisiana	519	1	520	4.3%
New York	-	3	3	-	Oklahoma	120	-	120	1.0%
New Jersey	-	1	1	-	Texas	464	1	465	3.8%
Pennsylvania	-	13	13	0.1%	<b>W. S. Central</b>	<b>1,990</b>	<b>2</b>	<b>1,992</b>	<b>16.5%</b>
<b>Mid Atlantic</b>	<b>-</b>	<b>17</b>	<b>17</b>	<b>0.1%</b>	Montana	-	-	-	-
Delaware	13	-	13	0.1%	Idaho	-	1	1	-
Maryland	135	-	135	1.1%	Wyoming	-	-	-	-
D.C.	2	-	2	-	Colorado	-	-	-	-
Virginia	1,104	4	1,108	9.2%	New Mexico	-	1	1	-
West Virginia	225	-	225	1.9%	Arizona	-	-	-	-
North Carolina	1,473	3	1,476	12.2%	Utah	-	1	1	-
South Carolina	768	6	774	6.4%	Nevada	-	-	-	-
Georgia	1,506	5	1,511	12.5%	<b>Mountain</b>	<b>-</b>	<b>3</b>	<b>3</b>	<b>-</b>
Florida	509	6	515	4.3%	Alaska	-	-	-	-
<b>S. Atlantic</b>	<b>5,735</b>	<b>24</b>	<b>5,759</b>	<b>47.7%</b>	Washington	-	-	-	-
Ohio	-	6	6	-	Oregon	-	-	-	-
Indiana	-	3	3	-	California	-	1	1	-
Illinois	-	1	1	-	Hawaii	-	-	-	-
Michigan	-	4	4	-	<b>Pacific</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>
Wisconsin	-	2	2	-	U.S. Territories	-	-	-	-
<b>E.N. Central</b>	<b>-</b>	<b>16</b>	<b>16</b>	<b>0.1%</b>	<b>U.S. Total</b>	<b>12,000</b>	<b>83</b>	<b>12,083</b>	<b>100.0%</b>
Minnesota	-	-	-	-	Canada	-	1	1	-
Iowa	-	-	-	-	Foreign	-	-	-	-
Missouri	136	-	136	1.1%	<b>Foreign Total</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>
North Dakota	-	-	-	-					
South Dakota	-	-	-	-					
Nebraska	-	-	-	-	<b>Total Qualified</b>	<b>12,000</b>	<b>84</b>	<b>12,084</b>	<b>100.0%</b>
Kansas	-	-	-	-	Total Non-Qualified	1,591	-	1,591	
<b>W.N. Central</b>	<b>136</b>	<b>-</b>	<b>136</b>	<b>1.1%</b>	<b>TOTAL PRINTED</b>			<b>13,675</b>	

## BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

PRIMARY BUSINESS	Non-Paid	Paid	Supervisory Technical				Total	Percent	
			Corp.	Operations	Personnel	Support			Other
1. Logging Firms & Contractors	9,182	-	6,358	238	628	1,752	206	9,182	76.0%
2. Woodlands Operations of Pulp/Paper Companies	229	-	36	76	14	90	13	229	1.9%
3. Timber Buyers or Brokers	870	-	400	239	17	179	35	870	7.2%
4. Forest & Land Management	720	-	321	135	29	205	30	720	6.0%
5. Silviculture Operations	28	-	20	2	-	6	-	28	0.2%
6. Land Clearing/Grooming/Grinding Contractor	165	-	113	5	9	30	8	165	1.4%
7. Wood Refuse Grinding Contractor	15	-	8	3	2	2	-	15	0.1%
8. Right-of-Way Clearing Contractor	37	-	20	1	3	11	2	37	0.3%
<b>Subtotal 1-8</b>	<b>11,246</b>	<b>-</b>	<b>7,276</b>	<b>699</b>	<b>702</b>	<b>2,275</b>	<b>294</b>	<b>11,246</b>	<b>93.1%</b>
9. Machinery/Equipment/Supplies Manufacturers	200	-	49	68	3	48	32	200	1.7%
10. Machinery Distributors, Dealers	320	-	82	120	2	80	36	320	2.6%
11. Others Allied to the Field	234	84	92	25	5	95	101	318	2.6%
<b>Total Qualified Circulation</b>	<b>12,000</b>	<b>84</b>	<b>7,499</b>	<b>912</b>	<b>712</b>	<b>2,498</b>	<b>463</b>	<b>12,084</b>	<b>100.0%</b>
Total Non-Qualified Circulation	1,591	-						1,591	
<b>TOTALPRINTED</b>								<b>13,675</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 2015	12,314	78	12,392
February 2015	12,439	78	12,517
March 2015	12,267	78	12,345
April 2015	12,197	80	12,277
May 2015	12,364	83	12,447
June 2015	12,218	79	12,297
July 2015	12,016	81	12,097
August 2015	12,306	82	12,388
September 2015	11,581	79	11,660
October 2015	11,588	82	11,670
November 2015	11,981	83	12,064
December 2015	12,000	84	12,084
<b>6 Month Average</b>	<b>12,300</b>	<b>79</b>	<b>12,379</b>
<b>12 Month Average</b>	<b>12,106</b>	<b>81</b>	<b>12,187</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
Forest Products Machinery & Equipment Exposition	06/10/15 – 06/12/15	Atlanta, GA	50
InWoods Expo	06/18/15 – 06/20/15	Hot Springs, AR	300
Mid-Atlantic Logging & Biomass Show	09/18/15 – 09/19/15	Selma-Smithfield, NC	300
American Logger's Council Annual Meeting	09/24/15 – 09/26/15	Eureka, CA	100
<b>TOTAL</b>			<b>750</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.