

TECHNOLOGY REVIEW

Cambridge, Massachusetts 02142

AUDIT REPORT Magazine

Annual Frequency: 6 times/year

Published by Massachusetts Institute of Technology

Field Served: TECHNOLOGY REVIEW serves emerging technology and business markets.

AVERAGE CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2016:

TOTAL AVERAGE CIRCULATION

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
Paid & Verified Circulation:				
Subscriptions:				
Paid				
Print	136,322	136,319	3	0.0
Digital Issue	14,472	14,522	-50	-0.3
Total Paid Subscriptions	150,794	150,841	-47	-0.0
Verified				
Print	7,000	7,000		
Total Verified Subscriptions	7,000	7,000		
Total Paid & Verified Subscriptions	157,794	157,841	-47	-0.0
Single Copy Sales				
Print	8,639	10,266	-1,627	-15.8
Total Single Copy Sales	8,639	10,266	-1,627	-15.8
Total Paid & Verified Circulation	166,433	168,107	-1,674	-1.0
Rate Base	150,000			
Variance to Rate Base	16,434			

PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$6.99		
Subscription	\$29.95		
Average Subscription Price Annualized (6 issue frequency)		\$38.46	
Average Subscription Price per Copy		\$6.41	

(1) For the Report period

(2) Represents subscriptions for the 12 month period ended June 30, 2016.

TOTAL CIRCULATION BY ISSUE

	Total Paid and Verified Circulation						Total Paid and Verified Subscriptions					
	Audited Circulation		Publisher's Statement Claim		Total		Audited Circulation		Publisher's Statement Claim		Total	
	Print	Digital Issue	Print	Digital Issue	Difference	%	Print	Digital Issue	Print	Digital Issue	Difference	%
2016 Issue	156,639	13,835	170,474	159,830	-3,362	-1.9	143,180	13,835	157,015	143,111	-102	-0.1
Jan/Feb	156,595	13,836	170,431	155,825	574	0.3	138,946	13,836	152,782	138,931	-181	-0.1
Mar/Apr	155,487	13,966	169,453	157,392	-2,055	-1.2	139,689	13,966	153,655	139,665	-126	-0.1
May/Jun	150,227	15,103	165,330	150,295	-97	-0.1	132,712	15,103	147,815	132,738	-55	-0.0
Jul/Aug	148,506	15,589	164,095	149,615	-976	-0.6	132,511	15,589	148,100	132,499	145	0.1
Sep/Oct	144,314	14,504	158,818	148,555	-4,126	-2.5	130,896	14,504	145,400	130,971	40	0.0
Nov/Dec	151,961	14,472	166,433	153,585	-1,674	-1.0	136,322	14,472	150,794	136,319	-47	-0.0
Average												

	Total Paid and Verified Circulation						Total Paid and Verified Subscriptions					
	Audited Circulation		Publisher's Statement Claim		Total		Audited Circulation		Publisher's Statement Claim		Total	
	Print	Digital Issue	Print	Digital Issue	Difference	%	Print	Digital Issue	Print	Digital Issue	Difference	%
2016 Issue	150,180	13,835	164,015	150,111	-102	-0.1	143,180	13,835	157,015	143,111	-102	-0.1
Jan/Feb	145,946	13,836	159,782	145,931	-181	-0.1	138,946	13,836	152,782	138,931	-181	-0.1
Mar/Apr	146,689	13,966	160,655	146,665	-126	-0.1	139,689	13,966	153,655	139,665	-126	-0.1
May/Jun	139,712	15,103	154,815	139,738	-55	-0.0	132,712	15,103	147,815	132,738	-55	-0.0
Jul/Aug	139,511	15,589	155,100	139,499	145	0.1	132,511	15,589	148,100	132,499	145	0.1
Sep/Oct	137,896	14,504	152,400	137,971	40	0.0	130,896	14,504	145,400	130,971	40	0.0
Nov/Dec	143,322	14,472	157,794	143,319	-47	-0.0	136,322	14,472	150,794	136,319	-47	-0.0
Average												

	Verified Subscriptions						Single Copy Sales					
	Audited Circulation		Publisher's Statement Claim		Total		Audited Circulation		Publisher's Statement Claim		Total	
	Print	Digital Issue	Print	Digital Issue	Difference	%	Print	Digital Issue	Print	Digital Issue	Difference	%
2016 Issue	7,000	7,000	7,000	7,000	0	0.0	6,459	6,459	9,719	9,719	-3,260	-33.5
Jan/Feb	7,000	7,000	7,000	7,000	0	0.0	10,649	10,649	9,894	9,894	755	7.6
Mar/Apr	7,000	7,000	7,000	7,000	0	0.0	8,798	8,798	10,727	10,727	-1,929	-18.0
May/Jun	7,000	7,000	7,000	7,000	0	0.0	10,515	10,515	10,557	10,557	-42	-0.4
Jul/Aug	7,000	7,000	7,000	7,000	0	0.0	8,995	8,995	10,116	10,116	-1,121	-11.1
Sep/Oct	7,000	7,000	7,000	7,000	0	0.0	6,418	6,418	10,584	10,584	-4,166	-39.4
Nov/Dec	7,000	7,000	7,000	7,000	0	0.0	8,639	8,639	10,266	10,266	-1,627	-15.8
Average												

SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

The following averages, as reported below, are included in Total Average Circulation and annotated here per applicable rules. See Notes.

	PRINT				DIGITAL ISSUE				TOTAL			
	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
PAID SUBSCRIPTIONS												
Individual Subscriptions*	32,787	32,799	-12	-0.0	3,238	3,288	-50	-1.5	36,025	36,087	-62	-0.2
Sponsored Sales	103,535	103,520	15	0.0	11,234	11,234			114,769	114,754	15	0.0
TOTAL PAID SUBSCRIPTIONS	136,322	136,319	3	0.0	14,472	14,522	-50	-0.3	150,794	150,841	-47	-0.0
VERIFIED SUBSCRIPTIONS												
Public Place	7,000	7,000							7,000	7,000		
TOTAL VERIFIED SUBSCRIPTIONS	7,000	7,000							7,000	7,000		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	143,322	143,319	3	0.0	14,472	14,522	-50	-0.3	157,794	157,841	-47	-0.0
SINGLE COPY SALES												
Single Issue Sales	8,639	10,266	-1,627	-15.8					8,639	10,266	-1,627	-15.8
TOTAL SINGLE COPY SALES	8,639	10,266	-1,627	-15.8					8,639	10,266	-1,627	-15.8
TOTAL PAID & VERIFIED CIRCULATION	151,961	153,585	-1,624	-1.0	14,472	14,522	-50	-0.3	166,433	168,107	-1,674	-1.0

*Included in Average Price calculation

ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the report period to the following public areas:

	Business/ Professional Services	Public Place Other	Total Public Place Copies
Verified Subscription: Public Place	7,000		7,000

AUDIT STATEMENT

The difference shown in average paid and verified circulation in comparing this report with the Publisher's Statements for the period audited is 1,674 copies per issue deduction.

NOTES

Sponsored Subscriptions: Copies purchased by a third party in quantities of 11 or more for distribution to consumers.

Average Nonanalyzed Nonpaid: Average nonanalyzed nonpaid circulation for the period was: 2,650

FOR ADDITIONAL DATA PLEASE REFER TO WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media