

Field Served:
 Professional Salon Industry.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 101,115



1A	AVERAGE QUALIFIED PAID CIRCULATION		
	Individual	17,241	
	Multi-Copy Same Addressee, See Par. 11(a)	95	
	Total Average Qualified Paid Circulation		17,336

1B	AVERAGE QUALIFIED NONPAID CIRCULATION		
	Print Only, See Par. 11(b)	81,477	
	Digital Only, See Par. 11(c)	2,302	
	Total Individual	83,779	
	Total Average Qualified Nonpaid Circulation		83,779

1C	AVERAGE NONQUALIFIED CIRCULATION		
	Noncontinuous Market Coverage Copies	2,113	
	Allocated For Shows & Conventions	1,075	
	Miscellaneous, Including Staff Copies, See Par. 11(d)	1,935	
	Total Average Nonqualified Circulation		5,123

1D	AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS		
	None		

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QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2015 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan.	100,663	18,782	79,518	2,363		81,881
Feb.	101,228	19,403	79,479	2,346		81,825
Mar.	101,200	19,131	79,810	2,259		82,069
Apr.	101,200	15,424	83,521	2,255		85,776
May	101,200	16,104	82,769	2,327		85,096
June	101,200	15,172	83,763	2,265		86,028

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2015 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 7.1% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 1.6% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
1. Salons Owners and Managers	79,140	78.2	7,356	70,025	1,759		71,784
2. Schools	571	0.6	202	343	26		369
3. Stylists	13,455	13.3	2,887	10,220	348		10,568
4. Students.....	503	0.5	413	56	34		90
5. Beauty Supply Distributors, Manufacturers of Beauty Supplies and Equipment, their Representatives and Salespeople	855	0.8	79	686	90		776
6. Others Allied to the Field (including Libraries).....	6,676	6.6	5,167	1,439	70		1,509
Other Paid Circulation							
Subscriptions							
Single Copy Sales							
Total Qualified Circulation	101,200	100.0	16,104	82,769	2,327		85,096

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				Total	%
				1 Year	2 Years	3 Years			
Qualified Nonpaid Circulation:									
Total Direct request from recipient:	51,305	1,567		25,044	19,292	8,537	52,873	62.2	
Written.....									
Telecommunication	51,221	1,265		25,010	19,148	8,329	52,487	61.7	
Internet and E-mail.....	84	302		34	144	208	386	0.5	
Total Direct request from recipient's company:	13,687	215		1,588	9,799	2,515	13,902	16.3	
Written									
Telecommunication	12,960	185		1,588	9,042	2,515	13,145	15.4	
Internet and E-mail.....	727	30			757		757	0.9	
Total Communication other than request:									
Written.....									
Telecommunication									
Internet and E-mail.....									
Association									
Business Directories.....									
Lists									
Acquired Circulation									
Other Sources, See Par. 11(e)	17,777	545		18,321			18,321	21.5	
Total Qualified Nonpaid Circulation	82,769	2,327		44,953	29,091	11,052	85,096	100.0	
Percent	97.3	2.7		52.8	34.2	13.0	100.0		
Paid Subscription Circulation.....							16,104		
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							101,200		

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Individual by name and title and/or occupation	90,248	89.2	6,934	81,067	2,247		83,314
Individual by name only	4,259	4.2	3,084	1,104	71		1,175
Title or occupation only.....	4,706	4.6	4,105	593	8		601
Company name only.....	1,829	1.8	1,823	5	1		6
Multi-Copy Same Addressee	158	0.2	158				
Total Qualified Paid Subscription & Nonpaid Circulation	101,200	100.0	16,104	82,769	2,327		85,096
Single Copy Sales							
Total Qualified Circulation	101,200						

GEOGRAPHIC ANALYSIS

State	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation
Alabama	219	1,039	45		1,084	1,303
Arizona	275	1,263	42		1,305	1,580
Arkansas	92	1,138	22		1,160	1,252
California	3,020	12,226	286		12,512	15,532
Colorado	209	1,310	41		1,351	1,560
Connecticut	126	1,619	32		1,651	1,777
Delaware	42	143	4		147	189
District of Columbia	8	128	4		132	140
Florida	722	3,140	165		3,305	4,027
Georgia	329	2,143	76		2,219	2,548
Idaho	60	491	11		502	562
Illinois	1,295	4,346	98		4,444	5,739
Indiana	376	1,398	60		1,458	1,834
Iowa	175	1,017	32		1,049	1,224
Kansas	211	1,148	27		1,175	1,386
Kentucky	149	984	28		1,012	1,161
Louisiana	159	1,847	29		1,876	2,035
Maine	50	668	10		678	728
Maryland	155	911	34		945	1,100
Massachusetts	243	3,131	58		3,189	3,432
Michigan	602	2,120	83		2,203	2,805
Minnesota	264	1,216	53		1,269	1,533
Mississippi	90	628	17		645	735
Missouri	308	2,053	42		2,095	2,403
Montana	62	372	3		375	437
Nebraska	108	845	14		859	967
Nevada	186	479	22		501	687
New Hampshire	89	614	9		623	712
New Jersey	246	3,405	59		3,464	3,710
New Mexico	98	516	12		528	626
New York	512	3,941	144		4,085	4,597
North Carolina	371	2,233	66		2,299	2,670
North Dakota	47	285	5		290	337
Ohio	848	2,080	96		2,176	3,024
Oklahoma	141	1,169	38		1,207	1,348
Oregon	110	1,051	23		1,074	1,184
Pennsylvania	760	3,110	79		3,189	3,949
Rhode Island	27	475	13		488	515
South Carolina	184	1,087	21		1,108	1,292
South Dakota	37	303	6		309	346
Tennessee	227	1,396	55		1,451	1,678
Texas	829	6,967	166		7,133	7,962
Utah	147	622	12		634	781
Vermont	27	278	5		283	310
Virginia	260	1,281	30		1,311	1,571
Washington	285	2,044	41		2,085	2,370
West Virginia	87	314	5		319	406
Wisconsin	401	1,127	59		1,186	1,587
Wyoming	34	177	1		178	212
TOTAL 48 CONTERMINOUS STATES	15,302	82,278	2,283		84,561	99,863
Alaska	23	138	3		141	164
Hawaii	54	246	1		247	301
TOTAL ALASKA & HAWAII	77	384	4		388	465
Single Copy Sales						
U.S. Unclassified						
TOTAL UNITED STATES	15,379	82,662	2,287		84,949	100,328
Poss. & Other Areas	54	60	4		64	118
U.S. & POSS., etc.	15,433	82,722	2,291		85,013	100,446
Canada	622	41	15		56	678
International	49	6	21		27	76
Military or Civilian Personnel						
Overseas						
Other International						
TOTAL INTERNATIONAL	671	47	36		83	754
E-Mail Address Only						
Other Unclassified						
GRAND TOTAL	16,104	82,769	2,327		85,096	101,200

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2015

5	PRICE DATA See Par. 11(f) Basic Prices: Subscriptions: U.S., 1 yr. \$34.00; 2 yrs. \$48.00. Single Copy: \$10.00 Sales include Premium Values Basic & higher than basic: 178 75% - 99% of basic: 433 50% - 74% of basic: 681 25% - 49% of basic: 885 Less than 25% of basic: 237 Total 2,414
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7	SALES CHANNELS Ordered by mail and/or directly requested by subscriber 1,492 Ordered through salespeople: Catalog agencies and individual agents 908 Publisher's own and other publishers' salespeople . . . None Independent agencies' salespeople. None Association memberships None All other channels 14 Total 2,414
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6	TERM DATA Three years or more 68 Two years or more but less than three 589 One year or more but less than two 1,749 Less than one year 8 Total 2,414
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8	PREMIUM USAGE Ordered without premium 2,414 Ordered with reprinted material from this publication None Ordered with other premiums None Total 2,414
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ADDITIONAL CIRCULATION INFORMATION

9	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May 2015 issue 19.0% Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement 19.0%
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10	RENEWAL ANALYSIS OF PAID CIRCULATION Reporting not required
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EXPLANATORY

Audit Cycle: December Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 95 copies per issue, represent copies sold in quantities of 2 or more to business concerns at basic prices. Copies were mailed by the publisher in bulk to purchasers for distribution.

(b) Print Only Individual subscriptions, averaging 81,477 copies per issue, represent copies served to individuals receiving the print version only of MODERN SALON.

(c) Digital Only Individual subscriptions, averaging 2,302 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of MODERN SALON is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 1,935 copies per issue, served to advertisers and agencies.

(e) Other Sources represent copies served to subscribers obtained from shows and conventions.

(f) Authorized prices with 5% or more of total subscription sales:

1 yr.	\$3.00	1 yr.	\$14.00	1 yr.	\$28.00	2 yr.	\$32.00
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(h) On-line class, with a value of \$19.95, was offered with subscriptions at \$28.00, \$40.00, \$50.00.

Definition of Recipient Qualification:

Qualified recipients are: professional salons, men’s, women’s and unisex; hair care salons, nail care salons, skin care salons, tanning salons or combinations of the above, their owners, managers, stylists and other personnel and salon professionals, beauty schools, their owners and instructors; distributors and manufacturers of salon supplies and equipment, their owners and sales persons, manufacturers’ representatives, libraries and others allied to the field.

We certify that to the best of our knowledge all data set forth in this Publisher’s Statement are true and report circulation in accordance with Alliance for Audited Media’s Bylaws and Rules.

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