

# DEPARTURES

## BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2014



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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**DEPARTURES** the voice of luxury, is distributed exclusively to American Express Platinum Card® and Centurion® members. The magazine provides actionable intelligence across a range of topics including travel, style, culture, technology, home and design. It is a lifestyle sourcebook for affluent, well-traveled, interested consumers—a call to action on where to go, how to go, and who and what to know NOW.

### MARKET SERVED

**DEPARTURES** is the lifestyle magazine covering luxury, travel, dining, style, culture and home design for Platinum card and Centurion members from American Express.

## CHANNELS

### DEPARTURES MAGAZINE



3 Issues in the period  
1,260,942 average circulation

## EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
<b>DEPARTURES MAGAZINE</b> (3 issues in period)	-	1,260,942	1,260,942

## MAGAZINE CHANNEL

Official Publication of: None/Established: 1984

### PRICE AND FREQUENCY

\*\*NC Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)

7 Issues Per Year

\*\*NC All Single-Copy Sales Prices for the Period

**\*\*NC - None Claimed**

### AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

<b>Total Qualified</b>	<b>1,260,942</b>
Average Rate Base	920,000
Variance +/-	340,942
Percent +/-	37.0
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	1,260,942

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
Membership Benefit	-	-	1,260,942	100.0	1,260,942	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions:</b>	-	-	1,260,942	100.0	1,260,942	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>1,260,942</b>	<b>100.0</b>	<b>1,260,942</b>	<b>100.0</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
January/February	1,254,222
March/April	1,262,588
May/June	1,266,015

### 3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY/JUNE 2014

This issue is 0.6% or 7,610 copies above the average of the other 2 issues reported in Paragraph 2.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL
American Express Individual Platinum and Centurion members	886,056	70.0
American Express Small Business Platinum and Centurion members	379,959	30.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,266,015</b>	<b>100.0</b>

### 4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> – Direct Request:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
II. <b>TOTAL</b> – Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. <b>TOTAL</b> – Membership Benefit:	<b>1,266,015</b>	-	-	<b>1,266,015</b>	<b>100.0</b>
a. Individual	886,056	-	-	886,056	70.0
b. Organizational	379,959	-	-	379,959	30.0
IV. <b>TOTAL</b> – Communication from recipient or re-distributor (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-
Rosters and directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,266,015</b>	-	-	<b>1,266,015</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	1,081,387	1,111,423	1,157,040	1,194,749	1,237,880	1,260,942
Rate Base (if any):	860,000	875,000	875,000	900,000	900,000	920,000
Rate Base +/-:	221,387	236,423	282,040	294,749	337,880	340,942
Percent +/-:	25.7	27.0	32.2	32.7	37.5	37.1
Qualified Paid :	558	588	646	-	-	-
Subscriptions	558	588	646	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	1,080,829	1,110,835	1,156,394	1,194,749	1,237,880	1,260,942
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

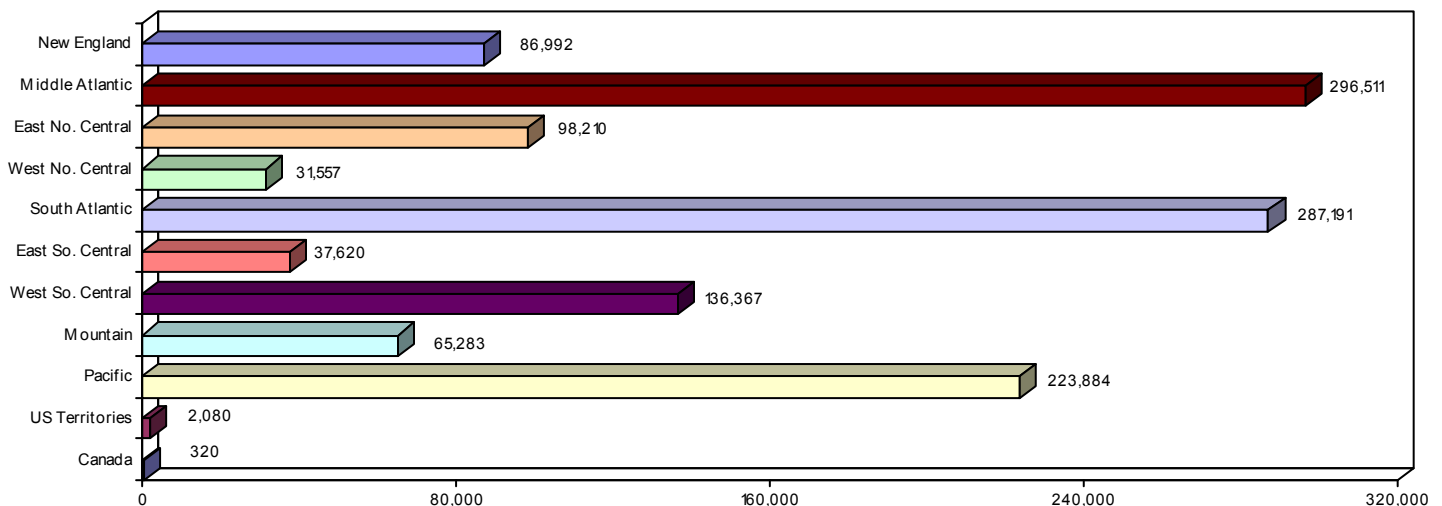
**\*NOTE: July 2013 – June 2014 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	2,669		Kentucky	6,420	
New Hampshire	4,930		Tennessee	15,548	
Vermont	1,659		Alabama	10,626	
Massachusetts	42,523		Mississippi	5,026	
Rhode Island	4,056		<b>EAST SO. CENTRAL</b>	<b>37,620</b>	<b>3.0</b>
Connecticut	31,155		Arkansas	4,705	
<b>NEW ENGLAND</b>	<b>86,992</b>	<b>6.9</b>	Louisiana	14,977	
New York	183,017		Oklahoma	7,399	
New Jersey	77,344		Texas	109,286	
Pennsylvania	36,150		<b>WEST SO. CENTRAL</b>	<b>136,367</b>	<b>10.8</b>
<b>MIDDLE ATLANTIC</b>	<b>296,511</b>	<b>23.4</b>	Montana	2,010	
Ohio	22,887		Idaho	2,203	
Indiana	8,542		Wyoming	1,347	
Illinois	39,961		Colorado	16,902	
Michigan	20,104		New Mexico	4,060	
Wisconsin	6,716		Arizona	21,225	
<b>EAST NO. CENTRAL</b>	<b>98,210</b>	<b>7.8</b>	Utah	7,214	
Minnesota	9,515		Nevada	10,322	
Iowa	2,790		<b>MOUNTAIN</b>	<b>65,283</b>	<b>5.2</b>
Missouri	10,121		Alaska	1,180	
North Dakota	682		Washington	14,698	
South Dakota	1,144		Oregon	6,115	
Nebraska	2,172		California	197,199	
Kansas	5,133		Hawaii	4,692	
<b>WEST NO. CENTRAL</b>	<b>31,557</b>	<b>2.5</b>	<b>PACIFIC</b>	<b>223,884</b>	<b>17.7</b>
Delaware	2,639		<b>UNITED STATES</b>	<b>1,263,615</b>	<b>99.8</b>
Maryland	25,682		U.S. Territories	2,080	
Washington, DC	9,369		Canada	320	
Virginia	33,592		Mexico	-	
West Virginia	1,705		Other International	-	
North Carolina	23,711		APO/FPO	-	
South Carolina	12,485				
Georgia	41,353				
Florida	136,655				
<b>SOUTH ATLANTIC</b>	<b>287,191</b>	<b>22.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,266,015</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

DEPARTURES is mailed periodicals class from New York.

### MAGAZINE:

**AVERAGE NON-QUALIFIED CIRCULATION: 13,962 COPIES.**

### TOP 20 DMA'S

This is an analysis of copies sent to "Designated Market Areas" (DMA's) which are television viewing areas as defined by the A.C. Nielsen Company.

DMA RANK	CIRCULATION	% DEPARTURES	% DMA HHs	DEPARTURES INDEX
1. New York	259,704	20.6	6.8	302
2. Los Angeles	111,737	8.8	5.0	177
3. Chicago	37,449	3.0	3.1	96
4. Philadelphia	36,526	2.9	2.7	107
5. San Francisco-Oakland-San Jose	44,927	3.6	2.3	155
<b>Top 5 Sub Total</b>	<b>490,343</b>	<b>38.8</b>	<b>19.9</b>	<b>195</b>
6. Boston	43,571	3.4	2.2	157
7. Dallas - Ft. Worth	33,248	2.6	2.1	125
8. Washington D.C.	45,381	3.6	2.1	171
9. Atlanta	35,327	2.8	1.9	147
10. Detroit	14,517	1.1	1.8	64
<b>Top 10 Sub Total</b>	<b>662,387</b>	<b>52.4</b>	<b>30.0</b>	<b>175</b>
11. Houston	42,350	3.4	1.7	197
12. Seattle - Tacoma	12,823	1.0	1.6	63
13. Tampa - St. Petersburg	21,359	1.7	1.5	113
14. Minneapolis-St. Paul	8,963	0.7	1.5	47
15. Phoenix	17,816	1.4	1.4	101
<b>Top 15 Sub Total</b>	<b>765,698</b>	<b>60.6</b>	<b>37.7</b>	<b>161</b>
16. Cleveland-Akron (Canton)	9,536	0.8	1.4	54
17. Miami-Ft. Lauderdale	52,027	4.1	1.4	294
18. Denver	15,067	1.2	1.3	92
19. Sacramento-Stockton-Modesto	7,288	0.6	1.2	48
20. Orlando - Daytona Beach - Melbourne	15,438	1.2	1.2	102
<b>Top 20 Total</b>	<b>865,054</b>	<b>68.5</b>	<b>44.2</b>	<b>155</b>
<b>Total U.S.</b>	<b>1,263,615</b>	<b>100.0</b>	<b>100.0</b>	

### PUBLISHER'S AFFIDAVIT

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

Steven J. DeLuca, Vice President/Publisher

Michelle Korchinski-Ogden, Vice President/Consumer Marketing

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

Date signed July 15, 2014

State New York

County New York

Received by BPA Worldwide July 15, 2014

Type CPJ

ID Number D027B0J4

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