



STAGE DIRECTIONS
Established 1988
Issues Per Year: 12
Issues This Report: 6

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PUBLICATION DESCRIPTION

From backstage to box office -- performance to production -- *STAGE DIRECTIONS* is the only independently published journal devoted to theatre. Filled with practical tips and information you need to stay on top of trends from Broadway to High School, *STAGE DIRECTIONS* has delivered insightful editorial dedicated to the art and craft of the theatre for almost 3 decades.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

STAGE DIRECTIONS serves the theatre industry which includes lighting, staging, production services, facility management, special effects and others allied to the field.

Qualified recipients are presidents, owners, employees, managers, administrators, independents, students and other titled and non-titled personnel.

AVERAGE MONTHLY CIRCULATION: JULY 1, 2016 – DECEMBER 31, 2016

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated
Individual Subscription	8,625	-	5,629	-	14,251
Association/Group/Directory Lists	3,150	-	4,156	-	7,306
Rotated	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,775	-	9,782	-	21,557
TOTAL NON-QUALIFIED CIRCULATION					1,316

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry Classification, Job Title Classification, Additions and Removals by Issue, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Total Qualified	
			Unduplicated	Percent
Individual by Name and Title and/or Company	11,758	9,793	21,551	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	11,758	9,793	21,551	100.0%

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within				Total Qualified	
			1 Year	2 Years	3 Years	3+ Years	Unduplicated	Percent
Direct Request from the Recipient	8,613	5,697	6,148	4,030	4,132	-	14,310	66.4%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	3,145	4,096	2,883	4,189	169	-	7,241	33.6%
Total Qualified Circulation	11,758	9,793	9,031	8,219	4,301	-	21,551	100.0%

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated	Percent
Maine	60	22	82	0.4%	Kentucky	115	96	211	1.0%
New Hampshire	79	50	129	0.6%	Tennessee	242	232	474	2.2%
Vermont	37	30	67	0.3%	Alabama	137	68	205	1.0%
Massachusetts	318	242	560	2.6%	Mississippi	54	30	84	0.4%
Rhode Island	50	46	96	0.4%	E. S. Central	548	426	974	4.5%
Connecticut	215	122	337	1.6%	Arkansas	81	40	121	0.6%
New England	759	512	1,271	5.9%	Louisiana	115	90	205	1.0%
New York	775	727	1,502	7.0%	Oklahoma	107	72	179	0.8%
New Jersey	455	297	752	3.5%	Texas	877	558	1,435	6.7%
Pennsylvania	507	352	859	4.0%	W. S. Central	1,180	760	1,940	9.0%
Mid Atlantic	1,737	1,376	3,113	14.4%	Montana	15	27	42	0.2%
Delaware	32	26	58	0.3%	Idaho	54	43	97	0.5%
Maryland	237	175	412	1.9%	Wyoming	18	7	25	0.1%
D.C.	30	28	58	0.3%	Colorado	213	141	354	1.6%
Virginia	311	167	478	2.2%	New Mexico	44	37	81	0.4%
West Virginia	55	26	81	0.4%	Arizona	175	156	331	1.5%
North Carolina	304	218	522	2.4%	Utah	136	69	205	1.0%
South Carolina	121	92	213	1.0%	Nevada	145	179	324	1.5%
Georgia	330	230	560	2.6%	Mountain	800	659	1,459	6.8%
Florida	638	693	1,331	6.2%	Alaska	9	13	22	0.1%
S. Atlantic	2,058	1,655	3,713	17.2%	Washington	152	181	333	1.5%
Ohio	460	321	781	3.6%	Oregon	140	113	253	1.2%
Indiana	278	176	454	2.1%	California	1,366	1,263	2,629	12.2%
Illinois	536	381	917	4.3%	Hawaii	35	49	84	0.4%
Michigan	396	267	663	3.1%	Pacific	1,702	1,619	3,321	15.4%
Wisconsin	276	183	459	2.1%	U.S. Territories	7	49	56	0.3%
E. N. Central	1,946	1,328	3,274	15.2%	U.S. Total	11,609	8,976	20,585	95.5%
Minnesota	232	174	406	1.9%	Canada	145	264	409	1.9%
Iowa	131	81	212	1.0%	Foreign	4	553	557	2.6%
Missouri	247	185	432	2.0%	Foreign Total	149	817	966	4.5%
North Dakota	23	22	45	0.2%					
South Dakota	30	20	50	0.2%					
Nebraska	74	36	110	0.5%					
Kansas	135	74	209	1.0%					
W. N. Central	872	592	1,464	6.8%	Total Qualified	11,758	9,793	21,551	100.0%

BUSINESS/INDUSTRY CLASSIFICATION

PRIMARY BUSINESS	Non-Paid		Total Qualified Unduplicated	Percent
	Print	Digital		
Lighting Designer, Sound Designer, Scenic Designer	1,586	3,470	5,056	23.5%
Director, Technical Director	2,685	2,102	4,787	22.2%
Educator	4,045	508	4,553	21.1%
Artistic Director, Producer	966	527	1,493	6.9%
Facility Manager, Theater Administrator	456	270	726	3.4%
Stage Manager	312	344	656	3.0%
Consultant	253	253	506	2.3%
Backstage Support Staff/Crew, Rigger	243	211	454	2.1%
Manufacturer	171	131	302	1.4%
Box Office Manager, Front-of-House Support Staff	138	114	252	1.2%
Theatrical Retailer	112	79	191	0.9%
Actor	95	85	180	0.8%
Costume Designer, Make-up Artist	101	58	159	0.7%
Others allied to the field	595	1,641	2,236	10.4%
Total Qualified Circulation	11,758	9,793	21,551	100.0%

Description – *Stage Directions*

JOB TITLE CLASSIFICATION

JOB TITLE	Non-Paid		Total Qualified Unduplicated	Percent
	Print	Digital		
President/Owner	1,935	2,512	4,447	20.6%
Administrator/Manager	2,419	2,206	4,625	21.5%
Employee	5,425	2,443	7,868	36.5%
Independent	831	1,887	2,718	12.6%
Student	346	230	576	2.7%
Other Titled and Non-Titled Personnel	802	515	1,317	6.1%
Total Qualified Circulation	11,758	9,793	21,551	100.0%

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Print	Digital	Print	Digital			
July 2016	47	23	742	509	70	1,251	(1,181)
August 2016	84	69	90	50	153	140	13
September 2016	53	37	49	28	90	77	13
October 2016	118	65	97	40	183	137	46
November 2016	36	28	71	36	64	107	(43)
December 2016	101	48	75	34	149	109	40
6 Month Total	439	270	1,124	697	709	1,821	(1,112)
6 Month Average	73	45	187	116	118	304	(185)

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated
July 2016	11,774	9,748	21,522
August 2016	11,768	9,767	21,535
September 2016	11,772	9,776	21,548
October 2016	11,793	9,801	21,594
November 2016	11,758	9,793	21,551
December 2016	11,784	9,807	21,591
6 Month Average	11,775	9,782	21,557

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

Audit of Records and Affidavit

On a continuing basis, VERIFIED AUDIT CIRCULATION conducts audits of printing, distribution, financial records and other data presented by this publication in order to substantiate data submitted to Verified. These examinations follow 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 these audits warrant the issuance of audit reports as true and accurate statements of the qualified circulation of the client publication.

We certify to the best of our knowledge all information set forth in this Publisher's Statement is true and report circulation in accordance with VERIFIED AUDIT CIRCULATION Procedures and Regulations.

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March 13, 2017