



**STAGE DIRECTIONS**  
Established 1988  
Issues Per Year: 12  
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**TIMELESS COMMUNICATIONS CORP.**  
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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, 2017 – DECEMBER 31, 2017**

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated
Individual Subscription	8,101	-	6,098	-	14,198
Association/Group/Directory Lists	3,085	-	3,812	-	6,897
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,186</b>	<b>-</b>	<b>9,910</b>	<b>-</b>	<b>21,096</b>
<b>TOTAL NON-QUALIFIED CIRCULATION</b>					<b>1,203</b>

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry Classification, Job Title Classification, 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	11,217	9,928	21,145	99.8%
Individual by Name Only	-	-	-	-
Title Only	35	-	35	0.2%
Company Name Only	-	-	-	-
<b>Total Qualified Circulation</b>	<b>11,252</b>	<b>9,928</b>	<b>21,180</b>	<b>100.0%</b>

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	7,141	5,196	6,897	2,664	2,776	-	12,337	58.2%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	4,111	4,732	2,601	-	3,711	2,531	8,843	41.8%
<b>Total Qualified Circulation</b>	<b>11,252</b>	<b>9,928</b>	<b>9,498</b>	<b>2,664</b>	<b>6,487</b>	<b>2,531</b>	<b>21,180</b>	<b>100.0%</b>

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	48	19	67	0.3%	Kentucky	110	94	204	1.0%
New Hampshire	71	50	121	0.6%	Tennessee	220	231	451	2.1%
Vermont	31	30	61	0.3%	Alabama	130	69	199	0.9%
Massachusetts	304	244	548	2.6%	Mississippi	52	33	85	0.4%
Rhode Island	47	44	91	0.4%	<b>E. S. Central</b>	<b>512</b>	<b>427</b>	<b>939</b>	<b>4.4%</b>
Connecticut	220	116	336	1.6%	Arkansas	73	39	112	0.5%
<b>New England</b>	<b>721</b>	<b>503</b>	<b>1,224</b>	<b>5.8%</b>	Louisiana	121	86	207	1.0%
New York	754	718	1,472	6.9%	Oklahoma	95	75	170	0.8%
New Jersey	427	300	727	3.4%	Texas	850	564	1,414	6.7%
Pennsylvania	473	347	820	3.9%	<b>W. S. Central</b>	<b>1,139</b>	<b>764</b>	<b>1,903</b>	<b>9.0%</b>
<b>Mid Atlantic</b>	<b>1,654</b>	<b>1,365</b>	<b>3,019</b>	<b>14.3%</b>	Montana	18	29	47	0.2%
Delaware	34	23	57	0.3%	Idaho	55	43	98	0.5%
Maryland	252	176	428	2.0%	Wyoming	17	8	25	0.1%
D.C.	26	30	56	0.3%	Colorado	208	147	355	1.7%
Virginia	306	173	479	2.3%	New Mexico	46	34	80	0.4%
West Virginia	47	25	72	0.3%	Arizona	167	164	331	1.6%
North Carolina	300	217	517	2.4%	Utah	131	69	200	0.9%
South Carolina	123	88	211	1.0%	Nevada	150	181	331	1.6%
Georgia	326	229	555	2.6%	<b>Mountain</b>	<b>792</b>	<b>675</b>	<b>1,467</b>	<b>6.9%</b>
Florida	619	689	1,308	6.2%	Alaska	8	13	21	0.1%
<b>S. Atlantic</b>	<b>2,033</b>	<b>1,650</b>	<b>3,683</b>	<b>17.4%</b>	Washington	151	171	322	1.5%
Ohio	431	323	754	3.6%	Oregon	111	108	219	1.0%
Indiana	248	177	425	2.0%	California	1,329	1,273	2,602	12.3%
Illinois	541	390	931	4.4%	Hawaii	21	50	71	0.3%
Michigan	363	273	636	3.0%	<b>Pacific</b>	<b>1,620</b>	<b>1,615</b>	<b>3,235</b>	<b>15.3%</b>
Wisconsin	254	190	444	2.1%	U.S. Territories	10	45	55	0.3%
<b>E. N. Central</b>	<b>1,837</b>	<b>1,353</b>	<b>3,190</b>	<b>15.1%</b>	<b>U.S. Total</b>	<b>11,120</b>	<b>8,996</b>	<b>20,116</b>	<b>95.0%</b>
Minnesota	224	180	404	1.9%	Canada	130	275	405	1.9%
Iowa	109	83	192	0.9%	Foreign	2	657	659	3.1%
Missouri	218	186	404	1.9%	<b>Foreign Total</b>	<b>132</b>	<b>932</b>	<b>1,064</b>	<b>5.0%</b>
North Dakota	20	21	41	0.2%					
South Dakota	28	23	51	0.2%					
Nebraska	72	36	108	0.5%					
Kansas	131	70	201	0.9%					
<b>W. N. Central</b>	<b>802</b>	<b>599</b>	<b>1,401</b>	<b>6.6%</b>	<b>Total Qualified</b>	<b>11,252</b>	<b>9,928</b>	<b>21,180</b>	<b>100.0%</b>

**BUSINESS/INDUSTRY CLASSIFICATION**

PRIMARY BUSINESS	Non-Paid Print	Non-Paid Digital	Total Qualified	
			Unduplicated	Percent
Director, Technical Director	2,848	2,255	5,103	24.1%
Lighting Designer, Sound Designer, Scenic Designer	1,474	3,388	4,862	23.0%
Educator	3,820	614	4,434	20.9%
Artistic Director, Producer	902	539	1,441	6.8%
Facility Manager, Theater Administrator	413	278	691	3.3%
Stage Manager	285	352	637	3.0%
Consultant	260	260	520	2.5%
Backstage Support Staff/Crew, Rigger	218	225	443	2.1%
Manufacturer	175	140	315	1.5%
Box Office Manager, Front-of-House Support Staff	128	123	251	1.2%
Theatrical Retailer	86	98	184	0.9%
Actor	97	84	181	0.9%
Costume Designer, Make-up Artist	92	67	159	0.8%
Others allied to the field	454	1,505	1,959	9.2%
<b>Total Qualified Circulation</b>	<b>11,252</b>	<b>9,928</b>	<b>21,180</b>	<b>100.0%</b>

Description – *Stage Directions*

**JOB TITLE CLASSIFICATION**

JOB TITLE	Non-Paid Print	Non-Paid Digital	Total Qualified	
			Unduplicated	Percent
President/Owner	1,911	2,512	4,423	20.9%
Administrator/Manager	2,440	2,212	4,652	22.0%
Employee	5,217	2,541	7,758	36.6%
Independent	757	1,877	2,634	12.4%
Student	319	250	569	2.7%
Other Titled and Non-Titled Personnel	608	536	1,144	5.4%
<b>Total Qualified Circulation</b>	<b>11,252</b>	<b>9,928</b>	<b>21,180</b>	<b>100.0%</b>

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Total Qualified Unduplicated
July 2017	10,871	9,753	20,624
August 2017	11,215	9,912	21,127
September 2017	11,234	9,980	21,214
October 2017	11,269	9,946	21,215
November 2017	11,252	9,928	21,180
December 2017	11,273	9,942	21,215
<b>6 Month Average</b>	<b>11,186</b>	<b>9,910</b>	<b>21,096</b>

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Additions and Removals by Issue.

**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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