



FRONT of HOUSE
Established 2002
Issues Per Year: 12
Issues This Report: 6

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PUBLICATION DESCRIPTION

FRONT of HOUSE is the leading source and record of news for the performance audio community, covering concerts, tours, installations, houses of worship and entertainment technology for the industry. We provide coverage of the latest news, products and commentary each month. Inside you will find news about the industry from around the world, product news, product reviews, opinions and ideas to advance the industry.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

FRONT of HOUSE serves the live event audio and theatrical installation industry, which includes sound reinforcement, facilities management, production, and others allied to the field.

AVERAGE MONTHLY CIRCULATION: JANUARY 1, 2017 – JUNE 30, 2017

QUALIFIED CIRCULATION	Non-Paid	Paid	Non-Paid	Paid	Total Qualified
	Print	Print	Digital	Digital	
Individual Subscription	12,806	-	6,805	-	19,611
Association/Group/Directory Lists	157	-	3,431	-	3,588
TOTAL QUALIFIED CIRCULATION	12,963	-	10,736	-	23,199

TOTAL NON-QUALIFIED CIRCULATION	1,104
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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	Percent
Individual by Name and Title and/or Company	13,061	10,181	23,242	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	13,061	10,181	23,242	100.0%

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within				Total Qualified	
			1 Year	2 Years	3 Years	3+ Years	Qualified	Percent
Direct Request from the Recipient	12,111	6,150	10,955	4,692	2,613	-	18,261	78.6%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	950	4,031	-	3,445	-	-	4,981	21.4%
Total Qualified Circulation	13,061	10,181	10,955	8,137	2,613	-	23,242	100.0%

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent	REGION	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
Maine	49	21	70	0.3%	Kentucky	144	80	224	1.0%
New Hampshire	56	40	96	0.4%	Tennessee	466	233	699	3.0%
Vermont	28	20	48	0.2%	Alabama	137	63	200	0.9%
Massachusetts	260	191	451	1.9%	Mississippi	60	33	93	0.4%
Rhode Island	50	27	77	0.3%	E. S. Central	807	409	1,216	5.2%
Connecticut	173	90	263	1.1%	Arkansas	67	33	100	0.4%
New England	616	389	1,005	4.3%	Louisiana	148	83	231	1.0%
New York	786	527	1,313	5.6%	Oklahoma	116	66	182	0.8%
New Jersey	383	243	626	2.7%	Texas	788	505	1,293	5.6%
Pennsylvania	603	299	902	3.9%	W. S. Central	1,119	687	1,806	7.8%
Mid Atlantic	1,772	1,069	2,841	12.2%	Montana	31	19	50	0.2%
Delaware	32	17	49	0.2%	Idaho	62	22	84	0.4%
Maryland	265	137	402	1.7%	Wyoming	18	3	21	0.1%
D.C.	24	25	49	0.2%	Colorado	254	157	411	1.8%
Virginia	277	163	440	1.9%	New Mexico	72	27	99	0.4%
West Virginia	50	22	72	0.3%	Arizona	229	143	372	1.6%
North Carolina	360	189	549	2.4%	Utah	74	51	125	0.5%
South Carolina	162	76	238	1.0%	Nevada	235	129	364	1.6%
Georgia	393	208	601	2.6%	Mountain	975	551	1,526	6.6%
Florida	944	598	1,542	6.6%	Alaska	19	6	25	0.1%
S. Atlantic	2,507	1,435	3,942	17.0%	Washington	224	150	374	1.6%
Ohio	504	266	770	3.3%	Oregon	134	102	236	1.0%
Indiana	298	129	427	1.8%	California	1,755	1,040	2,795	12.0%
Illinois	492	309	801	3.4%	Hawaii	60	41	101	0.4%
Michigan	400	219	619	2.7%	Pacific	2,192	1,339	3,531	15.2%
Wisconsin	267	153	420	1.8%	U.S. Territories	42	28	70	0.3%
E. N. Central	1,961	1,076	3,037	13.1%	U.S. Total	12,809	7,524	20,333	87.5%
Minnesota	242	164	406	1.7%	Canada	244	489	733	3.2%
Iowa	113	69	182	0.8%	Foreign	8	2,168	2,176	9.4%
Missouri	257	152	409	1.8%	Foreign Total	252	2,657	2,909	12.5%
North Dakota	19	19	38	0.2%					
South Dakota	32	18	50	0.2%					
Nebraska	58	47	105	0.5%					
Kansas	97	72	169	0.7%					
W. N. Central	818	541	1,359	5.8%	Total Qualified	13,061	10,181	23,242	100.0%

BUSINESS/INDUSTRY CLASSIFICATION

PRIMARY BUSINESS	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
SOUND REINFORCEMENT				
FOH Mixer, Monitor Mixer	3,840	2,319	6,159	26.5%
System Designer, Sound Contractor, Consultant	1,985	884	2,869	12.3%
Audio Technician, Sound Crew	1,606	859	2,465	10.6%
Audio Sales/Rentals/Mfg Rep	604	336	940	4.0%
Manufacturer	269	171	440	1.9%
FACILITIES				
Facility Manager, Facility Stage Manager, Operations Manager	869	804	1,673	7.2%
PRODUCTION				
Technical Director, Production Manager, Tour Manager, Stage Manager	2,624	3,556	6,180	26.6%
Production Crew, Site Coordinator	327	344	671	2.9%
Promoter/Producer, Personal Manager	202	133	335	1.4%
Others allied to the field	735	775	1,510	6.5%
Total Qualified Circulation	13,061	10,181	23,242	100.0%

Description – Front of House

JOB TITLE CLASSIFICATION

JOB TITLE	Non-Paid Print	Non-Paid Digital	Total Qualified	Percent
President/Owner	4,802	2,727	7,529	32.4%
Management	3,009	2,669	5,678	24.4%
Employee	2,618	2,271	4,889	21.0%
Independent	1,951	1,984	3,935	17.0%
Other Titled and Non-Titled Personnel	681	530	1,211	5.2%
Total Qualified Circulation	13,061	10,181	23,242	100.0%

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Total Qualified
January 2017	12,760	10,344	23,104
February 2017	12,806	10,343	23,149
March 2017	13,024	10,170	23,194
April 2017	13,033	10,183	23,216
May 2017	13,061	10,181	23,242
June 2017	13,092	10,191	23,283
6 Month Average	12,963	10,235	23,198

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include any 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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October 5, 2017