

PIT&QUARRY

Our Audience Integrity Pledge

You demand and deserve transparency when it comes to audience data. As your trusted media partner, *Pit & Quarry* (P&Q) Magazine takes great pride and makes a significant monetary investment to ensure we provide you with the most accurate audience data possible in terms of quantity and quality.

When you invest in advertising with P&Q, you can be 100% confident you are purchasing access to an audience with proven value, defined by accurate demographics and information verified by a third party. Accurate audience data helps you safely evaluate, plan, and invest confidently in our trustworthy brands across all communication channels.



You Can Trust Our Audience Data

- Each year our brand is audited by the Alliance for Audited Media, a trusted, independent, unbiased third-party that's been serving the publishing industry since 1914.
- Each annual audit report is designed to show a reliable audience snapshot across our brand and every one of its media channels, which includes a total number of recipients.
- An annual audit analyzes more than just print circulation. Each audit includes print and digital magazines, websites, e-newsletters and social media data to provide the most accurate circulation for each medium.
- An audit also provides relevant data to advertisers such as subscription source, business and industry classification, geographical distribution and more.
- Without a third-party audit, advertisers must rely on unverified in-house data provided by a publisher that can contain inflated or inaccurate circulation data.
- Without a third-party audit, a publisher can claim their audience size or relevance and even provide a "Publisher's Sworn Statement." But these are just claims or statements made solely by them that have not been verified or cannot be proven.



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Additional Investments Supporting Our Pledge



Signet Research

NCM invests in regular readership studies for P&Q conducted by the well-respected market research firm Signet Research Inc. Surveys evaluate valuable readership data including audience demographics, readership frequency, and preference data to supplement our annual audits and provide valuable readership statistics to our advertisers.



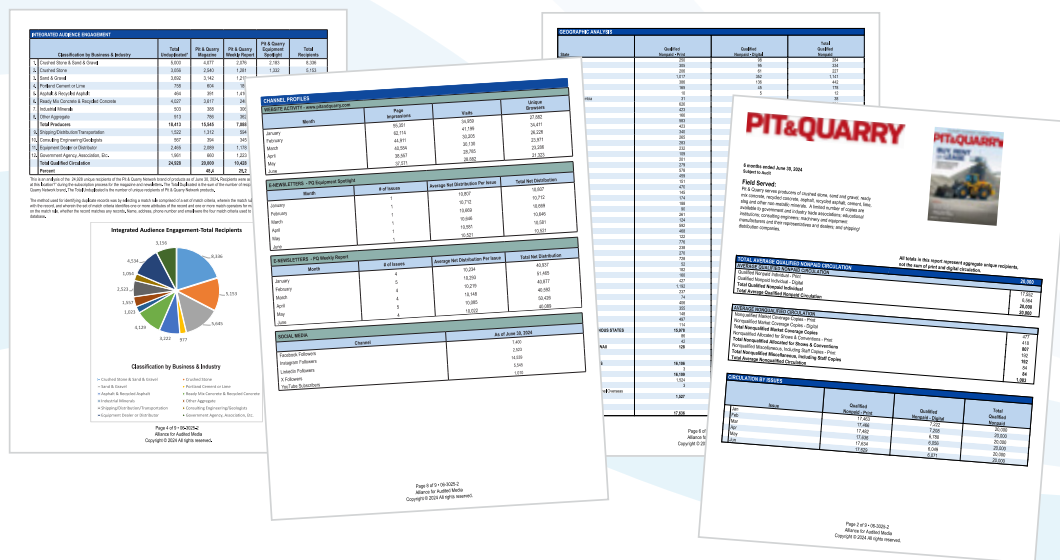
AtData (formerly Fresh Address)

NCM's first party email data is audited in real-time by AdData. This means AtData helps improve P&Q's email deliverability by auditing and repairing broken email addresses which increases engagement and response, reduces lost leads, and helps prevent fraud.



Omeda

P&Q's success is centered around its audience intelligence. It's critical to its customers successes and a catalyst in its own innovation. NCM's partner Omeda and its robust platform helps P&Q capture and understand audience behavior, content engagement and event participation and is the intellectual foundation for driving better decisions about existing product investment and new product launches. Not all B2B media companies make such an investment.



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