

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Established: 1983
Issues Per Year: 12

FIELD SERVED

OUTSIDE PLANT serves Incumbent Local Exchange Carriers, Competitive Local Exchange Carriers, Independent Operating Companies, Long Distance Service Providers, Broadband/Wireless/Cellular/PCS Providers/Satellite, Contractors/EF&I Firms (Construction, Design Maintenance), Consulting Firms, CATV/MSO/Independent, Municipalities/Government/Military, Utilities, Research Firms, Educational Institutions, Manufacturers/Suppliers/Distributors, Associations and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel involved in engineering/design, purchasing/buyer, planning, construction/installation, operations/maintenance, corporate, safety, training, sales/marketing and other functions and functions not available including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	19
Advertiser and Agency _____	1,120
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	758
Digital _____	-
All Other _____	204
TOTAL	2,101

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,001	100.0	23,001	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,001	100.0	23,001	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	279	278	23,001
February _____	93	93	23,001
March _____	146	146	23,001
April _____	85	85	23,001
May _____	116	116	23,001
June _____	86	86	23,000
TOTAL	805	804	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION					
			Engineering/ Design Purchasing/ Buyer Planning	Construction Installation	Operations Maintenance	Corporate	Safety/ Training Sales/ Marketing	Other Functions and Functions Not Available including Company Copies
Incumbent Local Exchange Carrier, Competitive Local Exchange Carrier, Independent Operating Company (IOC), Long Distance Service Providers _____	11,521	50.1	3,336	1,843	2,167	3,448	420	307
Broadband/Wireless/Cellular/PCS Provider/Satellite _____	1,378	6.0	262	106	277	545	173	15
Contractor/EF&I (Construction, Design, Maintenance) _____	1,396	6.1	380	335	138	427	90	26
Consulting Firm _____	1,183	5.1	612	42	56	313	122	38
CATV/MSO/Independent _____	2,770	12.0	528	114	666	1,286	171	5
Municipality, Government, Military _____	682	3.0	257	51	211	120	18	25
Research Firm, Associations, Educational Institution _____	510	2.2	148	23	89	133	94	23
Manufacturer, Supplier, Distributor _____	2,381	10.4	474	20	130	585	1,120	52
Utilities, Others Allied To The Field _____	1,180	5.1	295	199	234	151	155	146
TOTAL QUALIFIED CIRCULATION	23,001	100.0	6,292	2,733	3,968	7,008	2,363	637
PERCENT	100.0		27.3	11.9	17.2	30.5	10.3	2.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,866	3,565	2,485	17,916	77.9
II. Request from recipient's company: _____	236	212	-	448	1.9
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,637	-	-	4,637	20.2
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,637	-	-	4,637	20.2
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,739	3,777	2,485	23,001	100.0
PERCENT	72.8	16.4	10.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	22,966	99.9
Individuals by name only _____	27	0.1
Titles or functions only _____	4	-
Company names only _____	4	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	23,001	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	93		Kentucky _____	298	
New Hampshire _____	100		Tennessee _____	382	
Vermont _____	58		Alabama _____	349	
Massachusetts _____	394		Mississippi _____	159	
Rhode Island _____	81		EAST SO. CENTRAL	1,188	5.2
Connecticut _____	218		Arkansas _____	229	
NEW ENGLAND	944	4.1	Louisiana _____	237	
New York _____	957		Oklahoma _____	345	
New Jersey _____	824		Texas _____	1,616	
Pennsylvania _____	724		WEST SO. CENTRAL	2,427	10.5
MIDDLE ATLANTIC	2,505	10.9	Montana _____	168	
Ohio _____	726		Idaho _____	157	
Indiana _____	472		Wyoming _____	83	
Illinois _____	1,051		Colorado _____	747	
Michigan _____	441		New Mexico _____	131	
Wisconsin _____	440		Arizona _____	336	
EAST NO. CENTRAL	3,130	13.6	Utah _____	189	
Minnesota _____	614		Nevada _____	190	
Iowa _____	419		MOUNTAIN	2,001	8.7
Missouri _____	517		Alaska _____	79	
North Dakota _____	196		Washington _____	520	
South Dakota _____	141		Oregon _____	265	
Nebraska _____	256		California _____	2,287	
Kansas _____	452		Hawaii _____	64	
WEST NO. CENTRAL	2,595	11.3	PACIFIC	3,215	14.0
Delaware _____	33		UNITED STATES	22,490	97.8
Maryland _____	395		U.S. Territories _____	44	
Washington, DC _____	57		Canada _____	438	
Virginia _____	656		Mexico _____	-	
West Virginia _____	125		Other International _____	10	
North Carolina _____	779		APO/FPO _____	19	
South Carolina _____	316		TOTAL QUALIFIED CIRCULATION	23,001	100.0
Georgia _____	973				
Florida _____	1,151				
SOUTH ATLANTIC	4,485	19.5			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	25,091	23,003	23,219	23,000	23,080	23,001
Qualified Non-Paid: _____	25,091	23,003	23,219	23,000	23,080	23,001
Qualified Paid: _____	-	-	-	-	-	-
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: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 4,637 copies or 20.2%, including Hi Tech Multi Channel Database

PUBLISHER'S AFFIDAVIT

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

Judith F. Chance, President

Sharon Vollman, Publisher

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

Date signed July 15, 2011

State Illinois

County Cook

Received by BPA Worldwide July 15, 2011

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