

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Practical Communications
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Official Publication of: none
Established: 1983
Issues Per Year: 12

FIELD SERVED

OUTSIDE PLANT serves Incumbant Local Exchange Carriers, Competitive Local Exchange Carriers, Interexchange Carriers, Long Distance Service Providers; Wireless/Cellular/PCS Providers, Contractors (Construction, Design, Maintenance), Consulting Firms, CATV/MSO/Independent, Municipalities, Government, Military, Utilities, Research Firms, Educational Institutions, Training Organizations, Manufacturers/Suppliers/Distributors 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 _____	29
Advertiser and Agency _____	932
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,650
Digital _____	-
All Other _____	400
TOTAL	3,011

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,219	100.0	23,219	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,219	100.0	23,219	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	465	818			23,353	October _____	153	119			23,296
August _____	83	64			23,334	November _____	6,023	5,727			23,000
September _____	78	74			23,330	December _____	104	104			23,000
						TOTAL	6,906	6,906			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is 1.1% or 263 copies below 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 _____	11,910	51.9	3,693	1,049	2,501	4,235	232	200
Broadband/Wireless/Cellular/PCS Provider/Satellite __	1,310	5.7	232	71	230	576	176	25
Contractor/EF&I (Construction, Design, Maintenance) _	1,199	5.2	334	276	116	373	74	26
Consulting Firm _____	1,046	4.5	485	29	49	334	110	39
CATV/MSO/Independent _____	3,269	14.2	579	74	755	1,534	218	109
Municipality, Government, Military _____	628	2.7	233	35	214	103	16	27
Research Firm, Associations, Educational Institution ___	502	2.2	125	25	87	148	92	25
Manufacturer, Supplier, Distributor _____	2,159	9.4	414	12	110	578	990	55
Utilities, Others Allied To The Field _____	977	4.2	254	158	209	137	123	96
TOTAL QUALIFIED CIRCULATION	23,000	100.0	6,349	1,729	4,271	8,018	2,031	602
PERCENT	100.0		27.6	7.5	18.6	34.9	8.8	2.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	11,296	5,599	-			16,895	73.4
II. Request from recipient's company: _____	301	104	-			405	1.8
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,700	-	-			5,700	24.8
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	5,700	-	-			5,700	24.8
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	17,297	5,703	-			23,000	100.0
*See Paragraph 9 PERCENT	75.2	24.8	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			22,996	100.0
Individuals by name only _____			-	-
Titles or functions only _____			3	-
Company names only _____			1	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			23,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent		
039-049 Maine _____	114		400-427 Kentucky _____	301			
030-038 New Hampshire _____	107		370-385 Tennessee _____	414			
050-059 Vermont _____	66		350-369 Alabama _____	373			
010-027 Massachusetts _____	483		386-397 Mississippi _____	197			
028-029 Rhode Island _____	60		EAST SO. CENTRAL	1,285	5.6		
060-069 Connecticut _____	218		716-729 Arkansas _____	188			
NEW ENGLAND	1,048	4.6	700-714 Louisiana _____	277			
100-149 New York _____	1,111		730-749 Oklahoma _____	316			
070-089 New Jersey _____	512		750-799 Texas _____	1,639			
150-196 Pennsylvania _____	777		WEST SO. CENTRAL	2,420	10.5		
MIDDLE ATLANTIC	2,400	10.4	590-599 Montana _____	175			
430-459 Ohio _____	648		832-838 Idaho _____	166			
460-479 Indiana _____	478		820-831 Wyoming _____	92			
600-629 Illinois _____	959		800-816 Colorado _____	576			
480-499 Michigan _____	464		870-884 New Mexico _____	156			
530-549 Wisconsin _____	464		850-865 Arizona _____	327			
EAST NO. CENTRAL	3,013	13.1	840-847 Utah _____	209			
550-567 Minnesota _____	613		889-898 Nevada _____	158			
500-528 Iowa _____	461		MOUNTAIN	1,859	8.1		
630-658 Missouri _____	495		995-999 Alaska _____	85			
580-588 North Dakota _____	212		980-994 Washington _____	464			
570-577 South Dakota _____	154		970-979 Oregon _____	278			
680-693 Nebraska _____	237		900-961 California _____	2,461			
660-679 Kansas _____	393		967-968 Hawaii _____	80			
WEST NO. CENTRAL	2,565	11.2	PACIFIC	3,368	14.6		
197-199 Delaware _____	35		UNITED STATES	22,536	98.0		
206-219 Maryland _____	426		969 & 004-009 U.S. Territories _____	60			
200-205 Washington, DC _____	77		Canada _____	378			
220-246 Virginia _____	686		Mexico _____	-			
247-268 West Virginia _____	156		Other International _____	10			
270-289 North Carolina _____	763		APO/FPO _____	16			
290-299 South Carolina _____	344		TOTAL QUALIFIED CIRCULATION	23,000	100.0		
300-319 Georgia _____	823						
320-349 Florida _____	1,268						
SOUTH ATLANTIC	4,578	19.9					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	25,080	25,029	25,024	25,091	23,003	23,219
Qualified Non-Paid: _____	25,080	25,029	25,024	25,091	23,003	23,219
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 5,700 copies or 24.8%, including Pinpoint Technologies.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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 January 29, 2010

State Illinois

County Cook

Received by BPA Worldwide January 29, 2010

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