

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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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Official Publication of: Promotional Products Association International
Established: 1976
Issues Per Year: 12



FIELD SERVED

PROMOTIONAL PRODUCTS BUSINESS serves the suppliers and distributors in the promotional products industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are suppliers, distributors and other title/non-titled personnel. Also qualified are paid subscribers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	203
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	333
Digital _____	-
All Other _____	575
TOTAL	1,111

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	231	2.0	-	-	231	2.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	10,983	96.2	10,983	96.2	-	-
Multi-Copy Same Addressee _____	203	1.8	203	1.8	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,417	100.0	11,186	98.0	231	2.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	427	220	11,187
February _____	65	307	11,419
March _____	41	253	11,605
April _____	241	120	11,476
May _____	136	164	11,492
June _____	346	182	11,324
TOTAL	1,256	1,246	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is 0.8% or 90 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
PROMOTIONAL PRODUCTS BUSINESS serves the suppliers and distributors in the promotional products industry__	11,289	98.2
Multi-Copy Same Address Copies _____	203	1.8
TOTAL QUALIFIED CIRCULATION	11,492	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	223	-	-	223	1.9
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	9,064	-	-	9,064	78.9
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	2,205	2,205	19.2
*Association rosters and directories _____	-	-	2,205	2,205	19.2
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,287	-	2,205	11,492	100.0
PERCENT	80.8	-	19.2	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	7,390	64.3
Individuals by name only _____	3,884	33.8
Titles or functions only _____	-	-
Company names only _____	15	0.1
Multi-Copy Same Addressee copies _____	203	1.8
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	11,492	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	36		400-427 Kentucky _____	100	
030-038 New Hampshire _____	39		370-385 Tennessee _____	273	
050-059 Vermont _____	17		350-369 Alabama _____	162	
010-027 Massachusetts _____	290		386-397 Mississippi _____	46	
028-029 Rhode Island _____	61		EAST SO. CENTRAL	581	5.1
060-069 Connecticut _____	135		716-729 Arkansas _____	55	
NEW ENGLAND	578	5.0	700-714 Louisiana _____	108	
100-149 New York _____	477		730-749 Oklahoma _____	122	
070-089 New Jersey _____	292		750-799 Texas _____	1,009	
150-196 Pennsylvania _____	498		WEST SO. CENTRAL	1,294	11.3
MIDDLE ATLANTIC	1,267	11.0	590-599 Montana _____	26	
430-459 Ohio _____	549		832-838 Idaho _____	41	
460-479 Indiana _____	190		820-831 Wyoming _____	16	
600-629 Illinois _____	463		800-816 Colorado _____	261	
480-499 Michigan _____	350		870-884 New Mexico _____	52	
530-549 Wisconsin _____	351		850-865 Arizona _____	278	
EAST NO. CENTRAL	1,903	16.6	840-847 Utah _____	109	
550-567 Minnesota _____	481		889-898 Nevada _____	115	
500-528 Iowa _____	143		MOUNTAIN	898	7.8
630-658 Missouri _____	284		995-999 Alaska _____	14	
580-588 North Dakota _____	31		980-994 Washington _____	262	
570-577 South Dakota _____	19		970-979 Oregon _____	170	
680-693 Nebraska _____	53		900-961 California _____	1,558	
660-679 Kansas _____	173		967-968 Hawaii _____	38	
WEST NO. CENTRAL	1,184	10.3	PACIFIC	2,042	17.8
197-199 Delaware _____	23		UNITED STATES	11,384	99.1
206-219 Maryland _____	217		969 & 004-009		
200-205 Washington, DC _____	12		U.S. Territories _____	46	
220-246 Virginia _____	200		Canada _____	51	
247-268 West Virginia _____	27		Mexico _____	-	
270-289 North Carolina _____	211		Other International _____	11	
290-299 South Carolina _____	97		APO/FPO _____	-	
300-319 Georgia _____	307		TOTAL QUALIFIED CIRCULATION	11,492	100.0
320-349 Florida _____	543				
SOUTH ATLANTIC	1,637	14.2			

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	12,003	12,373	12,038	11,610	11,293	11,417
Qualified Non-Paid: ____	11,598	12,006	11,730	11,312	11,025	11,186
Qualified Paid: _____	405	367	308	298	268	231
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 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 2,205 copies or 19.2%, including PPAI Membership Lists.

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

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

Jennifer Oats, Advertising Coordinator

Melissa McGrath-Klusmeyer, Advertising Manager

(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 August 6, 2010

State Texas

County Dallas

Received by BPA Worldwide August 6, 2010

Type PD

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