

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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Randall-Reilly Publishing Co., LLC  
3200 Rice Mine Road NE  
Tuscaloosa, AL 35406  
Tel.: (800) 633-5953  
Fax: (205) 391-2081  
[www.modernwoodworking.com](http://www.modernwoodworking.com)

Official Publication of: None  
Established: 1989  
Issues Per Year: 12

**FIELD SERVED**

MODERN WOODWORKING serves manufacturers of wood and metal furniture, fixtures, seating and cabinets (upholstered and non-upholstered) for households, offices, and stores. Also served are manufacturers of lumber and wood products such as particleboard & hardboard, hardwood & softwood, millwork, wood, veneer & plywood, hardwood dimension, pallets & skids, prefabricated wood buildings & structural wood members and other wood products manufacturers. Also served are laminators of panel products, independent designers (architectural & furniture), dealers, wholesalers & jobbers, purchasers of woodworking equipment, and others allied to the industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel involved in corporate and operating management, production management, engineering, design, purchasing, marketing and sales, and purchasers of woodworking equipment.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	3,074
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	125
Electronic _____	-
All Other _____	506
<b>TOTAL</b>	<b>3,705</b>

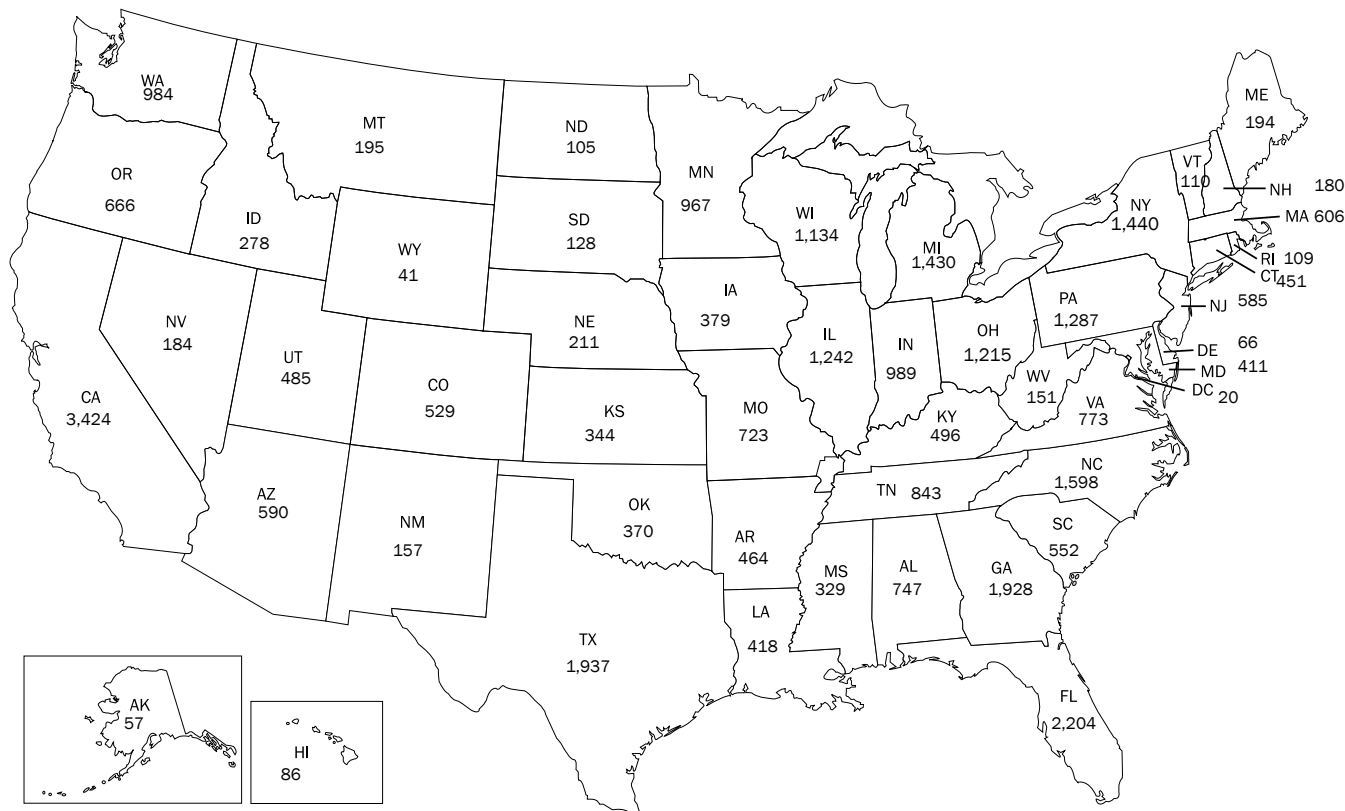
1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,268	100.0	35,268	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,268</b>	<b>100.0</b>	<b>35,268</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ___	3,138	3,138	21,867	13,133			35,000	April _____	901	90	22,039	12,961			35,000
February ___	617	1,415	21,877	13,921			35,798	May _____	111	111	22,056	12,944			35,000
March _____	340	353	21,877	13,934			35,811	June _____	38	38	22,697	12,303			35,000
								<b>TOTAL</b>	<b>5,145</b>	<b>5,145</b>					

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	110	84	194	
030-038 New Hampshire _____	108	72	180	
050-059 Vermont _____	57	53	110	
010-027 Massachusetts _____	328	278	606	
028-029 Rhode Island _____	56	53	109	
060-069 Connecticut _____	259	192	451	
<b>NEW ENGLAND</b>	<b>918</b>	<b>732</b>	<b>1,650</b>	<b>4.7</b>
100-149 New York _____	785	655	1,440	
070-089 New Jersey _____	267	318	585	
150-196 Pennsylvania _____	664	623	1,287	
<b>MIDDLE ATLANTIC</b>	<b>1,716</b>	<b>1,596</b>	<b>3,312</b>	<b>9.5</b>
430-459 Ohio _____	728	487	1,215	
460-479 Indiana _____	623	366	989	
600-629 Illinois _____	828	414	1,242	
480-499 Michigan _____	878	552	1,430	
530-549 Wisconsin _____	836	298	1,134	
<b>EAST NO. CENTRAL</b>	<b>3,893</b>	<b>2,117</b>	<b>6,010</b>	<b>17.2</b>
550-567 Minnesota _____	674	293	967	
500-528 Iowa _____	264	115	379	
630-658 Missouri _____	531	192	723	
580-588 North Dakota _____	70	35	105	
570-577 South Dakota _____	85	43	128	
680-693 Nebraska _____	137	74	211	
660-679 Kansas _____	237	107	344	
<b>WEST NO. CENTRAL</b>	<b>1,998</b>	<b>859</b>	<b>2,857</b>	<b>8.2</b>
197-199 Delaware _____	42	24	66	
206-219 Maryland _____	241	170	411	
200-205 Washington, DC _____	7	13	20	
220-246 Virginia _____	466	307	773	
247-268 West Virginia _____	85	66	151	
270-289 North Carolina _____	870	728	1,598	
290-299 South Carolina _____	327	225	552	
300-319 Georgia _____	1,142	786	1,928	
320-349 Florida _____	1,254	950	2,204	
<b>SOUTH ATLANTIC</b>	<b>4,434</b>	<b>3,269</b>	<b>7,703</b>	<b>22.0</b>
400-427 Kentucky _____	314	182	496	
370-385 Tennessee _____	495	348	843	
350-369 Alabama _____	487	260	747	
386-397 Mississippi _____	222	107	329	
<b>EAST SO. CENTRAL</b>	<b>1,518</b>	<b>897</b>	<b>2,415</b>	<b>6.9</b>
716-729 Arkansas _____	357	107	464	
700-714 Louisiana _____	283	135	418	
730-749 Oklahoma _____	272	98	370	
750-799 Texas _____	1,319	618	1,937	
<b>WEST SO. CENTRAL</b>	<b>2,231</b>	<b>958</b>	<b>3,189</b>	<b>9.1</b>
590-599 Montana _____	139	56	195	
832-838 Idaho _____	206	72	278	
820-831 Wyoming _____	28	13	41	
800-816 Colorado _____	365	164	529	
870-884 New Mexico _____	106	51	157	
850-865 Arizona _____	390	200	590	
840-847 Utah _____	370	115	485	
889-898 Nevada _____	107	77	184	
<b>MOUNTAIN</b>	<b>1,711</b>	<b>748</b>	<b>2,459</b>	<b>7.0</b>
995-999 Alaska _____	36	21	57	
980-994 Washington _____	678	306	984	
970-979 Oregon _____	462	204	666	
900-961 California _____	2,372	1,052	3,424	
967-968 Hawaii _____	62	24	86	
<b>PACIFIC</b>	<b>3,610</b>	<b>1,607</b>	<b>5,217</b>	<b>14.9</b>
<b>UNITED STATES</b>	<b>22,029</b>	<b>12,783</b>	<b>34,812</b>	<b>99.5</b>
969 & 004-009 U.S. Territories _____	21	60	81	
Canada _____	5	25	30	
Mexico _____	1	1	2	
Other International _____	-	71	71	
AP0/FPO _____	-	4	4	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,056</b>	<b>12,944</b>	<b>35,000</b>	<b>100.0</b>

**4. Geographical Breakout**



**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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified	37,308	36,834	36,292	35,000	35,000	35,268
Qualified Non-Paid Total	37,308	36,834	36,292	35,000	35,000	35,268
Print Version Only	37,308	36,795	34,624	31,297	27,840	22,069
Electronic Version Only	-	39	1,668	3,703	7,160	13,199
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Electronic Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2008 - June 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**

**METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation from Equipment Data Associates (EDA) for a quantity of 5,489 or 15.7%. EDA is a corporation which collects Uniform Commercial Code-1 (UCC-1) filings that document the collateral relationship between buyers and sellers of capital equipment. EDA's database is also BPA audited.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,069	100.0	22,069	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,069</b>	<b>100.0</b>	<b>22,069</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,199	100.0	13,199	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,199</b>	<b>100.0</b>	<b>13,199</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

QUESTIONNAIRE INCLUDED AT THE PUBLISHER'S OPTION:

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**HOT RESPONSE TO HOT PRODUCTS**

**FREE SUBSCRIPTION**

**MW081201**

1. Choose one that most closely describes your company's products or services:

01  Residential Furniture: wood  
02  Residential Furniture: metal or plastic  
03  Residential Furniture: upholstered or upholstery products  
04  Business or Institutional Furniture: wood  
05  Business or Institutional Furniture: metal or plastic  
06  Business or Institutional Furniture: upholstered or upholstery products  
07  Cabinetry/Countertops/Drawers/Doors for kitchen, bath, boat, RV, TV, aircraft, etc.  
08  Architectural Woodwork: custom manufacturing to design specs  
09  Stock Millwork: moulding/doors/windows, etc. manufactured for distribution/retail sale  
10  Store Fixtures/Office Partitions  
11  Veneers/Plywood/Composite Panels/Dimension/Flooring and Wood Components  
12  Papers/Plastics/Vinyl Laminates or Laminated Panels  
13  Machinery/Tooling/Hardware/Metals  
14  Software/Education Materials  
15  Accessories/Gifts/Toys/Specialty Items  
16  Plastics Fabrication  
17  Supplier to Furniture Industry  
18  Other wood products manufacturers, including mobile homes, recreational vehicles, boats and other plants with woodworking operations  
98  Other (specify) \_\_\_\_\_

2. Do you influence the decision to purchase products used in woodworking?  
1  Yes 0  No

3. Job Title that most closely represents your responsibilities:  
01  Corporate Management  
02  Design/Engineering  
03  Factory or Shop position: Production/Technical/Quality/Maintenance, etc.  
04  Purchasing  
05  Sales/Marketing  
06  Consultant/Educator  
98  Other (specify) \_\_\_\_\_

4. Number of people employed by your company:  
01  1-9 04  40-99  
02  10-19 05  100-249  
03  20-39 06  250 or more

5. Do you plan to buy any of the following equipment and/or materials during the next 12 months? (Advertisers will send you information about the items you select.)  
01  Moulders  
02  Saws  
03  Composite Panels  
04  Panel Saws/Including Vertical  
05  Tenoners  
06  Edgelanding Materials  
07  Cutting Tools & Accessories  
08  Sanding Equip. Finishing Equipment  
09  CNC Routers/CNC Machining Centers  
10  Material Handling  
11  Computer Software  
12  Adhesives/Adhesive Applicators  
14  Dust Collection/Venting Systems  
15  Planer/Shaper  
16  Veneer  
17  Handwood/Plywood  
18  Functional Hardware  
19  Decorative Hardware  
20  Components  
21  Edgelanders  
22  Grinders  
25  Lift Truck/Forklift

6. Do you specify materials or hardware?  
1  Yes 0  No

**DO YOU WANT FREE PRODUCT INFORMATION?**

Circle the corresponding reader service numbers below.

101	156	211	266	321	376	431
102	157	212	267	322	377	432
103	158	213	268	323	378	433
104	159	214	269	324	379	434
105	160	215	270	325	380	435
106	161	216	271	326	381	436
107	162	217	272	327	382	437
108	163	218	273	328	383	438
109	164	219	274	329	384	439
110	165	220	275	330	385	440
111	166	221	276	331	386	441
112	167	222	277	332	387	442
113	168	223	278	333	388	443
114	169	224	279	334	389	444
115	170	225	280	335	390	445
116	171	226	281	336	391	446
117	172	227	282	337	392	447
118	173	228	283	338	393	448
119	174	229	284	339	394	449
120	175	230	285	340	395	450
121	176	231	286	341	396	451
122	177	232	287	342	397	452
123	178	233	288	343	398	453
124	179	234	289	344	399	454
125	180	235	290	345	400	455
126	181	236	291	346	401	456
127	182	237	292	347	402	457
128	183	238	293	348	403	458
129	184	239	294	349	404	459
130	185	240	295	350	405	460
131	186	241	296	351	406	461
132	187	242	297	352	407	462
133	188	243	298	353	408	463
134	189	244	299	354	409	464
135	190	245	300	355	410	465
136	191	246	301	356	411	466
137	192	247	302	357	412	467
138	193	248	303	358	413	468
139	194	249	304	359	414	469
140	195	250	305	360	415	470
141	196	251	306	361	416	471
142	197	252	307	362	417	472
143	198	253	308	363	418	473
144	199	254	309	364	419	474
145	200	255	310	365	420	475
146	201	256	311	366	421	476
147	202	257	312	367	422	477
148	203	258	313	368	423	478
149	204	259	314	369	424	479
150	205	260	315	370	425	480
151	206	261	316	371	426	481
152	207	262	317	372	427	482
153	208	263	318	373	428	483
154	209	264	319	374	429	484
155	210	265	320	375	430	485

I wish to receive/continue to receive a FREE subscription to Modern Woodworking Magazine.  YES  No

Signature \_\_\_\_\_ Date \_\_\_\_\_

Required

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SP6048

B0812

**EXPIRES 90 DAYS FROM ISSUE DATE**

**PUBLISHER'S AFFIDAVIT**

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

Tara Lightsey, Circulation Analyst

Woodrow Wilson Wisdom, VP/Group 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 14, 2009

State Alabama

County Tuscaloosa

Received by BPA Worldwide July 14, 2009

Type PJ

ID Number M290YOJ9

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009</b>																
<b>This issue is 0.9% or 322 copies below the average of the other 5 issues reported in Paragraph two.</b>																
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only	Electronic Version Only	CLASSIFICATION BY TITLE							CLASSIFICATION BY NUMBER OF EMPLOYEES				
					Corporate Management: (A) (See Note 1)	Design/Engineering (B)	Factory/ Shop Position (C)	Purchasing (D)	Sales/ Marketing (E)	Consultant/ Educator (F)	Other Qualified Copies (G)	1-19 (H)	20-99 (I)	100-249 (K)	250 or more (L)	Employee Size Unknown (N)
1. Residential Furniture: wood _____	4,102	11.7	1,892	2,210	2,797	548	444	97	138	78	-	3,446	391	92	127	46
2. Residential Furniture: metal or plastic _____	97	0.3	40	57	45	23	12	4	8	5	-	61	19	7	8	2
3. Residential Furniture: upholstered or upholstery products _____	210	0.6	87	123	107	44	30	10	11	8	-	129	36	11	33	1
4. Business or Institutional Furniture: wood _____	872	2.5	445	427	509	120	149	43	41	10	-	443	208	76	122	23
5. Business or Institutional Furniture: Metal or Plastic _____	145	0.4	80	65	90	17	21	9	6	2	-	66	46	11	17	5
6. Business or Institutional Furniture: upholstered or upholstery products _____	107	0.3	50	57	54	20	15	4	10	4	-	57	24	8	17	1
7. Cabinetry/Countertops/Drawers/Doors for kitchen, bath, boat, RV, TV, aircraft, etc. _____	10,047	28.8	6,237	3,810	8,045	524	1,014	146	242	76	-	8,344	1,169	172	226	136
8. Architectural Woodwork: custom manufacturing to design specs _____	3,832	10.9	2,059	1,773	2,702	566	318	82	107	57	-	2,842	680	127	109	74
9. Stock Millwork: moulding/doors/windows, etc. manufactured for distribution/retail sale	2,173	6.2	1,400	773	1,687	69	238	60	110	9	-	1,434	527	85	107	20
10. Store Fixtures/Office Partitions _____	404	1.2	220	184	246	52	56	24	24	2	-	206	112	45	32	9
11. Veneers/Plywood/Composite Panels/Dimension/Flooring and Wood Components _____	828	2.4	472	356	541	48	85	20	114	20	-	471	209	60	65	23
12. Papers/Plastics/Vinyl Laminates or Laminated Panels _____	276	0.8	153	123	144	20	44	11	55	2	-	126	80	28	35	7
13. Machinery/Tooling/Hardware/Metals _____	1,186	3.4	596	590	632	126	134	34	248	12	-	772	231	63	97	23
14. Software/Education Materials _____	259	0.7	87	172	99	33	28	7	35	57	-	162	49	15	29	4
15. Accessories/Gifts/Toys/Specialty Items _____	786	2.2	335	451	551	83	88	19	36	9	-	669	72	22	17	6
16. Plastics Fabrication _____	178	0.5	76	102	100	30	19	3	22	4	-	90	54	15	17	2
17. Supplier to Furniture Industry _____	1,169	3.3	594	575	601	45	109	40	353	21	-	669	255	79	136	30
18. Other wood products manufacturers: mobile homes, recreational vehicles, boats and other plants with woodworking operations, _____	3,126	8.9	2,107	1,019	2,253	142	401	55	233	42	-	2,134	645	145	165	37
19. Purchasers of Woodworking Equipment _____	5,203	14.9	5,126	77	2,637	-	-	-	-	-	2,566	177	72	15	14	4,925
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,000</b>	<b>100.0</b>	<b>22,056</b>	<b>12,944</b>	<b>23,840</b>	<b>2,510</b>	<b>3,205</b>	<b>668</b>	<b>1,793</b>	<b>418</b>	<b>2,566</b>	<b>22,297</b>	<b>4,879</b>	<b>1,076</b>	<b>1,373</b>	<b>5,368</b>
<b>PERCENT</b>	<b>100.0</b>		<b>63.0</b>	<b>37.0</b>	<b>68.1</b>	<b>7.2</b>	<b>9.2</b>	<b>1.9</b>	<b>5.1</b>	<b>1.2</b>	<b>7.3</b>	<b>63.7</b>	<b>13.9</b>	<b>3.1</b>	<b>3.9</b>	<b>15.3</b>

Note 1: Corporate Management includes the following titles: Owner/CEO/President/VP/General Manager

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009</b>									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	25,012	4,499	-	16,598	12,913			29,511	84.3
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>5,489</b>	<b>-</b>	<b>-</b>	<b>5,458</b>	<b>31</b>			<b>5,489</b>	<b>15.7</b>
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	5,489	-	-	5,458	31			5,489	15.7
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,501</b>	<b>4,499</b>	<b>-</b>	<b>22,056</b>	<b>12,944</b>			<b>35,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>87.1</b>	<b>12.9</b>	<b>-</b>	<b>63.0</b>	<b>37.0</b>			<b>100.0</b>	

\*See Paragraph 9

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009</b>						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	18,683	12,944			31,627	90.4
Individuals by name only _____	1,055	-			1,055	3.0
Titles or functions only _____	909	-			909	2.6
Company names only _____	1,409	-			1,409	4.0
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,056</b>	<b>12,944</b>			<b>35,000</b>	<b>100.0</b>