

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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DMNews

Haymarket Media Inc.
114 West 26th Street
New York, NY 10001
Tel.: 646-638-6000
www.dmnews.com

Official Publication of: None
Established: 1979
Issues Per Year: 29
(See Paragraph 9)



FIELD SERVED

DMNEWS serves direct, database, interactive and online marketers who are active users of any combination of direct marketing or online media including direct mail, e-commerce and online marketing, print or online catalogs, insert media and other direct and online marketing channels.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and general management, sales and marketing management, advertising and promotion management, creative personnel, operations and technical personnel, educational, research and consulting personnel, merchandising management, other titled and non-titled personnel and company addressed copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	40
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	29
TOTAL	69

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	44,543	100.0	44,413	99.7	130	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,543	100.0	44,413	99.7	130	0.3

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July 13 _____	286	408	40,000	2,713			42,713
July 27 _____	719	1,009	40,000	3,004			43,004
August 17 _____	3,631	5,106	40,000	4,479			44,479
August 31 _____	208	378	40,000	4,649			44,649
September 14 _____	60	59	40,000	4,648			44,648
September 28 _____	12	12	40,000	4,649			44,649
October 12 _____	89	552	40,000	5,111			45,111
October 26 _____	1,233	1,425	40,000	5,303			45,303
November 9 _____	1,406	1,236	40,000	5,133			45,133
*November 30 _____	5,870	5,878	40,000	5,141			45,141
December 14 _____	81	81	40,000	5,141			45,141
TOTAL	13,595	16,144					

*Analyzed Issue

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	207,997	119,300	95,248	1.25	01:15	02:09
August _____	189,376	108,526	89,221	1.22	01:13	02:05
September _____	201,823	111,450	91,182	1.22	01:11	02:08
October _____	232,125	125,437	102,264	1.23	01:10	02:09
November _____	207,471	118,574	98,755	1.20	01:10	02:03
December _____	172,880	96,673	79,826	1.21	01:11	02:06
AVERAGE:	201,945	113,327	92,749	1.22	01:12	02:07

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009**This issue is 1.5% or 658 copies above the average of the other 10 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE							
					Corporate and General Management (Excludes Sales, Marketing and Advertising Management) (Note 1)	Sales and Marketing Management (Note 2)	Advertising, Promotion and Public Relations Management (Note 3)	Creative Personnel (Note 4)	Operational and Technical Management (Note 5)	Education Research & Consulting Management (Note 6)	Merchandising Management (Note 7)	Other Titled and Non-Titled Personnel and Company Copies (Note 8)
1. DIRECT MARKETERS: Retailers: Instore/Online Merchants/Catalogers/Wholesalers/Mail Order Companies												
Total Copies to Direct Marketers	26,742	59.2	24,108	2,634	12,926	8,869	1,553	491	1,306	503	342	751
2. AGENCIES												
Total Copies to Agencies	7,846	17.4	7,039	807	4,028	1,737	960	495	223	124	15	264
3. PUBLISHERS & MEDIA												
Total Copies to Publishers & Media	4,109	9.1	3,381	728	1,680	1,485	377	129	246	35	15	142
4. SUPPLIERS												
Total Copies to Other Suppliers	4,957	11.0	4,056	901	2,245	1,979	146	64	324	38	46	115
Other _____	-	-	-	-	-	-	-	-	-	-	-	-
Paid Subscriptions _____	53	0.1	53	-	-	-	-	-	-	-	-	53
TOTAL QUALIFIED CIRCULATION	45,141	100.0	40,000	5,141	21,247	14,600	3,160	1,202	2,158	748	436	1,589
PERCENT	100.0		88.6	11.4	47.1	32.3	7.0	2.7	4.8	1.7	1.0	3.5

Note 1: (A) Corporate and General Management: Chairman, CEO, COO, General Manager, Owner, Partner, President, Principal

Note 2: (B) Sales and Marketing Management: Sales, Marketing, Sales and Marketing Vice Presidents, Sales and Marketing Managers, Sales and Marketing Directors, Seminar Marketer

Note 3: (C) Advertising, Promotion, and Public Relations Management: Advertising, Sales Promotion, Advertising and Sales Promotion Vice Presidents, Director of Communications,

Circulation and Fundraising Managers

Note 4: (E) Creative Personnel: Producer, Copywriter, Editor, Copy Chief Writer, Artist, Direct Marketing Writer, Art Director, Graphic Artist, and Studio Manager

Note 5: (D) Operational and Technical Management: Fulfillment, Production, Mailroom, Customer Service, Inventory Control, Traffic Plant, Mailing Service and Data Processing Managers

Note 6: (F) Education, Research, and Consulting Personnel: Director Continuing Education, Educational Director, Consultant, and Training Manager

Note 7: (G) Merchandising Management: Merchandising Manager, VP Merchandising, Buyer

Note 8: Note 1: Non-comparable classification added at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	45,141	-	-	40,000	5,141			45,141	100.0
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	45,141	-	-	40,000	5,141			45,141	100.0
PERCENT	100.0	-	-	88.6	11.4			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	40,000	5,141			45,141	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	40,000	5,141			45,141	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	186	21			207	
030-038 New Hampshire _____	304	37			341	
050-059 Vermont _____	140	16			156	
010-027 Massachusetts _____	1,411	143			1,554	
028-029 Rhode Island _____	132	14			146	
060-069 Connecticut _____	1,189	143			1,332	
NEW ENGLAND	3,362	374			3,736	8.3
100-149 New York _____	4,549	517			5,066	
070-089 New Jersey _____	2,181	225			2,406	
150-196 Pennsylvania _____	2,120	222			2,342	
MIDDLE ATLANTIC	8,850	964			9,814	21.7
430-459 Ohio _____	1,598	193			1,791	
460-479 Indiana _____	653	86			739	
600-629 Illinois _____	2,693	344			3,037	
480-499 Michigan _____	946	120			1,066	
530-549 Wisconsin _____	1,037	145			1,182	
EAST NO. CENTRAL	6,927	888			7,815	17.3
550-567 Minnesota _____	1,171	161			1,332	
500-528 Iowa _____	477	67			544	
630-658 Missouri _____	913	117			1,030	
580-588 North Dakota _____	94	12			106	
570-577 South Dakota _____	87	12			99	
680-693 Nebraska _____	475	64			539	
660-679 Kansas _____	395	60			455	
WEST NO. CENTRAL	3,612	493			4,105	9.1
197-199 Delaware _____	119	7			126	
206-219 Maryland _____	746	92			838	
200-205 Washington, DC _____	220	30			250	
220-246 Virginia _____	1,036	149			1,185	
247-268 West Virginia _____	94	23			117	
270-289 North Carolina _____	899	132			1,031	
290-299 South Carolina _____	272	35			307	
300-319 Georgia _____	945	129			1,074	
320-349 Florida _____	2,243	290			2,533	
SOUTH ATLANTIC	6,574	887			7,461	16.5
400-427 Kentucky _____	405	62			467	
370-385 Tennessee _____	598	72			670	
350-369 Alabama _____	286	22			308	
386-397 Mississippi _____	104	15			119	
EAST SO. CENTRAL	1,393	171			1,564	3.5
716-729 Arkansas _____	191	36			227	
700-714 Louisiana _____	174	21			195	
730-749 Oklahoma _____	232	26			258	
750-799 Texas _____	1,808	323			2,131	
WEST SO. CENTRAL	2,405	406			2,811	6.2
590-599 Montana _____	90	19			109	
832-838 Idaho _____	108	22			130	
820-831 Wyoming _____	47	3			50	
800-816 Colorado _____	641	83			724	
870-884 New Mexico _____	87	7			94	
850-865 Arizona _____	469	64			533	
840-847 Utah _____	295	41			336	
889-898 Nevada _____	216	28			244	
MOUNTAIN	1,953	267			2,220	4.9
995-999 Alaska _____	12	1			13	
980-994 Washington _____	586	96			682	
970-979 Oregon _____	428	65			493	
900-961 California _____	3,838	526			4,364	
967-968 Hawaii _____	36	1			37	
PACIFIC	4,900	689			5,589	12.4
UNITED STATES	39,976	5,139			45,115	99.9
969 & 004-009 U.S. Territories _____	6	2			8	
Canada _____	11	-			11	
Mexico _____	-	-			-	
Other International _____	7	-			7	
APQ/FPO _____	-	-			-	
TOTAL QUALIFIED CIRCULATION	40,000	5,141			45,141	100.0

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 ____	50,134	50,300	50,000	50,000	43,798	44,543
Qualified Non-Paid Total _____	50,091	50,224	49,973	49,921	43,798	44,413
Print Only _____	50,091	50,224	49,973	49,921	43,333	39,871
Digital Only _____	-	-	-	-	464	4,542
Qualified Paid Total _____	43	76	27	79	-	130
Print Only _____	43	76	27	79	-	129
Digital Only _____	-	-	-	-	-	1
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)
29	Issues Per Year (See Paragraph 9)
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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

CHANGE IN FREQUENCY:

DMNews frequency changed with the April 6, 2009 issue from weekly to bi-weekly.

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 _____	40,000	100.0	39,871	99.7	129	0.3
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	39,871	99.7	129	0.3

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,543	100.0	4,542	100.0	1	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,543	100.0	4,542	100.0	1	-

PUBLISHER'S AFFIDAVIT

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

John Crewe, Audience Development Director

Sherry Oommen, Group Circulation 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 February 4, 2010

State New York

County New York

Received by BPA Worldwide February 4, 2010

Type PD

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