

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 _____	565
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	500
Electronic _____	-
All Other _____	390
TOTAL	1,455

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,508	99.1	11,210	96.5	298	2.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	102	0.9	102	0.9	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,610	100.0	11,312	97.4	298	2.6

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
January _____	573	169			11,705	April _____	737	686			11,669
February _____	837	553			11,404	May _____	353	338			11,648
March _____	199	507			11,720	June _____	1,118	409			11,510
						TOTAL	3,817	2,662			

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
This issue is 0.4% or 46 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. _____	11,546	99.1
Multi-Copy Same Address Copies _____	102	0.9
TOTAL QUALIFIED CIRCULATION	11,648	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	294	-	-			294	2.5
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): _____	8,951	2,403	-			11,354	97.5
*Association rosters and directories _____	8,951	2,403	-			11,354	97.5
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,245	2,403	-			11,648	100.0
PERCENT	79.4	20.6	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			7,320	62.9
Individuals by name only _____			4,210	36.1
Titles or functions only _____			-	-
Company names only _____			16	0.1
Multi-Copy Same Addressee copies _____			102	0.9
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			11,648	100.0

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

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			37	
030-038 New Hampshire _____			39	
050-059 Vermont _____			18	
010-027 Massachusetts _____			291	
028-029 Rhode Island _____			68	
060-069 Connecticut _____			147	
NEW ENGLAND			600	5.2
100-149 New York _____			469	
070-089 New Jersey _____			284	
150-196 Pennsylvania _____			483	
MIDDLE ATLANTIC			1,236	10.6
430-459 Ohio _____			553	
460-479 Indiana _____			196	
600-629 Illinois _____			458	
480-499 Michigan _____			348	
530-549 Wisconsin _____			357	
EAST NO. CENTRAL			1,912	16.4
550-567 Minnesota _____			472	
500-528 Iowa _____			143	
630-658 Missouri _____			291	
580-588 North Dakota _____			29	
570-577 South Dakota _____			17	
680-693 Nebraska _____			43	
660-679 Kansas _____			171	
WEST NO. CENTRAL			1,166	10.0
197-199 Delaware _____			22	
206-219 Maryland _____			198	
200-205 Washington, DC _____			14	
220-246 Virginia _____			212	
247-268 West Virginia _____			24	
270-289 North Carolina _____			214	
290-299 South Carolina _____			103	
300-319 Georgia _____			328	
320-349 Florida _____			635	
SOUTH ATLANTIC			1,750	15.0
400-427 Kentucky _____			102	
370-385 Tennessee _____			276	
350-369 Alabama _____			163	
386-397 Mississippi _____			55	
EAST SO. CENTRAL			596	5.1
716-729 Arkansas _____			52	
700-714 Louisiana _____			111	
730-749 Oklahoma _____			125	
750-799 Texas _____			1,052	
WEST SO. CENTRAL			1,340	11.5
590-599 Montana _____			24	
832-838 Idaho _____			44	
820-831 Wyoming _____			14	
800-816 Colorado _____			251	
870-884 New Mexico _____			54	
850-865 Arizona _____			271	
840-847 Utah _____			95	
889-898 Nevada _____			113	
MOUNTAIN			866	7.4
995-999 Alaska _____			14	
980-994 Washington _____			266	
970-979 Oregon _____			167	
900-961 California _____			1,571	
967-968 Hawaii _____			29	
PACIFIC			2,047	17.6
UNITED STATES			11,513	98.8
969 & 004-009 U.S. Territories _____			75	
Canada _____			51	
Mexico _____			1	
Other International _____			8	
APO/FPO _____			-	
TOTAL QUALIFIED CIRCULATION			11,648	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	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	12,782	13,216	12,003	12,373	12,038	11,610
Qualified Non-Paid: _____	12,366	12,711	11,598	12,006	11,730	11,312
Qualified Paid: _____	416	505	405	367	308	298
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 - 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

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 2,403 copies or 20.6% to 8,951 copies or 76.9%, including PPAI and regional association membership lists.

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.

Melissa Klusmeyer, PPB Advertising Manager

Tina Filipski, 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	Texas
County	Dallas
Received by BPA Worldwide	July 14, 2009
Type	PD
ID Number	P466P0J9