

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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## BusinessSolutions

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### FIELD SERVED

BUSINESS SOLUTIONS serves VARs, Resellers, Dealers, Systems/Network/Software or Web Integrators, Telephony Resellers, VAR consultants; Distributors, Wholesalers, OEMs, Vendors, Manufacturers, Master VARs; Software Developers/ISVs; ASPs, AIPs, Managed Hosts, Web Hosts, ISPs, ISOs, Managed Service Providers and Others Allied to the Field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, partners, VPs, corporate officers, general managers, and managers of: branches/divisions or departments, sales management, sales staff, technical management, technical staff and other management personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	756
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	957
Digital _____	-
All Other _____	846
<b>TOTAL</b>	<b>2,563</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,001	100.0	40,001	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,001</b>	<b>100.0</b>	<b>40,001</b>	<b>100.0</b>	-	-

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 _____	985	987			40,002	October _____	871	870			40,001
August _____	653	651			40,000	November _____	2,340	2,340			40,001
September _____	837	839			40,002	December _____	237	236			40,000
						<b>TOTAL</b>	<b>5,923</b>	<b>5,923</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009****This issue is equal to the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	President, Owner, Partner, VP, Corporate Officer	General Manager, Manager of: Branch, Division, Dept.	Sales Management/ Staff	Technical Management/ Staff	Other Management
VAR, Reseller, Dealer, Systems/Network/Software or Web Integrator, Telephony Reseller, VAR consultant _____	24,861	62.2	15,433	3,203	2,223	3,916	86
Software Developer/ISV _____	6,743	16.9	2,682	972	654	2,398	37
Distributor, Wholesaler, OEM, Vendor, Manufacturer, Master VAR _____	5,147	12.9	1,818	955	1,183	1,147	44
ASP, AIP, Managed Hosting, Web Host, ISP, ISO, Managed Services Provider _____	2,397	6.0	1,053	403	294	638	9
Others Allied to the Field _____	853	2.1	311	170	75	249	48
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,001</b>	<b>100.0</b>	<b>21,297</b>	<b>5,703</b>	<b>4,429</b>	<b>8,348</b>	<b>224</b>
<b>PERCENT</b>	<b>100.0</b>		<b>53.2</b>	<b>14.3</b>	<b>11.1</b>	<b>20.9</b>	<b>0.6</b>

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: _____	33,091	-	-			33,091	82.7
II. Request from recipient's company: _____	76	-	-			76	0.2
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	6,834	-	-			6,834	17.1
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
*Manufacturer's, distributor's, and wholesaler's lists _____	4,902	-	-			4,902	12.3
*Other sources _____	1,932	-	-			1,932	4.8
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,001</b>	-	-			<b>40,001</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>100.0</b>	-	-		<b>100.0</b>	

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 _____			40,001	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,001</b>	<b>100.0</b>

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 _____	131		400-427 Kentucky _____	361	
030-038 New Hampshire _____	316		370-385 Tennessee _____	548	
050-059 Vermont _____	80		350-369 Alabama _____	396	
010-027 Massachusetts _____	1,215		386-397 Mississippi _____	128	
028-029 Rhode Island _____	135		<b>EAST SO. CENTRAL</b>	<b>1,433</b>	<b>3.6</b>
060-069 Connecticut _____	584		716-729 Arkansas _____	189	
<b>NEW ENGLAND</b>	<b>2,461</b>	<b>6.2</b>	700-714 Louisiana _____	258	
100-149 New York _____	2,390		730-749 Oklahoma _____	290	
070-089 New Jersey _____	1,804		750-799 Texas _____	2,875	
150-196 Pennsylvania _____	1,565		<b>WEST SO. CENTRAL</b>	<b>3,612</b>	<b>9.0</b>
<b>MIDDLE ATLANTIC</b>	<b>5,759</b>	<b>14.4</b>	590-599 Montana _____	94	
430-459 Ohio _____	1,539		832-838 Idaho _____	161	
460-479 Indiana _____	618		820-831 Wyoming _____	36	
600-629 Illinois _____	2,114		800-816 Colorado _____	878	
480-499 Michigan _____	1,131		870-884 New Mexico _____	151	
530-549 Wisconsin _____	737		850-865 Arizona _____	679	
<b>EAST NO. CENTRAL</b>	<b>6,139</b>	<b>15.3</b>	840-847 Utah _____	367	
550-567 Minnesota _____	891		889-898 Nevada _____	216	
500-528 Iowa _____	294		<b>MOUNTAIN</b>	<b>2,582</b>	<b>6.5</b>
630-658 Missouri _____	620		995-999 Alaska _____	43	
580-588 North Dakota _____	86		980-994 Washington _____	857	
570-577 South Dakota _____	77		970-979 Oregon _____	476	
680-693 Nebraska _____	225		900-961 California _____	5,050	
660-679 Kansas _____	347		967-968 Hawaii _____	78	
<b>WEST NO. CENTRAL</b>	<b>2,540</b>	<b>6.3</b>	<b>PACIFIC</b>	<b>6,504</b>	<b>16.3</b>
197-199 Delaware _____	83		<b>UNITED STATES</b>	<b>39,019</b>	<b>97.5</b>
206-219 Maryland _____	1,022		969 & 004-009 U.S. Territories _____	100	
200-205 Washington, DC _____	113		Canada _____	838	
220-246 Virginia _____	1,451		Mexico _____	2	
247-268 West Virginia _____	115		Other International _____	42	
270-289 North Carolina _____	1,050		APO/FPO _____	-	
290-299 South Carolina _____	425		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,001</b>	<b>100.0</b>
300-319 Georgia _____	1,335				
320-349 Florida _____	2,395				
<b>SOUTH ATLANTIC</b>	<b>7,989</b>	<b>20.0</b>			

**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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	43,425	43,425	43,434	43,425	41,500	40,001
Qualified Non-Paid: _____	43,425	43,425	43,434	43,425	41,500	40,001
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: July - 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:**

Manufacturer's, distributor's, and wholesaler's lists includes 3 sources of circulation for quantities of 288 copies or .07% and 3,778 copies or 9.4%. Other sources include 1 source of circulation for a quantity of 1,932 copies or 4.8%.

**PARAGRAPH 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.

Melinda Fadden, Director of Audience Development

Date signed December 16, 2009

State Pennsylvania

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

County Erie

**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.

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