

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Integrated Solutions For RETAILERS

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Issues Per Year: 12



FIELD SERVED

INTEGRATED SOLUTIONS FOR RETAILERS serves the following businesses: Mass Merchandiser, Department Store, Drug Store, Home Center/Hardware, Furniture, Apparel, Footwear, Jewelry/Accessories, Gift/Novelty/Variety, Toy/Hobby/Pet, Books/Music/Video, Sporting Goods, Electronics/Computer/Cellular/Office Supplies, Grocery, Convenience Store/Petroleum, Automotive/Aftermarket/Tires, Discount Store/Wholesale Club, Restaurant, Travel/Entertainment/Recreation, Retail Services, Other Retailers, Logistics/Financial/Merchant Services, Manufacturer, Distributor/Wholesaler, Consulting/VAR/Integrator, Media, and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are from the following titles: CEO/President, Partner/Owner, VP/ GM, CIO/ CTO, VP/ Director of IS/ IT, Systems Management, Project Manager, COO, VP/ Director of Operations, VP/ Director of E-Commerce, CFO/ Controller, Financial/ Accounting Management, Sales/ Business Development, Loss Prevention/ Security Mgmt., CMO/ Marketing Operations, Merchandise Management/ Buyer, Human Resources/ Training, Warehouse/ Logistics/ Distribution Management, and Other Professionals.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	668
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	151
Digital _____	-
All Other _____	494
TOTAL	1,315

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,500	100.0	22,500	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,500	100.0	22,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Total Qualified
July _____	22,500
August _____	22,501
September _____	22,500
October _____	22,500
November _____	22,500
December _____	22,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CORPORATE MANAGEMENT (Note 1)	IS MANAGEMENT (Note 2)	OPERATIONS MANAGEMENT (Note 3)
Mass Merchandiser _____	1,145	5.1	529	279	337
Department Store _____	869	3.9	356	249	264
Drug Store _____	302	1.3	135	79	88
Furniture, Home Center/Hardware _____	1,675	7.4	868	368	439
Apparel, Footwear, Jewelry/Accessories _____	4,242	18.8	2,374	792	1,076
Gift/Novelty/Variety _____	1,216	5.4	783	140	293
Toy/Hobby/Pet _____	644	2.9	389	100	155
Books/Music/Video _____	600	2.7	333	93	174
Sporting Goods _____	753	3.3	433	130	190
Electronics/Computer/Cellular/Office Supplies _____	1,391	6.2	741	294	356
Grocery, Convenience Store/Petroleum, Discount Store/Wholesale Club, Distributor/Wholesaler _____	3,297	14.6	1,429	683	1,185
Automotive/Aftermarket/Tires _____	822	3.7	389	175	258
Travel/Entertainment/Recreation, Restaurant _____	1,714	7.6	876	323	515
Retail Services (salon, photo, healthclub, florist, etc.), Other Retailers _____	2,398	10.7	1,480	356	562
Merchant Services (Note 4) _____	1,215	5.4	486	246	483
Media and Others _____	217	1.0	88	29	100
TOTAL QUALIFIED CIRCULATION	22,500	100.0	11,689	4,336	6,475
PERCENT	100.0		51.9	19.3	28.8

Note 1: Includes CEO/President, Partner/Owner, VP/GM.

Note 2: Includes CIO/CTO, VP/Director of IS/IT, Systems Management, Project Manager, Warehouse/Logistics/Distribution Manager, Other Professionals

Note 3: Includes COO, VP/Director of Operations, VP/Director of E-Commerce, CFO/Controller, Financial/Accounting Mgmt., Sales/Business Development, Loss Prevention/Security Mgmt., CMO/Marketing Operations, Merchandise Management/Buyer, Human Resources/Training.

Note 4: Includes Logistics/Financial/Merchant Services, Manufacturer, Consulting/VAR/Integrator

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	17,311	-	-	17,311	76.9
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): _____	5,189	-	-	5,189	23.1
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	5,189	-	-	5,189	23.1
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,500	-	-	22,500	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	1,214	5.4	PACIFIC	2,999	13.3
MIDDLE ATLANTIC	3,531	15.7	UNITED STATES	21,804	96.9
EAST NO. CENTRAL	3,443	15.3	969 & 004-009 U.S. Territories	64	0.3
WEST NO. CENTRAL	1,731	7.7	CANADA	630	2.8
SOUTH ATLANTIC	4,131	18.4	MEXICO	-	-
EAST SO. CENTRAL	1,128	5.0	OTHER INTERNATIONAL	-	-
WEST SO. CENTRAL	2,388	10.6	APO/FPO	2	-
MOUNTAIN	1,239	5.5	TOTAL QUALIFIED CIRCULATION	22,500	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 569 copies or 2.5% to 4,620 copies or 20.6%, including IHL Consulting's Sophia Database.

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

Melissa Morris, 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.

www.bpaww.com

Date signed January 6, 2012

State Pennsylvania

County Erie

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