

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**
(Including Supplementary and Unit data)

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

PRINTING IMPRESSIONS

North American Publishing Co.
1500 Spring Garden Street, Suite 1200
Philadelphia, PA 19130
Tel. No.: (215) 238-5300
FAX No.: (215) 238-5217

Official Publication of: None
Established: 1958
Issues Per Year: 12



FIELD SERVED

PRINTING IMPRESSIONS serves the printing industry including printers involved in commercial and newspaper printing and trades (non-printing) : binding and finishing as specified in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals with functions of business management, production management and production operations and sales staff as specified in Paragraph 3a.

PURPOSE

Included herein is an analysis of recipients who indicated the type of commercial printing performed at their location restricted to publications/periodicals, catalogs, direct mail, financial, directory/database, advertising inserts and specialty, books, annual reports, greeting cards, packaging: flexible packaging, tags/labels, folding cartons, corrugated containers, tape, specialty printing or converting, business forms, quick/on demand, envelopes, screen, promotional products, banners/posters/signage, marketing collateral and other.

DEFINITION OF A UNIT:

A unit is an establishment primarily engages in one type of economic activity at a single physical location.

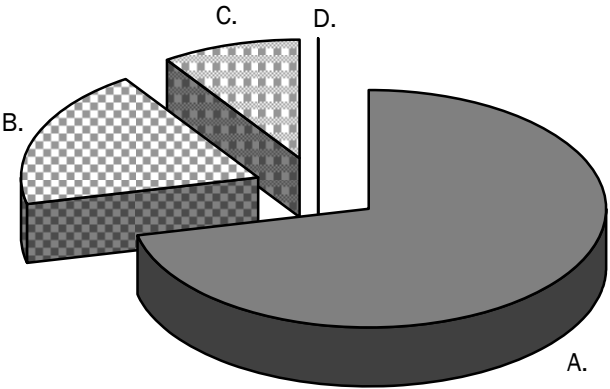
AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	981
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	192
Electronic _____	-
All Other _____	689
TOTAL	1,862

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	78,837	100.0	78,837	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	78,837	100.0	78,837	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	653	453	74,607	5,731			80,338	May _____	815	1,010	72,367	5,760			78,127
March _____	2,254	40	72,357	5,767			78,124	June _____	353	186	72,248	5,712			77,960
TOTAL								TOTAL	5,141	1,944					

QUALIFIED PRINTER CIRCULATION			CLASSIFICATION BY EMPLOYEE SIZE AT LOCATION				
PRIMARY JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	1-9 employees	10-49 employees	50-99 employees	100-249 employees	250+ employees
Business Management ____	56,166	72.9	29,024	16,310	4,556	3,910	2,366
Production Management ____	14,062	18.2	1,880	4,786	2,525	2,741	2,130
Operations _____	6,783	8.8	1,025	1,912	1,141	1,495	1,210
Sales Staff _____	45	0.1	11	15	3	6	10
TOTAL QUALIFIED PRINTING CIRCULATION	77,056	100.0	31,940	23,023	8,225	8,152	5,716

Break out of Qualified Printer Circulation by Primary Job Function and Employee Size
Note: Qualified Printer Circulation is 98.6% of Total Qualified Circulation



Business and Industry		Copies	%
A.	Business Management _____	56,166	72.9
B.	Production Management _____	14,062	18.2
C.	Operations _____	6,783	8.8
D.	Sales Staff _____	45	0.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
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: _____	55,636	14,518	-	64,569	5,585			70,154	89.8
II. Request from recipient's company: _____	1,629	799	-	2,253	175			2,428	3.1
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,545	-	-	5,545	-			5,545	7.1
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	4,359	-	-	4,359	-			4,359	5.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	1,186	-	-	1,186	-			1,186	1.5
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	62,810	15,317	-	72,367	5,760			78,127	100.0
*See Paragraph 9	PERCENT	80.4	19.6	-	92.6	7.4		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
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 _____	72,367	5,760			78,127	100.0	
Individuals by name only _____	-	-			-	-	
Titles or functions only _____	-	-			-	-	
Company names only _____	-	-			-	-	
Multi-Copy Same Addressee copies _____	-	-			-	-	
Single Copy Sales _____	-	-			-	-	
TOTAL QUALIFIED CIRCULATION	72,367	5,760			78,127	100.0	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2009											
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Unit Data	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Unit Data	Total Qualified	Percent
039-049 Maine _____	305	23	222	328		400-427 Kentucky _____	1,061	87	654	1,148	
030-038 New Hampshire _____	462	22	297	484		370-385 Tennessee _____	1,618	114	1,120	1,732	
050-059 Vermont _____	197	13	133	210		350-369 Alabama _____	791	63	619	854	
010-027 Massachusetts _____	1,789	129	1,246	1,918		386-397 Mississippi _____	408	20	293	428	
028-029 Rhode Island _____	264	17	201	281		EAST SO. CENTRAL	3,878	284	2,686	4,162	5.3
060-069 Connecticut _____	1,028	83	723	1,111		716-729 Arkansas _____	597	55	447	652	
NEW ENGLAND	4,045	287	2,822	4,332	5.5	700-714 Louisiana _____	548	51	429	599	
100-149 New York _____	4,279	304	3,197	4,583		730-749 Oklahoma _____	701	47	580	748	
070-089 New Jersey _____	2,553	156	1,778	2,709		750-799 Texas _____	4,134	398	3,226	4,532	
150-196 Pennsylvania _____	3,558	257	2,316	3,815		WEST SO. CENTRAL	5,980	551	4,682	6,531	8.4
MIDDLE ATLANTIC	10,390	717	7,291	11,107	14.2	590-599 Montana _____	231	26	199	257	
430-459 Ohio _____	3,355	244	2,248	3,599		832-838 Idaho _____	276	37	242	313	
460-479 Indiana _____	1,780	124	1,102	1,904		820-831 Wyoming _____	106	11	101	117	
600-629 Illinois _____	4,960	334	2,877	5,294		800-816 Colorado _____	1,048	100	829	1,148	
480-499 Michigan _____	2,434	166	1,584	2,600		870-884 New Mexico _____	287	31	261	318	
530-549 Wisconsin _____	2,756	221	1,386	2,977		850-865 Arizona _____	954	81	741	1,035	
EAST NO. CENTRAL	15,285	1,089	9,197	16,374	21.0	840-847 Utah _____	552	69	411	621	
550-567 Minnesota _____	2,333	190	1,273	2,523		889-898 Nevada _____	377	44	291	421	
500-528 Iowa _____	1,063	99	663	1,162		MOUNTAIN	3,831	399	3,075	4,230	5.4
630-658 Missouri _____	1,863	124	1,169	1,987		995-999 Alaska _____	57	2	51	59	
580-588 North Dakota _____	193	18	148	211		980-994 Washington _____	1,089	101	874	1,190	
570-577 South Dakota _____	260	20	164	280		970-979 Oregon _____	822	92	619	914	
680-693 Nebraska _____	595	55	422	650		900-961 California _____	7,683	675	5,947	8,358	
660-679 Kansas _____	903	78	596	981		967-968 Hawaii _____	111	9	105	120	
WEST NO. CENTRAL	7,210	584	4,435	7,794	10.0	PACIFIC	9,762	879	7,596	10,641	13.6
197-199 Delaware _____	160	16	114	176		UNITED STATES	72,314	5,710	50,374	78,024	99.9
206-219 Maryland _____	1,384	96	868	1,480		969 & 004-009 U.S. Territories _____	50	3	47	53	
200-205 Washington, DC _____	139	14	112	153		Canada _____	-	7	7	7	
220-246 Virginia _____	1,542	118	1,051	1,660		Mexico _____	-	-	-	-	
247-268 West Virginia _____	275	16	217	291		Other International _____	-	39	35	39	
270-289 North Carolina _____	2,120	156	1,444	2,276		APO/FPO _____	3	1	4	4	
290-299 South Carolina _____	802	62	576	864		TOTAL QUALIFIED CIRCULATION	72,367	5,760	50,467	78,127	100.0
300-319 Georgia _____	1,951	170	1,457	2,121							
320-349 Florida _____	3,560	272	2,751	3,832							
SOUTH ATLANTIC	11,933	920	8,590	12,853	16.5						

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 _____	80,849	80,715	79,857	80,003	80,240	78,837
Qualified Non-Paid Total _____	80,849	80,715	79,857	80,003	80,240	78,837
Print Only _____	-	-	-	79,419	75,916	73,102
Electronic Only _____	-	-	-	585	4,324	5,735
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Electronic 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: 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 Required (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:

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:

Business directories include 1 source of circulation for quantities of 4,359 copies or 5.6%
Other sources include 1 source of circulation for quantities of 1,186 copies or 1.5%.

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 _____	73,102	100.0	73,102	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,102	100.0	73,102	100.0	-	-

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 _____	5,735	100.0	5,735	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,735	100.0	5,735	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

PRINTING IMPRESSIONS®

FREE SUBSCRIPTION APPLICATION...
to qualified professionals

Find out if you qualify to receive America's #1 publication for the printing and allied industries. Just fill out the form below (be sure to sign and date it) and turn it in at the show booth NOW!

Do you wish to receive (continue to receive) a FREE subscription to *Printing Impressions*? YES NO

Which edition would you like to receive? Print Digital

Signature _____ Date _____

Name (please print) _____

Title _____

Company Name _____

Address _____

City / State / Zip _____

Phone (_____) _____ FAX (_____) _____

*E-mail _____

We cannot process incomplete forms, so please be sure to answer all questions (include your signature and date) before you return it to us.

- 1** The principal business of my firm at this location is: (Please check only one)
- 30 Commercial Printer (Publication, Greeting Card, Book, Quick, Business Forms, Packaging, Converting, Etc.)
 - 32 Newspaper printer
 - 35 Trade Bindery/Specialty Finishing
 - 49 Other (please describe) _____

- 2** Commercial printing performed at this location: (Check all that apply)
- 01 Publication/Periodicals
 - 02 Catalogs
 - 03 Direct Mail
 - 04 Financial
 - 05 Directory/Database
 - 06 Advertising Inserts & Specialty
 - 07 Book
 - 08 Annual Reports
 - 09 Greeting Cards
 - 10 Packaging: flexible packaging, tags/labels, folding cartons, corrugated containers, tape, specialty printing, or converting, etc.
 - 11 Business Forms
 - 20 Quick/OnDemand
 - 25 Envelopes
 - 30 Promotional Products/Point-of-Purchase
 - 31 Banners/Signs/Signage
 - 32 Marketing Collateral
 - 19 Other Not Listed (specify) _____
 - 26 No Commercial Printing Performed

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- 3** What commercial printing capabilities are available at this location? (check all that apply)
- 01 Sheetfed Offset
 - 02 Web Offset: Heatset
 - 03 Web Offset: Non-Heatset
 - 19 Other Not Listed _____ (Specify)
 - 20 No Commercial Printing Performed
 - 04 Digital
 - 05 Screen
 - 06 Gravure
 - 07 Flexography
 - 08 Letterpress

- 4** My primary job function is: (Please check only one)
- 1 Business Management (President, Owner, Corporate Officer, Vice Presidents, General Mgr, or other Business Mgt title)
 - 2 Production Management (Production Dir/Mgr, Pressroom Mgr, Engineering Dir/Mgr, IS/IT Dir/Mgr, Mailing/Distribution Dir/Mgr, Customer Service Mgr, Art Dir/Mgr, Quality Assurance Dir/Mgr or other Production Mgt title)
 - 3 Production Operations (Pressman, Engineer, Graphic Artist/Designer, Customer Service Representative, Estimator, Purchasing or other Production Operations title)
 - 4 Human Resource Management (Director/Manager/Supervisor of Human Resources/Personnel, Compensation, Benefits, Hiring, Training or other HR Management title)
 - 5 Sales Staff (Regional/District Rep, Technical Sales, other Sales Staff title)
 - 9 Other _____ (please specify)

- 5** How many people does your firm employ at this location? (Please check only one)
- 7 250 or more
 - 8 100-249
 - 3 10-19
 - 2 5-9
 - 5 50-99
 - 1 1-4
 - 4 20-49

- 6** In the performance of your job do you authorize/approve or recommend/specify purchases? Yes No

PUBLISHER'S AFFIDAVIT

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

David Leskusky, Publisher

Valerie Tickle, VP Circulation

(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 28, 2009

State Pennsylvania

County Philadelphia

Received by BPA Worldwide July 28, 2009

Type PD

ID Number P126Y0J9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2009
 This issue is 1.1% or 851 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Units Involved in Commercial Printing	Total Units	Business Management	Production		Sales Staff	CLASSIFICATION BY EMPLOYEE SIZE AT LOCATION					
								Management	Operation		1-9 Units	1-9 Copies	10-49 Units	10-49 Copies	50+ Units	50 or More Copies
1. PRINTERS: Publications, Catalogs, Direct Mail, Annual Reports, Newspapers, Greeting Cards, Quick Printing, Business Forms, Packaging, Converting, etc. _____	77,056	98.6	71,359	5,697	47,782	49,651	56,166	14,062	6,783	45	27,985	31,940	13,886	23,023	7,780	22,093
2. TRADE PLANTS: Trade Bindery/Specialty Finishing _____	1,071	1.4	1,008	63	-	816	886	130	55	-	340	365	343	450	133	256
SUBTOTAL TRADE PLANTS _____	1,071	1.4	1,008	63	-	816	886	130	55	-	340	365	343	450	133	256
TOTAL QUALIFIED CIRCULATION	78,127	100.0	72,367	5,760	47,782	50,467	57,052	14,192	6,838	45	28,325	32,305	14,229	23,473	7,913	22,349
PERCENT	100.0		92.6	7.4	61.2	64.6	73.0	18.2	8.8	0.1	36.3	41.3	18.2	30.0	10.1	28.6

SUPPLEMENTAL DATA FOR ISSUE OF MAY 2009

This is an analysis of 55,510 commercial printing respondents who indicated the type of commercial printing performed at their location. The 55,510 represents 72.0% of commercial printing circulation for this issue. (See question 2 on the questionnaire used to elicit those data on the back of the report). Since any one respondent may have checked more than response, the total of these categories exceeds the total qualified. These data are presented for statistical and marketing purposes.

Title	Total Responses	1-9 Employees	10-49 Employees	50+ Employees
Publications/Periodicals _____	20,539	6,561	6,571	7,407
Catalogs _____	17,813	5,403	5,662	6,748
Direct Mail _____	18,593	5,661	6,099	6,833
Financial _____	7,910	2,209	2,581	3,120
Directory/Database _____	5,986	1,816	1,943	2,227
Advertising Inserts and Specialty _____	17,126	5,991	5,431	5,704
Books _____	10,936	3,595	3,498	3,843
Annual Reports _____	10,515	3,103	3,534	3,878
Greeting Cards _____	9,749	4,034	3,197	2,518
Packaging: flexible packaging, tags/labels, folding cartons, corrugated containers, tape, specialty printing, or converting, etc. _____	10,585	2,890	3,313	4,382
Business Forms _____	20,215	10,771	6,078	3,366
Other _____	6,305	2,861	1,922	1,522
Quick/On Demand _____	13,083	5,864	4,025	3,194
Envelopes _____	18,943	9,407	5,730	3,806
Screen _____	956	473	189	294
Promotional Products _____	11,779	4,811	3,603	3,365
Banners/Posters/Signage _____	10,520	4,780	3,313	2,427
Marketing Collateral _____	8,934	2,917	2,965	3,052