

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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.

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: 50



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 _____	143
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	222
All Other _____	192
TOTAL	557

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,000	100.0	49,921	99.8	79	0.2
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,000	100.0	49,921	99.8	79	0.2

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
June 30 _____	377	377			50,000	October 06 _____	90	90			50,000
July 14 _____	225	225			50,000	October 13 _____	82	82			50,000
July 21 _____	77	77			50,000	October 19 _____	66	66			50,000
July 28 _____	464	464			50,000	October 27 _____	1,269	1,269			50,000
August 04 _____	2,194	2,194			50,000	November 03 _____	750	750			50,000
August 11 _____	139	139			50,000	November 10 _____	1,599	1,599			50,000
August 18 _____	92	92			50,000	November 17 _____	6,714	6,714			50,000
August 25 _____	87	87			50,000	*November 24 _____	11,262	11,262			50,000
September 01 _____	537	537			50,000	December 01 _____	9	9			50,000
September 08 _____	2	2			50,000	December 08 _____	63	63			50,000
September 15 _____	60	60			50,000	December 15 _____	111	111			50,000
September 22 _____	77	77			50,000	December 22 _____	91	91			50,000
September 29 _____	189	189			50,000	TOTAL	26,626	26,626			

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008**This issue is equal to the average of the other 24 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE							
			Corporate and General Management (Excludes Sales, Marketing and Advertising Management) (A)	Sales and Marketing Management (B)	Advertising, Promotion and Public Relations Management (C)	Creative Personnel (E)	Operational and Technical Management (D)	Education Research & Consulting Management (F)	Merchandising Management (G)	Other Titled and Non-Titled Personnel and Company Copies (H)
1. DIRECT MARKETERS:										
Retailers: Instore/Online Merchants/Catalogers/Wholesalers/Mail Order Companies										
a. Multichannel Merchants _____	7,532	15.1	3,961	2,243	471	119	343	34	161	200
b. Online Only Retailers _____	2,159	4.3	1,447	493	46	27	84	3	25	34
c. Traditional Outlets _____	1,958	3.9	1,326	421	54	11	76	8	32	30
d. Financial Services: Banks/Insurance/Credit Cards/Investment/Real Estate _____	3,949	7.9	1,703	1,415	319	53	257	61	9	132
e. Healthcare _____	1,537	3.1	622	606	115	29	91	17	6	51
f. Hi-Tech: Computers/Software/Internet Related Products & Services _____	1,719	3.4	681	761	61	24	128	30	6	28
g. Publisher/Subscription Marketer _____	1,195	2.4	391	481	118	41	80	16	10	58
h. Communications/Entertainment/H Hospitality/Tourism and Travel/Trade Shows _____	1,107	2.2	440	481	77	16	51	10	3	29
i. Manufacturers & Package Goods (excluding Hi-Tech)	3,933	7.9	1,551	1,794	241	40	186	23	26	72
j. Educational/Governmental Agencies/ Public Administration _____	1,368	2.7	277	485	101	25	114	290	2	74
k. Transportation/ Utilities _____	287	0.6	117	118	11	1	28	1	1	10
l. Fundraisers/ Associations: Non-profit Groups/Charities/ Clubs/ Membership Organizations _____	1,086	2.2	367	422	115	36	65	27	4	50
m. Other Direct Marketers _____	1,306	2.6	541	489	75	19	50	19	7	106
Total Copies to Direct Marketers	29,136	58.3	13,424	10,209	1,804	441	1,553	539	292	874
2. AGENCIES										
a. General Advertising Agency _____	1,897	3.8	931	354	369	106	46	20	6	65
b. Direct Marketing Agency _____	2,678	5.4	1,130	927	229	89	130	25	10	138
c. Online and/or Interactive Agency _____	1,155	2.3	503	326	158	51	40	16	5	56
d. Independent Direct Marketing Company _____	787	1.6	398	149	46	126	26	15	2	25
f. Freelance/Creative Consultants _____	1,172	2.3	619	249	80	108	15	61	5	35
Total Copies to Agencies	7,689	15.4	3,581	2,005	882	480	257	137	28	319
3. PUBLISHERS & MEDIA										
a. Print: Magazine/Newspaper/Cooperative Mailer ____	2,535	5.1	916	943	241	96	161	19	14	145
b. Broadcast: Television/Cable/Radio _____	502	1.0	202	180	56	12	33	4	3	12
c. Internet: Online/ Interactive Media _____	1,317	2.6	660	407	93	50	52	15	4	36
d. Other Media _____	295	0.6	123	103	21	9	9	3	-	27
Total Copies to Publishers & Media	4,649	9.3	1,901	1,633	411	167	255	41	21	220
4. SUPPLIERS										
a. Inbound/Outbound Teleservices _____	564	1.1	294	211	14	2	26	5	1	11
b. List/ Database/Email Management _____	1,801	3.6	608	811	73	23	156	27	10	93
c. Web Services: Design/Hosting, Software _____	1,713	3.4	763	575	109	85	105	32	16	28
d. Fulfillment/Printer _____	1,149	2.3	387	471	49	50	87	18	15	72
e. Wholesalers/Distributors _____	1,997	4.0	997	739	61	30	105	6	33	26
Total Copies to Other Suppliers	7,224	14.4	3,049	2,807	306	190	479	88	75	230
Other _____	1,226	2.4	445	400	71	34	49	24	5	198
Paid Subscriptions _____	76	0.2	-	-	-	-	-	-	-	76
TOTAL QUALIFIED CIRCULATION	50,000	100.0	22,400	17,054	3,474	1,312	2,593	829	421	1,917
PERCENT	100.0		44.8	34.2	6.9	2.6	5.2	1.7	0.8	3.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	50,000	-	-			50,000	100.0
a. Written _____	4,499	-	-			4,499	9.0
b. Telecommunication _____	30,042	-	-			30,042	60.1
c. Electronic _____	15,459	-	-			15,459	30.9
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	50,000	-	-			50,000	100.0
PERCENT	100.0	-	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			50,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			50,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 24, 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent		
039-049 Maine _____	226		400-427 Kentucky _____	460			
030-038 New Hampshire _____	388		370-385 Tennessee _____	705			
050-059 Vermont _____	179		350-369 Alabama _____	346			
010-027 Massachusetts _____	1,744		386-397 Mississippi _____	119			
028-029 Rhode Island _____	171		EAST SO. CENTRAL	1,630	3.3		
060-069 Connecticut _____	1,421		716-729 Arkansas _____	294			
NEW ENGLAND	4,129	8.3	700-714 Louisiana _____	173			
100-149 New York _____	5,670		730-749 Oklahoma _____	294			
070-089 New Jersey _____	2,548		750-799 Texas _____	2,414			
150-196 Pennsylvania _____	2,462		WEST SO. CENTRAL	3,175	6.4		
MIDDLE ATLANTIC	10,680	21.3	590-599 Montana _____	131			
430-459 Ohio _____	1,939		832-838 Idaho _____	148			
460-479 Indiana _____	814		820-831 Wyoming _____	58			
600-629 Illinois _____	3,275		800-816 Colorado _____	862			
480-499 Michigan _____	1,221		870-884 New Mexico _____	125			
530-549 Wisconsin _____	1,239		850-865 Arizona _____	633			
EAST NO. CENTRAL	8,488	17.0	840-847 Utah _____	392			
550-567 Minnesota _____	1,452		889-898 Nevada _____	280			
500-528 Iowa _____	575		MOUNTAIN	2,629	5.3		
630-658 Missouri _____	1,093		995-999 Alaska _____	29			
580-588 North Dakota _____	99		980-994 Washington _____	787			
570-577 South Dakota _____	97		970-979 Oregon _____	525			
680-693 Nebraska _____	584		900-961 California _____	5,128			
660-679 Kansas _____	526		967-968 Hawaii _____	60			
WEST NO. CENTRAL	4,426	8.8	PACIFIC	6,529	13.0		
197-199 Delaware _____	126		UNITED STATES	49,969	99.9		
206-219 Maryland _____	921		969 & 004-009 U.S. Territories _____	20			
200-205 Washington, DC _____	257		Canada _____	9			
220-246 Virginia _____	1,297		Mexico _____	-			
247-268 West Virginia _____	131		Other International _____	2			
270-289 North Carolina _____	1,107		APO/FPO _____	-			
290-299 South Carolina _____	355		TOTAL QUALIFIED CIRCULATION	50,000	100.0		
300-319 Georgia _____	1,250						
320-349 Florida _____	2,839						
SOUTH ATLANTIC	8,283	16.5					

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified ____	50,300	50,134	50,300	50,000	50,000
Qualified Non-Paid Total _____	50,268	50,091	50,224	49,973	49,921
Qualified Paid Total _____	32	43	76	27	79
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
50	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA**AVERAGE NON-QUALIFIED CIRCULATION:**

Issue	Show	Copies
August 4 _____	ad:tech Chicago	100
August 18 _____	SES	150
October 13 _____	DMA 2008	5,000
November 3 _____	ad:tech New York	300

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Shana Sisk, Circulation Marketing Manager

John Crewe, Director Audience Development

(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 January 30, 2009

State New York

County New York

Received by BPA Worldwide January 30, 2009

Type PD

ID Number D053P0D8