



news release

contact: Glenn Schutz
BPA Worldwide
203.447.2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

500 BPA members now reporting digital circulation

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NEWSPAPER

Shelton, CT March 15, 2011 – *Chief Executive China* and *Hydro Review* topped BPA Worldwide's list of member publications reporting digital circulation for the six-month reporting period ended December 2010.

Hong Kong-based *Chief Executive China* reported 206,750 digital copies on its December 2010 circulation statement—a 207% increase over a year earlier. More than 63% of that publication's subscribers now receive digital copies. As a percentage of total qualified circulation, *Hydro Review* topped the list with nearly 89% digital subscribers (9,908 TQ).

Other titles at the top of BPA's digital copies list include *Oracle Magazine*, with 171,631 digital copies reported for the period; *PM Network* (102,180); *NASA Tech Briefs* (74,428); and *eSchool News* (52,467). Refer to the chart below for a complete listing of the top 25 titles.

"We are responding to changing needs of our audience," explained Craig Pepples, Publisher of *Chief Executive China*. "Recently about one third of our qualified requests for our magazine asked for digital copy only. As a result, we have rolled out a digital magazine in multiple formats: flash, PDF for iPad and a version that requires no download and is readable online. We fully expect our audience to continue rapid uptake of new digital media in China."

The total count of BPA members reporting digital circulation increased 4.2% to 500 in December 2010 compared to the June 2010 period, continuing an upward trend as more print publishers migrate at least some of their subscribers to the digital platform. [Click here to view the entire report.](#)

On average, digital circulation made up 18.6% of total circulation for all BPA members reporting it on their December 2010 statements, a 0.8% increase from the June 2010 reporting period.

Hydro Review Worldwide was second in digital circulation as a percentage of total circulation with 84.5% digital (9,998 TQ); followed by *Cosmetics & Toiletries* with 81.7% digital (5,277 TQ); *Engineering Inc.* with 84.2% (34,513 TQ); *Cosmetics & Toiletries* with 80.5% (5,309 TQ); *Journal of American Water Works Association* with 75.2% (42,895 TQ); and *Travel Courier* with 74% digital (23,606 TQ).

Glenn Hansen, BPA's President and CEO, added, "It's clear that digital circulation will continue to grow in popularity since they offer media owners the potential for realizing significant distribution and circulation marketing cost efficiencies," he said. "In addition, [BPA's revised definition for digital magazines](#) provides our members with far more latitude regarding the content, advertising and design of the electronic version."

BPA WORLDWIDE ELECTRONIC EDITION CIRCULATION TOP 25

BPA Worldwide Member Publications
Ranked by Volume of Digital Subscriptions for Reporting
Period Ending 12/31/2010

Magazine Title	TQ Circ		Digital	# Both	Both	Total Digital	Total	# Print Only Circ
	Dec 10 Cycle	# Digital Only Circ	Only as % of TQ	Digital & Print	Digital & Print % of TQ		Digital as % of TQ	
1. CHIEF EXECUTIVE CHINA	326,202	206,750	63.4%	-	0.0%	206,750	63.4%	119,452
2. ORACLE MAGAZINE	516,766	171,631	33.2%	-	0.0%	171,631	33.2%	345,135
3. PM NETWORK	325,256	102,180	31.4%	-	0.0%	102,180	31.4%	223,076
4. NASA TECH BRIEFS	190,485	74,428	39.1%	71	0.0%	74,499	39.1%	115,986
5. ESCHOOL NEWS	100,765	52,467	52.1%	-	0.0%	52,467	52.1%	48,298
6. COMPUTER WEEKLY	96,074	49,612	51.6%	-	0.0%	49,612	51.6%	46,462
7. WINE ENTHUSIAST	127,708	48,776	38.2%	-	0.0%	48,776	38.2%	78,933
8. WEBSITE MAGAZINE	146,001	19,475	13.3%	28,357	19.4%	47,832	32.8%	98,169
9. COMPUTING	86,099	45,995	53.4%	-	0.0%	45,995	53.4%	40,104
10. ANGIE'S LIST MAGAZINE	424,712	41,793	9.8%	-	0.0%	41,793	9.8%	382,919
11. CHEMICAL & ENGINEERING NEWS	128,400	35,643	27.8%	-	0.0%	35,643	27.8%	92,758
12. HISPANIC BUSINESS	251,190	35,304	14.1%	-	0.0%	35,304	14.1%	215,886
13. JRNL. OF AMERICAN WATER WORKS ASSN.	42,895	5,986	14.0%	26,263	61.2%	32,249	75.2%	10,646
14. DESIGN NEWS	146,715	31,710	21.6%	-	0.0%	31,710	21.6%	115,005
15. OVERDRIVE	90,000	4,395	4.9%	27,086	30.1%	31,481	35.0%	58,520
16. DRUG TOPICS	155,002	31,254	20.2%	-	0.0%	31,254	20.2%	123,748
17. IEEE SPECTRUM	381,443	29,247	7.7%	1,196	0.3%	30,443	8.0%	350,999
18. EDN	113,048	30,008	26.5%	-	0.0%	30,008	26.5%	83,041
19. LASER FOCUS WORLD	71,002	28,650	40.4%	-	0.0%	28,650	40.4%	42,352
20. IEEE COMMUNICATIONS MAGAZINE	46,753	27,707	59.3%	-	0.0%	27,707	59.3%	19,046
21. ADVANCE FOR NURSE PRACTITIONERS	105,293	1,387	1.3%	24,069	22.9%	25,456	24.2%	79,837
22. ADVANCE FOR NPs and PAs	105,293	1,387	1.3%	24,069	22.9%	25,456	24.2%	79,837
23. OCCUPATIONAL HEALTH & SAFETY	80,147	25,210	31.5%	-	0.0%	25,210	31.5%	54,937
24. EWEEK	225,100	25,000	11.1%	-	0.0%	25,000	11.1%	200,100
25. REDMOND	100,000	25,000	25.0%	-	0.0%	25,000	25.0%	75,000

* Under BPA Worldwide rules, a subscriber who has opted to receive both the print and digital editions of a publication is reported only once and counted only once within that publication's total circulation. The volume breakout of a title's combined digital/print subs and the corresponding % of total qualified circulation of those combined subs are provided only for informational purposes.

SOURCE: BPA Worldwide December 2010 publishers' statements

About BPA Worldwide 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 membership spanning more than 30 countries. Worldwide, BPA audits 2,700+ media properties—including business publications, consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.