



news release

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FOR IMMEDIATE RELEASE

Media owners continue to find value in digital circulation

BPA reports more than 500 titles now include digital circulation

Shelton, CT October 25, 2011 – With the release of BPA Worldwide’s report of member publications by digital subscribers, *Chief Executive China* again tops the list with 261,333 digital copies for the six-month period ended June 30, 2011.

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Craig Pepples, Publisher of *Chief Executive China*, explained the digital platforms are vital channels for growth in today’s marketplace. “The reading habits of our audience of executives in China are evolving rapidly, maybe more rapidly than in the West,” Pepples commented. “Our philosophy as a content provider is to make content accessible in whatever way our users want it. We are agnostic in terms of platform. This is why we have launched flash, PDF and iPad versions and a version of the magazine that is fully readable online through multiple platforms. It is also why we make extensive use of microblogging with links to our content.”

Other titles topping BPA’s list in terms of total digital circulation include *PM Network* with 210,886 digital copies reported for the period; *Oracle* (152,009); *Wine Enthusiast* (91,253); and *Advance for Nurses* (45,972). Please see the chart below for a listing of the top 25 titles.

As a percentage of total qualified circulation, *Hydro Review* topped the list with 85.6% digital subscribers (10,023 TQ). *Engineering Inc.* was second in digital copies as a percentage of total circulation with 83.1% digital (34,681 TQ); followed by *Cosmetics & Toiletries* with 83.0% digital (5,391 TQ); and *Hydro Review Worldwide* with 81.4% digital (10,004 TQ).

The total count of BPA print titles reporting digital circulation increased 0.4% to 502 in June 2011 compared to the December 2010 period, continuing an upward trend as more print publishers move subscribers over to the digital side. To date 26.6% of all print titles report digital circulation on their BPA statements.

On average, digital circulation made up 18.9% of total circulation for all BPA members reporting it on their June 2011 statements, a 1.6% increase from the December 2010 reporting period.

About BPA Worldwide A not-for-profit organization since 1931 and headquartered in Shelton, CT, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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BPA WORLDWIDE DIGITAL CIRCULATION TOP 25
 BPA Worldwide member publications ranked by volume of digital copies
 for reporting period ending June 30, 2011

	Magazine Title	TQ Circ June 11 Cycle	# Digital Only Circ	Digital Only as % of TQ	# Both Digital & Print	# Both Digital & Print	Total Digital	Total Digital as % of TQ	# Print Only Circ
1.	CHIEF EXECUTIVE CHINA	381,169	261,333	68.6%	-	0.0%	261,334	68.6%	119,836
2.	PM NETWORK	340,126	210,886	62.0%	-	0.0%	210,887	62.0%	129,240
3.	ORACLE MAGAZINE	532,338	152,009	28.6%	-	0.0%	152,009	28.6%	380,329
4.	WINE ENTHUSIAST	180,581	91,253	50.5%	-	0.0%	91,254	50.5%	89,327
5.	NASA TECH BRIEFS	190,407	72,610	38.1%	54	0.0%	72,664	38.2%	117,743
6.	ESCHOOL NEWS	96,489	53,207	55.1%	-	0.0%	53,208	55.1%	43,282
7.	HISPANIC BUSINESS	241,588	41,143	17.0%	-	0.0%	41,143	17.0%	200,444
8.	CHEMICAL & ENGINEERING NEWS	127,647	38,228	29.9%	-	0.0%	38,228	29.9%	89,419
9.	E WEEK	225,100	35,455	15.8%	-	0.0%	35,455	15.8%	189,645
10.	LASER FOCUS WORLD	71,001	30,342	42.7%	-	0.0%	30,342	42.7%	40,659
11.	EDN	101,717	30,005	29.5%	-	0.0%	30,005	29.5%	71,712
12.	DESIGN NEWS	145,048	30,000	20.7%	-	0.0%	30,000	20.7%	115,048
13.	MACWORLD	223,382	28,561	12.8%	-	0.0%	28,561	12.8%	194,821
14.	IEEE SPECTRUM	378,032	27,271	7.2%	1,094	0.3%	28,365	7.5%	349,668
15.	OCCUPATIONAL HEALTH & SAFETY	80,333	25,132	31.3%	-	0.0%	25,132	31.3%	55,201
16.	REDMOND	100,000	25,000	25.0%	-	0.0%	25,000	25.0%	75,000
17.	POWER ENGINEERING	70,016	24,156	34.5%	-	0.0%	24,156	34.5%	45,860
18.	IEEE COMMUNICATIONS MAGAZINE	39,199	23,567	60.1%	-	0.0%	23,568	60.1%	15,632
19.	SCIENCE	129,571	22,675	17.5%	-	0.0%	22,675	17.5%	106,896
20.	RENEWABLE ENERGY WORLD	29,067	22,671	78.0%	-	0.0%	22,672	78.0%	6,396
21.	CHEMICAL ENGINEERING	61,214	22,438	36.7%	568	0.9%	23,006	37.6%	38,208
22.	FOREIGN POLICY	102,282	22,233	21.7%	1	0.0%	22,234	21.7%	80,048
23.	BASELINE	125,100	22,167	17.7%	-	0.0%	22,167	17.7%	102,933
24.	MODERN MATERIALS HANDLING	81,059	21,768	26.9%	-	0.0%	21,768	26.9%	59,291
25.	CA MAGAZINE	92,649	20,363	22.0%	-	0.0%	20,363	22.0%	72,286

* 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 June 2011 publishers' statements