

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 and spans more than 25 countries. Globally, BPA serves more than 2,500 media properties—including B-to-B 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.

THE CRITERION

Criterion Media Company
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THE CRITERION database contains a net, unduplicated count consisting of individuals who have registered to receive content from THE CRITERION in one or more of seven communication channels including magazines, e-newsletters, websites, conference/expos, webinars and white papers. Individuals can request to receive more than one channel.

FIELD SERVED

THE CRITERION serves Aerospace/Defense, Agriculture/Mining/Gas/Oil, Automotive/Transportation, Business Services/Consultants, Construction/Architecture/Engineering, Education/Training, Energy/Utilities/Communications, Finance/Accounting/Banking, Government: Federal/State/Local/Military, Manufacturing, Media/Marketing/Advertising/Publishing, Medical/Dental/Healthcare, Non-Profit/Trade Association, Pharmaceutical/Biotechnology, Research and Development, Retail/Wholesale/Distribution, Travel/Tourism/Entertainment, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include President, CEO, Owner, Co-Owner, Partner, Principal, Chairman, Vice Chairman, Board of Director, Founder, CFO, COO, CIO, CTO, CSO, Executive Vice President, Senior Vice President, Vice President, Executive Director, Managing Director, Director, Treasurer, Controller, Operations Manager, General Manager, Branch Manager, Manager, Other Titled and Non-Titled Personnel.

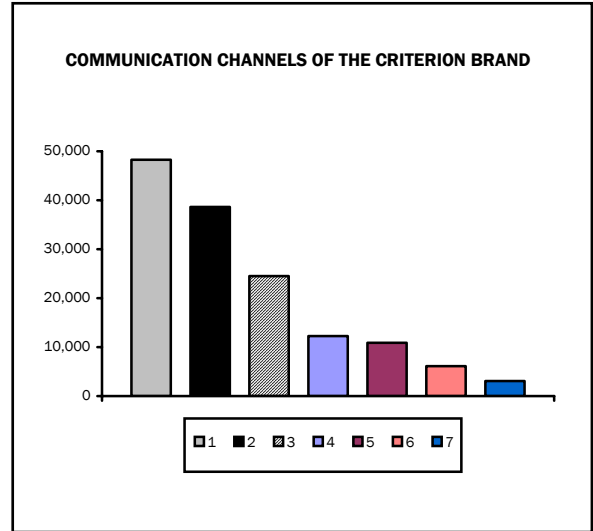
EXECUTIVE SUMMARY

The BPA Brand Reach report provides an insight into the communication channels of THE CRITERION portfolio.

Below are the gross number of individuals in the database for each communication channel of the brand and the number of unique individuals.*

1. THE CRITERION MAGAZINE (Print and Digital) May 2010 Issue	48,275
a. Print	38,275
b. Digital	10,000
2. CRITERION E-NEWSLETTERS de-duplicated May 2010 issues	38,620
a. The Criterion Daily	25,890
b. The Criterion Weekly	31,578
c. The Criterion Monthly	35,111
d. The Criterion Alerts	25,009
3. THE CRITERION WEBSITE (Average Unique Browsers for Period)*	24,496
4. THE CRITERION EVENTS as of June 2010	12,248
5. THE CRITERION WEBINAR REGISTRANTS as of June 2010	10,880
6. THE CRITERION WEBINAR ATTENDEES as of June 2010*	6,124
7. THE CRITERION WHITE PAPERS as of June 2010	3,062
NET UNIQUE INDIVIDUALS	65,613
INDIVIDUALS RECEIVING ONLY ONE CHANNEL	22,826
AVERAGE CHANNELS PER INDIVIDUAL	1.7

*See Paragraph 7



1. COMMUNICATION CHANNELS OF THE CRITERION BRAND

Each column/row reports the gross number of individuals receiving that channel, and the additional channels those recipients receive. Since any one individual may receive more than one channel, the recipients should not be added together as they exceed the total of unique individuals.

CHANNEL	THE CRITERION MAGAZINE	CRITERION E-NEWSLETTERS	THE CRITERION WEBSITE	THE CRITERION EVENTS	THE CRITERION WEBINAR REGISTRANTS	THE CRITERION WEBINAR ATTENDEES	THE CRITERION WHITE PAPERS
1. THE CRITERION MAGAZINE	48,275	28,411	-	8,010	8,392	3,504	1,502
2. CRITERION E-NEWSLETTERS	28,411	38,620	-	8,510	5,901	3,755	1,627
3. THE CRITERION WEBSITE	-	-	24,496	-	-	-	-
4. THE CRITERION EVENTS	8,010	8,510	-	12,248	6,972	4,005	1,877
5. THE CRITERION WEBINAR REGISTRANTS	-	-	-	-	10,880	6,124	-
6. THE CRITERION WEBINAR ATTENDEES	3,504	3,755	-	4,005	6,124	6,124	2,002
7. THE CRITERION WHITE PAPERS	1,502	1,627	-	1,877	3,107	2,002	3,062

2. CHANNELS RECEIVED

Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

CHANNEL	THE CRITERION MAGAZINE	CRITERION E-NEWSLETTERS	THE CRITERION WEBSITE	THE CRITERION EVENTS	THE CRITERION WEBINAR REGISTRANTS	THE CRITERION WEBINAR ATTENDEES	THE CRITERION WHITE PAPERS	TOTAL UNIQUE INDIVIDUALS
MULTIPLE CHANNEL RECIPIENTS	39,460	31,568	-	10,012	6,716	6,124	2,503	42,787
SINGLE CHANNEL RECIPIENTS	8,815	7,052	-	2,236	4,164	-	559	22,826
TOTAL	48,275	38,620	24,496	12,248	10,880	6,124	3,062	65,613

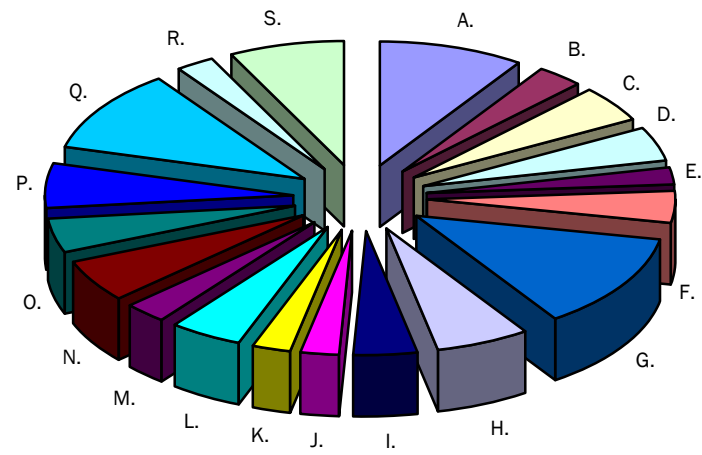
3. BUSINESS/OCCUPATIONAL BREAKOUT

BUSINESS AND INDUSTRY	TOTAL UNIQUE INDIVIDUALS	PERCENT OF TOTAL	TITLE							
			President, CEO, Owner, Partner, Principal	Chairman, Vice Chairman, Board of Director, Founder	CFO, COO, CIO, CTO, CSO	Executive Vice President, Senior Vice President, Vice President	Executive Director, Managing Director, Director, Treasurer, Controller	Operations Manager, General Manager, Branch Manager, Manager	Other Titled and Non-Titled Personnel	Unknown/ No Answer
Aerospace/Defense	6,209	9.5	1,730	1,068	883	1,333	76	1,066	49	4
Agriculture/Mining/Gas/Oil	1,954	3.0	800	290	302	177	59	293	32	1
Automotive/Transportation	3,224	4.9	1,257	620	479	332	56	431	48	1
Business Services/Consultants	2,819	4.3	714	641	493	421	37	469	43	1
Construction/Architecture/Engineering	1,413	2.2	488	229	181	261	28	210	16	-
Education/Training	2,784	4.2	595	796	447	475	37	402	31	1
Energy/Utilities/Communications	8,156	12.4	1,938	2,420	1,419	1,071	116	1,006	183	3
Finance/Accounting/Banking	4,087	6.2	1,236	1,482	229	328	27	726	59	-
Government: Federal/State/Local/Military	2,703	4.1	1,034	312	606	99	243	336	72	1
Manufacturing	1,592	2.4	427	397	251	94	75	312	35	1
Media/Marketing/Advertising/Publishing	1,695	2.6	667	103	226	118	102	400	79	-
Medical/Dental/Healthcare	3,007	4.6	1,211	456	750	108	118	294	66	4
Non-Profit/Trade Association	1,876	2.9	804	242	432	83	62	214	35	4
Pharmaceutical/Biotechnology	3,613	5.5	1,621	520	596	114	83	504	175	-
Research and Development	2,957	4.5	1,134	491	816	114	56	312	31	3
Retail/Wholesale/Distribution	3,871	5.9	1,456	630	929	211	123	440	71	11
Travel/Tourism/Entertainment	7,120	10.9	2,633	2,414	869	611	55	433	102	3
Other	1,597	2.4	526	360	267	166	36	211	28	3
Unknown/No Answer	4,936	7.5	-	-	-	-	-	-	-	4,936
TOTAL RECORDS	65,613	100.0	20,271	13,471	10,175	6,116	1,389	8,059	1,155	4,977

Note: Unique browser figures are not included above (See Paragraph 7). The CRITERION MAGAZINE as of May 2010, THE CRITERION E-NEWSLETTER as of May 24, 2010, and THE CRITERION EVENT, MEDIA WEBINARS, AND WHITE PAPERS as of June 2010.

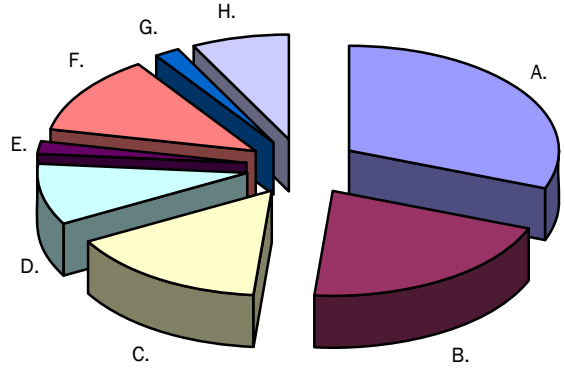
3. BUSINESS AND INDUSTRY

BUSINESS AND INDUSTRY	TOTAL UNIQUE INDIVIDUALS
A. Aerospace/Defense	6,209
B. Agriculture/Mining/Gas/Oil	1,954
C. Automotive/Transportation	3,224
D. Business Services/Consultants	2,819
E. Construction/Architecture/Engineering	1,413
F. Education/Training	2,784
G. Energy/Utilities/Communications	8,156
H. Finance/Accounting/Banking	4,087
I. Government: Federal/State/Local/Military	2,703
J. Manufacturing	1,592
K. Media/Marketing/Advertising/Publishing	1,695
L. Medical/Dental/Healthcare	3,007
M. Non-Profit/Trade Association	1,876
N. Pharmaceutical/Biotechnology	3,613
O. Research and Development	2,957
P. Retail/Wholesale/Distribution	3,871
Q. Travel/Tourism/Entertainment	7,120
R. Other	1,597
S. Unknown/No Answer	4,936



3. TITLE

TITLE	TOTAL UNIQUE INDIVIDUALS
A. President, CEO, Owner, Partner, Principal	20,271
B. Chairman, Vice Chairman, Board of Director, Founder	13,471
C. CFO, COO, CIO, CTO, CSO	10,175
D. Executive Vice President, Senior Vice President, Vice President	6,116
E. Executive Director, Managing Director, Director, Treasurer, Controller	1,389
F. Operations Manager, General Manager, Branch Manager, Manager	8,059
G. Other Titled and Non-Titled Personnel	1,155
H. Unknown/ No Answer	4,977



4. RECENCY OF INVOLVEMENT BREAKOUT

Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

THE CRITERION FORMATS	1 YEAR	2 YEARS	3 YEARS	TOTAL
THE CRITERION MAGAZINE TOTAL _____	36,206	12,069	-	48,275
Direct request	36,206	12,069	-	48,275
Other than request	-	-	-	-
CRITERION E-NEWSLETTERS Delivered within _____	38,620	-	-	38,620
THE CRITERION WEBSITE Involved within _____	24,496	-	-	24,496
THE CRITERION EVENTS Attended within _____	12,248	-	-	12,248
THE CRITERION WEBINAR REGISTRANTS Registered within _____	7,808	3,072	-	10,880
THE CRITERION WEBINAR ATTENDEES Attended within _____	4,287	1,837	-	6,124
THE CRITERION WHITE PAPERS Delivered within _____	2,450	612	-	3,062

5. GEOGRAPHICAL BREAKOUT (See Paragraph 7)

Since any one individual may receive more than one channel, the totals should not be added together as they exceed the total of unique individuals.

STATE & ZIP CODE	TOTAL UNIQUE INDIVIDUALS	PERCENT	THE CRITERION MAGAZINE	CRITERION E-NEWSLETTERS	THE CRITERION EVENTS	THE CRITERION WEBINAR REGISTRANTS	THE CRITERION WEBINAR ATTENDEES	THE CRITERION WHITE PAPERS
NEW ENGLAND	2,188	3.3	1,610	1,288	408	345	204	103
MIDDLE ATLANTIC	6,078	10.5	5,061	3,068	1,285	1,211	641	321
EAST NO. CENTRAL	8,666	13.5	6,522	4,940	1,656	1,405	827	413
WEST NO. CENTRAL	4,340	6.8	3,266	2,613	828	561	315	206
SOUTH ATLANTIC	12,069	18.4	8,878	7,103	2,252	2,154	1,127	565
EAST SO. CENTRAL	1,757	2.7	1,292	1,034	329	266	164	82
WEST SO. CENTRAL	3,853	6.0	2,908	2,226	738	858	368	185
MOUNTAIN	6,174	9.4	4,545	3,634	1,153	1,008	576	288
PACIFIC	17,568	26.9	13,000	10,399	3,298	2,685	1,496	825
UNITED STATES	63,993	97.5	47,082	36,305	11,947	10,493	5,718	2,988
969 & 004-009 U.S. Territories _	591		435	348	110	109	55	28
Other International _____	1,029		758	608	191	278	98	48
E-mail address only _____	1,300		-	1,359	-	-	253	-
TOTALS	65,613	100.0	48,275	38,620	12,248	10,880	6,124	3,062

6a. PRODUCT FREQUENCY BREAKOUT (See Paragraph 7)

	THE CRITERION MAGAZINE			THE CRITERION E-NEWSLETTERS				THE CRITERION WEBSITE	THE CRITERION EVENTS	THE CRITERION WEBINAR REGISTRANTS	THE CRITERION WEBINAR ATTENDEES	THE CRITERION WHITE PAPERS
	PRINT	DIGITAL	TOTAL	THE CRITERION DAILY*	THE CRITERION WEEKLY	THE CRITERION MONTHLY	THE CRITERION ALERTS					
January 1, 2010	38,001	10,013	48,014	26,760	-	35,067	25,219	24,006	-	-	-	-
January 4, 2010	-	-	-	-	32,199	-	-	-	-	-	-	-
January 11, 2010	-	-	-	-	33,135	-	-	-	-	-	-	-
January 18, 2010	-	-	-	-	32,905	-	-	-	-	-	-	-
January 20, 2010	-	-	-	-	-	-	-	-	-	-	-	294
January 25, 2010	-	-	-	-	33,009	-	-	-	-	-	-	-
January 28, 2010	-	-	-	-	-	-	-	-	-	1,210	730	-
February 1, 2010	38,752	10,083	48,835	26,224	33,521	35,171	21,143	24,012	-	-	-	-
February 3, 2010	-	-	-	-	-	-	-	-	-	-	-	189
February 8, 2010	-	-	-	-	33,582	-	-	-	-	-	-	-
February 15, 2010	-	-	-	-	32,982	-	-	-	-	-	-	-
February 22, 2010	-	-	-	-	33,003	-	-	-	-	-	-	-
February 25, 2010	-	-	-	-	-	-	-	-	-	1,647	945	-
March 1, 2010	38,801	10,009	48,810	26,963	31,240	34,999	23,281	24,273	-	-	-	-
March 8, 2010	-	-	-	-	32,256	-	-	-	-	-	-	-
March 15, 2010	-	-	-	-	32,162	-	-	-	-	-	-	-
March 17, 2010	-	-	-	-	-	-	-	-	-	-	-	429
March 18, 2010	-	-	-	-	-	-	-	-	-	502	295	-
March 22, 2010	-	-	-	-	33,082	-	-	-	-	-	-	-
March 29, 2010	-	-	-	-	31,579	-	-	-	-	-	-	-
April 1, 2010	38,057	10,003	48,060	24,269	-	35,011	24,496	24,882	-	-	-	-
April 5, 2010	-	-	-	-	30,777	-	-	-	-	-	-	-
April 12, 2010	-	-	-	-	31,086	-	-	-	-	-	-	-
April 14, 2010	-	-	-	-	-	-	-	-	12,248	-	-	408
April 19, 2010	-	-	-	-	31,118	-	-	-	-	-	-	-
April 26, 2010	-	-	-	-	30,971	-	-	-	-	-	-	-
April 29, 2010	-	-	-	-	-	-	-	-	-	979	648	-
May 1, 2010	38,275	10,000	48,275	25,812	-	35,111	25,111	24,870	-	-	-	-
May 3, 2010	-	-	-	-	31,243	-	-	-	-	-	-	-
May 10, 2010	-	-	-	-	32,045	-	-	-	-	-	-	-
May 17, 2010	-	-	-	-	31,965	-	-	-	-	-	-	-
May 21, 2010	-	-	-	-	-	-	-	-	-	-	-	567
May 24, 2010	-	-	-	-	31,578	-	-	-	-	-	-	-
May 27, 2010	-	-	-	-	-	-	-	-	-	621	487	-
May 31, 2010	-	-	-	-	31,674	-	-	-	-	-	-	-
June 1, 2010	38,175	10,001	48,176	25,968	-	35,005	22,566	24,930	-	-	-	-
June 4, 2010	-	-	-	-	-	-	-	-	-	-	-	396
June 7, 2010	-	-	-	-	33,155	-	-	-	-	-	-	-
June 14, 2010	-	-	-	-	32,897	-	-	-	-	-	-	-
June 21, 2010	-	-	-	-	32,890	-	-	-	-	-	-	-
June 24, 2010	-	-	-	-	-	-	-	-	-	701	388	-
June 28, 2010	-	-	-	-	32,478	-	-	-	-	-	-	-
June 30, 2010	-	-	-	-	-	-	-	-	-	-	-	-

*CRITERION DAILY is issued Monday through Friday totaling 130 issues in the reported period. Figure shown is a monthly average.

6b. WEBSITE ACTIVITY BY MONTH (See Paragraph 7)

MONTH	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	75,330	39,333	24,006	1.64	2:20	4:16
February	75,135	39,477	24,012	1.64	2:18	4:20
March	75,300	39,870	24,273	1.64	2:10	4:16
April	75,732	40,176	24,882	1.61	2:20	4:18
May	75,720	40,035	24,870	1.61	2:30	4:12
June	75,897	40,170	24,930	1.61	2:18	4:16
AVERAGE:	75,519	39,844	24,496	1.63	2:19	4:16

7. ADDITIONAL DATA**EXECUTIVE SUMMARY:**

Unique browsers are reported as "Individuals" throughout this report.

Since THE CRITERION does not require registration on its website, unique browsers are not included in the "Unique Individuals", "Individuals Receiving Only One Channel" and "Average Channels Per Individual" calculations.

Average Channels Per Individual is calculated by taking the gross channels received for all individuals and dividing this total by the number of unique individuals.

The Criterion Webinar Registrants and Attendees:

The count of 6,124 attendees is a subset of 10,880 registrants who viewed the webinar live or on demand as of June 30, 2010. The balance are individuals otherwise available for marketing.

WEBSITE GLOSSARY:	
Page Impressions:	The number of web pages successfully viewed by all browsers within the reporting period
User Sessions:	A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browsers:	An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Unique Browser Frequency:	The average number of user sessions per Unique Browser over the selected reporting period
Page Duration:	The average time a browser spent viewing any page(s) on the site
User Session Duration:	The average time a browser remained on the site per session

PARAGRAPH 5:

Geographic data is not available for website activity and is therefore not reported herein.

PARAGRAPH 6:

Individuals registered for THE CRITERION webinars and/or white papers during the six month period ending June 30, 2010 are reported in Paragraph 6. Individuals that registered for THE CRITERION webinars and/or white papers prior to January 1, 2010 are reported, by year, in Paragraph 4.

AVERAGE QUALIFIED CIRCULATION FOR THE CRITERION MAGAZINE FOR THE PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Print Only		Digital Only	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,362	100.0	38,244	100.0	10,018	100.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,362	100.0	38,244	100.0	10,018	100.0

We have examined the registration records in this database for the period covered by this report. Our examination was made in accordance with generally accepted auditing standards and, accordingly, included such tests of business/occupational qualifications and physical or e-mailing addresses of the events' registrants and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the composition of this registration database in conformance with generally accepted auditing principles.

BPA Worldwide

Shelton, CT

June 2, 2010

TYPE: A

ID Number: XXXXA0J0