



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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.

TYPE OF MARKET

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**THE CRITERION**

Criterion Publishing Company  
Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Tel: 203.447.2800  
Fax: 203.447.2900  
Website: [www.criterion.com](http://www.criterion.com)

Official Publication of: None  
Established: 1931  
Issues per Year: 12

**FIELD SERVED**

THE CRITERION serves the field of data processing systems and procedures in manufacturing industries, service organizations, finance, insurance companies, government, utilities, retail and wholesale trade and transportation, communication, printing and publishing firms.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are corporate officials, controllers, data processing and accounting personnel, and other management personnel in the field. Also qualified are a limited number of library addressed copies, and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	750
All Other _____	1,175
<b>TOTAL</b>	<b>1,925</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	45,450	89.8	40,390	79.8	5,060	10.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	5,150	10.2	-	-	5,150	10.2
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,600</b>	<b>100.0</b>	<b>40,390</b>	<b>79.8</b>	<b>10,210</b>	<b>20.2</b>

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD								
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Print Version Only (A)	Electronic Version Only (B)	Both Print and Electronic (C)	Total Qualified
January _____	125	75	40,120	10,110	46,725	3,505	-	50,230
February _____	110	125	40,350	10,505	47,265	3,590	-	50,855
March _____	100	80	40,710	10,310	47,525	3,495	-	51,020
April _____	75	60	40,025	10,225	46,725	3,525	-	50,250
May _____	95	80	40,650	10,005	47,170	3,485	-	50,655
June _____	100	25	40,485	10,105	47,035	3,555	-	50,590

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	25,110	13,111	8,002	1.59	1:10	2:08
February _____	25,045	13,159	8,004	1.59	1:09	2:10
March _____	25,100	13,290	8,091	1.60	1:05	2:08
April _____	25,244	13,392	8,294	1.67	1:10	2:09
May _____	25,240	13,345	8,290	1.66	1:15	2:06
June _____	25,299	13,390	8,310	1.59	1:09	2:08
<b>AVERAGE:</b>	<b>25,173</b>	<b>13,281</b>	<b>8,165</b>	<b>1.62</b>	<b>1:10</b>	<b>2:08</b>

\*See Paragraph 9

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

This issue is \_\_\_\_% or \_\_\_\_ copies above the average of the other \_\_\_\_ issues reported in Paragraph two.

BUSINESS/INDUSTRY	Total Qualified	Percent of Total	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Versions (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	CLASSIFICATION BY TITLE				
								Corporate Officials	Controllers	Data Processing And Accounting Personnel	Purchasing And Other Management Personnel	Libraries/ Other Titled And Non-Titled
								Presidents, Vice Presidents, Secretaries, Treasurers	Controllers, Assistant Controllers	Data Processing Managers, Accounting Managers And Assistants	Purchasing Agents, Office Managers And Sales Managers	
MANUFACTURING INDUSTRIES _____	11,680	23.1	11,010	670	-	7,890	3,790	5,675	3,450	2,110	405	40
SERVICE ORGANIZATIONS _____	8,300	16.4	7,790	510	-	5,650	2,650	3,155	2,190	1,050	1,875	30
FINANCE _____	7,355	14.5	6,980	375	-	6,490	865	2,765	2,155	1,255	1,005	175
INSURANCE _____	5,390	10.6	5,055	335	-	4,985	405	2,100	1,345	965	880	100
GOVERNMENT _____	5,790	11.4	5,380	410	-	4,875	915	2,225	1,450	1,110	975	30
UTILITIES _____	6,190	12.3	5,650	540	-	5,545	645	3,050	1,905	890	300	45
RETAIL AND WHOLESALE TRADE _____	3,565	7.0	3,350	215	-	3,210	355	990	870	855	825	25
TRANSPORTATION, COMMUNICATION, PRINTING AND PUBLISHING FIRMS _____	2,385	4.7	1,955	430	-	2,005	380	840	735	580	225	5
OTHER PAID CIRCULATION (Optional):	-	-	-	-	-	-	-	-	-	-	-	-
SUBSCRIPTIONS _____	-	-	-	-	-	-	-	-	-	-	-	-
SINGLE COPY SALES _____	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,655</b>	<b>100.0</b>	<b>47,170</b>	<b>3,485</b>	<b>-</b>	<b>40,650</b>	<b>10,005</b>	<b>20,800</b>	<b>14,100</b>	<b>8,815</b>	<b>6,490</b>	<b>450</b>
<b>PERCENT</b>	<b>100.0</b>		<b>93.1</b>	<b>6.9</b>	<b>-</b>	<b>80.2</b>	<b>19.8</b>	<b>41.1</b>	<b>27.8</b>	<b>17.4</b>	<b>12.8</b>	<b>0.9</b>

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF MAY 2009										
Qualification Source	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Year	3 Year							
I. Personal direct request from the recipient:	35,040	7,120	845	39,520	3,485	-	33,000	10,005	43,005	95.1
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	5,150	-	-	5,150	-	-	5,150	-	5,150	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-	-	-
Business directories	2,500	-	-	2,500	-	-	2,500	-	2,500	4.9
Manufacturer's, distributor's, and wholesalers lists	-	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,690</b>	<b>7,120</b>	<b>845</b>	<b>47,170</b>	<b>3,485</b>	<b>-</b>	<b>40,650</b>	<b>10,005</b>	<b>50,655</b>	<b>100.0</b>
<b>PERCENT</b>	<b>84.3</b>	<b>14.0</b>	<b>1.7</b>	<b>93.1</b>	<b>6.9</b>	<b>-</b>	<b>80.2</b>	<b>19.8</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Versions (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	47,170	3,485	-	40,650	10,005	50,655	100.0
Individuals by name only	-	-	-	-	-	-	-
Titles or functions only	-	-	-	-	-	-	-
Company names only	-	-	-	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,170</b>	<b>3,485</b>	<b>-</b>	<b>40,650</b>	<b>10,005</b>	<b>50,655</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009															
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	133	3	-	120	16	136	0.3	400-427 Kentucky	179	11	-	113	77	190	0.4
030-038 New Hampshire	95	-	-	81	14	95	0.2	370-385 Tennessee	270	19	-	215	74	289	0.6
050-059 Vermont	210	-	-	170	40	210	0.4	350-369 Alabama	110	18	-	68	60	128	0.3
010-027 Massachusetts	414	29	-	340	103	443	0.9	386-397 Mississippi	95	6	-	74	27	101	0.2
028-029 Rhode Island	51	-	-	51	-	51	0.1	EAST SO. CENTRAL	654	54	-	470	238	708	1.4
060-069 Connecticut	175	17	-	101	91	192	0.4	716-729 Arkansas	129	14	-	42	101	143	0.3
NEW ENGLAND	1,078	49	-	863	264	1,127	2.2	700-714 Louisiana	1,322	145	-	1,178	289	1,467	2.9
100-149 New York	1,430	244	-	1,184	490	1,674	3.3	730-749 Oklahoma	455	25	-	237	243	480	0.9
070-089 New Jersey	1,205	134	-	1,089	250	1,339	2.6	750-799 Texas	3,340	191	-	2,935	596	3,531	7.0
150-196 Pennsylvania	978	109	-	888	199	1,087	2.1	WEST SO. CENTRAL	5,246	375	-	4,392	1,229	5,621	11.1
MIDDLE ATLANTIC	3,613	487	-	3,161	939	4,100	8.1	590-599 Montana	150	5	-	85	70	155	0.3
430-459 Ohio	210	51	-	190	71	261	0.5	832-838 Idaho	102	-	-	60	42	102	0.2
460-479 Indiana	327	27	-	204	150	354	0.7	820-831 Wyoming	276	16	-	196	96	292	0.6
600-629 Illinois	2,325	134	-	1,983	476	2,459	4.9	800-816 Colorado	1,876	182	-	1,557	501	2,058	4.1
480-499 Michigan	190	17	-	97	110	207	0.4	870-884 New Mexico	188	8	-	98	98	196	0.4
530-549 Wisconsin	650	99	-	469	280	749	1.5	850-865 Arizona	205	12	-	143	74	217	0.4
EAST NO. CENTRAL	3,702	328	-	2,943	1,087	4,030	8.0	840-847 Utah	72	-	-	66	6	72	0.1
550-567 Minnesota	1,309	211	-	1,489	31	1,520	3.0	889-898 Nevada	1,888	108	-	1,490	506	1,996	3.9
500-528 Iowa	690	67	-	632	125	757	1.5	MOUNTAIN	4,757	331	-	3,695	1,393	5,088	10.0
630-658 Missouri	785	76	-	721	140	861	1.7	995-999 Alaska	17	-	-	17	-	17	-
580-588 North Dakota	240	12	-	204	48	252	0.5	980-994 Washington	216	22	-	165	73	238	0.5
570-577 South Dakota	110	9	-	79	40	119	0.2	970-979 Oregon	200	21	-	124	97	221	0.4
680-693 Nebraska	189	11	-	89	111	200	0.4	900-961 California	4,895	291	-	3,956	1,230	5,186	10.2
660-679 Kansas	786	89	-	654	221	875	1.7	967-968 Hawaii	20	-	-	20	-	20	-
WEST NO. CENTRAL	4,109	475	-	3,868	716	4,584	9.0	PACIFIC	5,348	334	-	4,282	1,400	5,682	11.2
197-199 Delaware	176	10	-	65	121	186	0.4	UNITED STATES	47,120	3,277	-	40,576	9,821	50,397	99.5
206-219 Maryland	703	91	-	689	105	794	1.6	969 & 004-009 U.S. Territories	16	-	-	-	16	16	-
200-205 Washington, DC	1,569	101	-	1,291	379	1,670	3.3	Canada	34	208	-	74	168	242	0.5
220-246 Virginia	2,872	99	-	2,610	361	2,971	5.9	Mexico	-	-	-	-	-	-	-
247-268 West Virginia	1,090	76	-	968	198	1,166	2.3	Other International	-	-	-	-	-	-	-
270-289 North Carolina	2,677	94	-	2,321	450	2,771	5.5	APO/FPO	-	-	-	-	-	-	-
290-299 South Carolina	2,781	81	-	2,487	375	2,862	5.6	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,170</b>	<b>3,485</b>	<b>-</b>	<b>40,650</b>	<b>10,005</b>	<b>50,655</b>	<b>100.0</b>
300-319 Georgia	2,762	77	-	2,475	364	2,839	5.6								
320-349 Florida	3,983	215	-	3,996	202	4,198	8.3								
SOUTH ATLANTIC	18,613	844	-	16,902	2,555	19,457	38.4								

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	50,105	50,025	50,675	50,605	50,300	50,600
Qualified Non-Paid Total	39,100	40,005	39,775	39,075	40,300	40,390
Print Only	39,100	40,005	39,775	39,075	36,800	36,864
Electronic Only	-	-	-	-	3,500	3,526
Print & Electronic (Unduplicated)	-	-	-	-	-	-
Qualified Paid Total	11,005	10,020	10,900	11,530	10,000	10,210
Print Only	11,005	10,020	10,900	11,530	10,000	10,210
Electronic Only	-	-	-	-	-	-
Print & Electronic (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$3.75	\$3.75	\$3.75	\$3.75	\$3.75	\$3.75

\*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	
\$3.75	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:

WEBSITE GLOSSARY:	
<b>Page Impressions:</b>	A Page Impression is recorded each time a page implanted with the BPA/Nielsen Online SiteCensus JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache. Auto refresh activity - activity that results from auto refresh mechanisms is not activity that contributes to the determination of page impressions, page duration, user sessions or other measurements covered in this report.
<b>User Sessions:</b>	When a user visits a site, views various pages (with no less than 30 minutes between pages) and then leaves the site, this is defined as a User Session. A pause which causes a period of inactivity of more than 30 minutes is considered to be the start of a new User Session.
<b>Unique Browsers:</b>	Each user visiting a site implanted with the BPA/Nielsen Online SiteCensus JavaScript code (tag) has a unique cookie id assigned to their browser to determine browser uniqueness. If a browser does not accept cookies, User-Agent Strings and IP Addresses or other BPA approved methods may be used to identify unique browsers.
<b>Unique Browser Frequency:</b>	Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.
<b>Page Duration:</b>	The average time spent viewing any page on a web site.
<b>User Session Duration:</b>	The average time visitors remain on a site per session.

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	41,924	89.1	36,864	78.3	5,060	10.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	5,150	10.9	-	-	5,150	10.9
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,074</b>	<b>100.0</b>	<b>36,864</b>	<b>78.3</b>	<b>10,210</b>	<b>21.7</b>

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	3,526	100.0	3,526	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,526</b>	<b>100.0</b>	<b>3,526</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		Date signed
John J. Smith, Publisher		State Connecticut
William Doe, Circulation Manager		County Fairfield
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		Received by BPA Worldwide
<b>IMPORTANT NOTE:</b>		Type PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.		ID Number C999POJ9