



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 200_**

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.

No. 000/06-
Comparable

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone (203) 447-2800
FAX (203) 447-2900
www.bpaww.com

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THE CRITERION

Criterion Publishing Company
Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Tel. No.: (203) 447-2800
FAX No.: (203) 447-2900
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.

**BPA PASS-ALONG
RECEIVERSHIP STUDY**

Date: May 26, 2003
Total Projected Receivership: 572,198

BPA INTERACTIVE AUDIT

Date: July 1-30, 2004
Total Page Requests: 923,498
Average Daily Page Requests: 29,790
Unique Visits: 284,082
Unique Visitors: 97,668

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,924	97.0	7,007	34.1	12,917	62.9
Sponsored Individually Addressed ____	523	2.6	-	-	523	2.6
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	50	0.2	-	-	50	0.2
Single Copy Sales _____	50	0.2	-	-	50	0.2
TOTAL QUALIFIED CIRCULATION	20,547	100.0	7,007	34.1	13,540	65.9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

200_Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	200_Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	778	533	6,936	13,546	20,482	April _____	651	684	7,049	13,485	20,534
February _____	351	464	6,696	13,899	20,595	May _____	528	558	7,286	13,278	20,564
March _____	523	429	6,857	13,644	20,501	June _____	345	384	7,215	13,388	20,603
						TOTAL	3,176	3,052			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 200_
This issue is 0.1% or 18 copies above the average of the other five issues reported in Paragraph 2.

This publication conforms to the uniform business occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Systems & Procedures Market in December 1985, revised February 1989. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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 _____	7,434	36.2	2,108	5,326	418	1,538	3,267	2,089	122
SERVICE ORGANIZATIONS _____	4,443	21.6	1,546	2,897	60	792	1,581	1,937	73
FINANCE _____	1,380	6.7	485	895	82	320	382	568	28
INSURANCE _____	1,151	5.6	523	628	91	296	346	395	23
GOVERNMENT _____	3,173	15.4	1,397	1,776	161	891	898	1,141	82
UTILITIES _____	923	4.5	328	595	106	283	259	235	40
RETAIL AND WHOLESALE TRADE _____	1,721	8.4	780	941	141	411	510	627	32
TRANSPORTATION, COMMUNICATION, PRINTING AND PUBLISHING FIRMS _____	189	.9	119	70	32	12	131	8	6
OTHER PAID CIRCULATION* (Optional):									
SUBSCRIPTIONS _____	100	.5	-	100	-	-	-	-	100
SINGLE COPY SALES _____	50	.2	-	50	-	-	-	-	50
TOTAL QUALIFIED CIRCULATION	20,564	100.0	7,286	13,278	1,091	4,543	7,374	7,150	406
PERCENT	100.0	-	35.4	64.6	5.3	22.1	35.8	34.8	2.0

* Each subscription sale comprising 1% or more of the total qualified circulation and lacking qualifying demographic information shall report the details (price, number of copies and percent of total qualified, etc.) of the subscription sale here and in paragraph 11.

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF MAY 200					
QUALIFICATION SOURCE	Qualified Within			Total Qualified Non-Paid	Percent of Non-Paid
	1 year	2 years	3 years		
I. TOTAL - Personal direct request from the recipient: _____	4,008	-	-	4,008	55.0
a. Written _____	2,758	-	-	2,758	37.9
b. Telecommunication _____	1,250	-	-	1,250	17.2
c. Internet and E-Mail _____	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	1,085	-	-	1,085	14.9
a. Written _____	-	-	-	-	-
b. Telecommunication _____	1,085	-	-	1,085	14.9
c. Internet and E-Mail _____	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	585	-	-	585	8.0
a. Written _____	203	-	-	203	2.8
b. Telecommunication _____	382	-	-	382	5.2
c. Internet and E-Mail _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,608	-	-	1,608	22.1
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	841	-	-	841	11.5
Independent field reports _____	-	-	-	-	-
Licenses - National, State or Local Government _____	-	-	-	-	-
*Manufacturer's, distributor's and wholesaler's lists _____	519	-	-	519	7.1
*Other sources _____	248	-	-	248	3.4
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,286	-	-	7,286	100.0
PERCENT	100.0	-	-	100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 200				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	6,880	11,670	18,550	90.2
Individuals by name only _____	-	-	-	-
Titles or functions only _____	351	1,159	1,510	7.3
Company names only _____	55	351	406	2.0
Multiple Copy Same Addressee copies _____	-	48	48	0.2
Single Copy Sales _____	-	50	50	0.3
TOTAL QUALIFIED CIRCULATION	7,286	13,278	20,564	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 200											
State & Zip Code	Single Copy Sales	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Single Copy Sales	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	-	26	6	32		400-427 Kentucky _____	-	60	29	89	
030-038 New Hampshire _____	-	37	14	51		370-385 Tennessee _____	-	91	266	357	
050-059 Vermont _____	-	10	6	16		350-369 Alabama _____	-	130	431	561	
010-027 Massachusetts _____	-	278	203	481		386-397 Mississippi _____	-	24	3	27	
028-029 Rhode Island _____	-	46	35	81		EAST SO. CENTRAL	-	305	729	1,034	5.0
060-069 Connecticut _____	-	208	119	327		716-729 Arkansas _____	-	40	9	49	
NEW ENGLAND	-	605	383	988	4.8	700-714 Louisiana _____	-	36	7	43	
100-149 New York _____	-	537	739	1,276		730-749 Oklahoma _____	-	54	100	154	
070-089 New Jersey _____	-	354	324	678		750-799 Texas _____	-	172	309	481	
150-196 Pennsylvania _____	-	689	776	1,465		WEST SO. CENTRAL	-	302	425	727	3.5
MIDDLE ATLANTIC	-	1,580	1,839	3,419	16.6	590-599 Montana _____	-	7	1	8	
430-459 Ohio _____	-	722	1,303	2,025		832-838 Idaho _____	-	10	-	10	
460-479 Indiana _____	-	334	508	842		820-831 Wyoming _____	-	-	2	2	
600-629 Illinois _____	-	640	1,334	1,974		800-816 Colorado _____	-	77	62	139	
480-499 Michigan _____	-	606	1,398	2,004		870-884 New Mexico _____	-	6	4	10	
530-549 Wisconsin _____	-	326	751	1,077		850-865 Arizona _____	-	12	12	24	
EAST NO. CENTRAL	-	2,628	5,294	7,922	38.5	840-847 Utah _____	-	21	64	85	
550-567 Minnesota _____	-	103	216	319		889-898 Nevada _____	-	2	2	4	
500-528 Iowa _____	-	131	86	217		MOUNTAIN	-	135	147	282	1.4
630-658 Missouri _____	-	144	306	450		995-999 Alaska _____	-	-	-	-	
580-588 North Dakota _____	-	7	1	8		980-994 Washington _____	-	88	103	191	
570-577 South Dakota _____	-	2	3	5		970-979 Oregon _____	-	80	137	217	
680-693 Nebraska _____	-	30	35	65		900-961 California _____	50	69	1,107	1,226	
660-679 Kansas _____	-	81	44	125		967-968 Hawaii _____	-	-	2	2	
WEST NO. CENTRAL	-	498	691	1,189	5.8	PACIFIC	50	237	1,349	1,636	8.0
197-199 Delaware _____	-	8	13	21		UNITED STATES	50	6,775	11,184	18,009	87.6
206-219 Maryland _____	-	40	75	115		969 & 004-009 U.S. Territories _____	-	-	-	-	
200-205 Washington, DC _____	-	7	17	24		Canada _____	-	461	806	1,267	
220-246 Virginia _____	-	78	62	140		Mexico _____	-	-	-	-	
247-268 West Virginia _____	-	38	18	56		Other International _____	-	50	1,232	1,282	
270-289 North Carolina _____	-	105	38	143		APO/FPO _____	-	-	6	6	
290-299 South Carolina _____	-	23	17	40		TOTAL QUALIFIED CIRCULATION	50	7,286	13,228	20,564	100.0
300-319 Georgia _____	-	95	63	158							
320-349 Florida _____	-	91	24	115							
SOUTH ATLANTIC	-	485	327	812	4.0						

TOTAL NEW AND RENEWAL QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 12 for \$13.99	TOTAL	PERCENT
5. PRICES		
Offers (³ 5% of Total Orders)		
12 for \$15.00 _____	5,062	82.1
12 for \$11.95 _____	627	10.2
12 for \$8.50 _____	-	-
18 for \$20.00 _____	-	-
24 for \$30.00 _____	473	7.7
All Others _____	-	-
TOTAL	6,162	100.0

	TOTAL	PERCENT
6. LENGTH OF SUBSCRIPTIONS		
Less than 1 year _____	-	-
1 year or more (but less than two) _____	5,689	92.3
2 years or more (but less than three) _____	473	7.7
3 years or more _____	-	-
TOTAL	6,162	100.0

	TOTAL	PERCENT
7. USE OF FREE PROMOTIONAL INCENTIVES		
Ordered without promotional incentive _____	5,996	97.3
Ordered with editorial promotional incentive including reprints _____	166	2.7
Ordered with other promotional incentive (see details in Paragraph 11) _____	-	-
TOTAL	6,162	100.0

	TOTAL	PERCENT
8. HOW ORDERED		
Ordered by individuals _____	6,162	100.0
Ordered by sponsors, individually addressed _____	-	-
Membership benefit _____	-	-
Ordered as multi-copy same addressee _____	-	-
Ordered with other product or service (see details in Paragraph 11) _____	-	-
TOTAL	6,162	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	200-	200-	200-	200-	200-
Total Audit Average Qualified: _	20,000	20,000	20,000	20,000	20,547
Qualified Non-Paid: _____	10,000	9,000	8,000	7,000	7,007
Qualified Paid: _____	10,000	11,000	12,000	13,000	13,540
Post Expire Copies included in Paid Circulation:					
Average Annual Order Price: ___	\$10.00	\$10.00	\$13.00	\$12.00	\$13.99

10. PAID CIRCULATION DATA	
\$13.99	Average Annual Subscription Order Price for the Period Reported (includes promotional incentive value, if any)
12	Issues Per Year
\$4.95	All Single Copy Sales Prices for the Period
59.0%	Renewal Rate of Paid Subscribers (Optional)

* NOTE: All data through 200- is audited; remaining data is the publisher's circulation statement. With each successive year, new data will be added until five years of data is displayed.

11. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED	Copies
Other Paid Circulation _____	99
Advertiser and Agency _____	443
Rotated or Occasional _____	26
Allocated for Trade Shows and Conventions _____	122
All Other _____	367
TOTAL	1,057

PARAGRAPH 1:

"Sponsored Individually Addressed": Qualified paid subscriptions averaging 523 copies were sold to qualified business concerns at reduced subscription prices in quantities of 5 to 38. The copies are individually addressed to qualified recipients who are employees of the purchaser.

Multi-copy Same Addressee": Qualified paid subscriptions averaging 100 copies were sold to qualified recipients at reduced subscription prices in quantities of 2 to 10.

PARAGRAPH 3b:

Business Directories includes three sources of circulation in quantities of 185 copies or 0.9% to 1,627 copies or 7.9%.

Manufacturer's distributor's and wholesaler's lists include three sources of circulation in quantities of 132 copies or 0.6% to 1,199 or 5.8%.

Other sources include two sources of circulation in quantities of 205 copies or 1.0% and 259 copies or 1.3%.

PARAGRAPH 7:

166 Subscribers sold with the "Criterion Best Products of 200-" buyers guide.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		Date signed	May 28, 200_
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	May 30, 200_
IMPORTANT NOTE:		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	C999PJ6