

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011  
(Including Supplementary Data)**

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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**MEDICAL MEETINGS**

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[www.MeetingsNet.com](http://www.MeetingsNet.com)

Official Publication of: None  
Established: 1973  
Issues Per Year: 7



**FIELD SERVED**

MEDICAL MEETINGS serves the field of the medical/scientific industry: international/foreign/national/regional/state/county/local medical or scientific associations; hospital and medical centers, pharmaceutical and biomedical equipment manufacturers/distributors; healthcare and scientific education facilities and medical schools; private healthcare and scientific foundations; scientific healthcare and government agencies; insurance companies; association management firms; independent meeting planning companies; tour operators/travel agencies, service organizations and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Administrative Executives: Chairman, CEO, COO, CIO, President, Owner, Executive Director, Executive Vice President, Vice President, Director, Director General, Hospital Administrator, Chief Medical Director, Medical Staff Director; Other Administrative Executives: Treasurer/Controller, Administrative/Executive Assistant/Secretary; Meeting/Travel Convention Personnel: Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Planner/Manager, Trade Show/Exhibit Manager, Incentive Program Planner/Manager, Program Manager/Director, Travel Coordinator; Education & Training Personnel: Director/Manager of Education/CME/Training, Human Resource Director; Advertising & Sales Personnel: Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Director/Manager of PR/Promotions/Advertising, Product Manager, Director of Communications; as well as Government Officials, that are responsible for meetings and/or incentive travel programs or exhibit activities for a healthcare or scientific organization. Also included are Independent Meeting Planner, Meeting Consultant, and others related to the medical field.

**PURPOSE**

This circulation statement contains multiple analyses of respondents who indicate the following types of services/facilities they use for their meetings and incentive travel programs: resorts, downtown hotels, suburban hotels, conference centers, airport hotels, convention centers or auditoriums, all-suites, cruise ships, gaming properties/facilities, convention & visitors bureaus, and other services/facilities.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	29
Advertiser and Agency	1,095
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	-
<b>TOTAL</b>	<b>1,124</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,875	81.7	9,875	81.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2,205	18.3	2,205	18.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,080</b>	<b>100.0</b>	<b>12,080</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February	10,856	1,367	12,223
March/April	10,696	1,335	12,031
May	10,484	1,549	12,033
June	10,484	1,549	12,033

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
**This issue is 0.5% or 63 copies below the average of the other 3 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Total Recipients Responsible for Meetings/ Incentive Programs	CLASSIFICATION BY TITLE (SEE NOTES)						
						Administrative Executives (A)	Meeting/ Travel Convention Personnel (B)	Education/ Training Personnel (C)	Marketing/ Sales Personnel (D)	Procurement Management (E)	Government Personnel (F)	Others Related to the Field (G)
National/International Medical or Scientific Association _____	1,096	9.1	889	207	1,096	686	145	188	55	13	8	1
Regional/State/County/Local Medical or Scientific Association _____	473	3.9	385	88	457	300	70	57	29	8	8	1
<b>Total Associations</b>	<b>1,569</b>	<b>13.0</b>	<b>1,274</b>	<b>295</b>	<b>1,553</b>	<b>986</b>	<b>215</b>	<b>245</b>	<b>84</b>	<b>21</b>	<b>16</b>	<b>2</b>
Healthcare or Scientific Education Facility/Medical School _____	845	7.0	704	141	813	558	92	97	69	19	2	8
Hospitals/Medical Centers _____	1,331	11.1	1,148	183	1,293	985	87	156	53	30	3	17
Pharmaceutical or Biomedical Equipment Manufacturer or Distributor _____	3,213	26.7	2,713	500	3,099	2,033	298	202	444	206	4	26
Medical Education/Communication or Marketing Company _____	648	5.4	540	108	607	358	78	64	103	36	6	3
Private Foundations (Healthcare or Scientific) _____	162	1.3	132	30	151	118	16	17	5	6	-	-
Government Agencies (Healthcare or Scientific) _____	151	1.3	103	48	144	90	18	21	14	3	4	1
Association Management Firms _____	213	1.8	171	42	198	126	26	40	12	6	-	3
Third-Party Meeting Management Company or Travel Agency _____	1,802	15.0	1,682	120	381	1,036	382	58	199	46	-	81
Insurance Organization (including but not limited to: managed care, health maintenance) _____	62	0.5	48	14	57	35	7	6	7	3	1	3
Others Allied to the Field _____	78	0.6	59	19	78	29	15	4	22	-	-	8
<b>Sub-Total</b>	<b>10,074</b>	<b>83.7</b>	<b>8,574</b>	<b>1,500</b>	<b>8,374</b>	<b>6,354</b>	<b>1,234</b>	<b>910</b>	<b>1,012</b>	<b>376</b>	<b>36</b>	<b>152</b>
<b>Percent</b>	<b>83.7</b>	<b>-</b>	<b>71.2</b>	<b>12.5</b>	<b>69.6</b>	<b>52.8</b>	<b>10.2</b>	<b>7.6</b>	<b>8.4</b>	<b>3.1</b>	<b>0.3</b>	<b>1.3</b>
Alliance for Continuing Medical Education Association Members _____	1,959	16.3	1,910	49								
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,033</b>	<b>100.0</b>	<b>10,484</b>	<b>1,549</b>								
<b>PERCENT</b>	<b>100.0</b>		<b>87.1</b>	<b>12.9</b>								

Note 1: Administrative Executives: Chairman, CEO, COO, CIO, President, Owner, Executive Director, Executive Vice President, Vice President, Director, Hospital Administrator, Treasurer/Controller, Compliance/Legal

Note 2: Meeting/Travel Convention Personnel: Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Planner/Manager, Trade Show/Exhibit Manager, Incentive Program Planner/Manager, Program Manager/Director, Travel Coordinator, Supplier Manager, Administrative/Executive Assistant/Secretary

Note 3: Education/Training Personnel: Director/Manager of Education/CME/Training, Scientific Affairs, Professional Education/Grants/Academic Affairs/Medical Education, Medical Affairs, New Product Development, Human Resource Director

Note 4: Marketing/Sales Personnel: Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Product Manager, Director of Communications

Note 5: Procurement Management: Procurement Director/Manager/Supervisor, Purchasing Director, Manager/Supervisor, Sourcing Director/Manager

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011**

This is an analysis of the 9,566 or 79.5% respondents who indicated the types of Services/Facilities they use for their meetings and incentive travel programs. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Total Qualified Respondents	Resort (0712)	All-Suite (0713)	Downtown Hotel (0714)	Cruise Ship (0715)	Suburban Hotel (0716)	Conference Center (0717)	Airport Hotel (0718)	Gaming Property/Facilities (0719)	Convention Cntr/Aud (0720)	Convention & Visitors' Bureau (0721)	Restaurant (Non-Hotel) (0722)	Other (0726)
National/International Medical or Scientific Association _____	1,096	9.1	1,079	513	381	753	126	496	646	429	226	545	388	406	85
Regional/State/County/Local Medical or Scientific Association _____	473	3.9	467	188	124	283	40	184	236	122	66	167	120	122	85
<b>Total Associations</b>	<b>1,569</b>	<b>13.0</b>	<b>1,546</b>	<b>701</b>	<b>505</b>	<b>1,036</b>	<b>166</b>	<b>680</b>	<b>882</b>	<b>551</b>	<b>292</b>	<b>712</b>	<b>508</b>	<b>528</b>	<b>170</b>
Healthcare or Scientific Education Facility/Medical School _____	845	7.0	837	288	185	450	67	308	431	204	101	329	176	266	150
Hospitals/Medical Centers _____	1,331	11.1	1,327	374	246	639	105	420	647	269	150	500	314	482	303
Pharmaceutical or Biomedical Equipment Manufacturer or Distributor _____	3,213	26.7	3,208	1,392	1,085	2,120	394	1,593	1,806	1,327	602	1,503	967	1,255	361
Medical Education/Communication or Marketing Company _____	648	5.4	642	274	202	458	74	328	396	272	112	313	211	264	49
Private Foundations (Healthcare or Scientific) _____	162	1.3	160	70	45	107	15	70	79	56	31	71	49	69	13
Government Agencies (Healthcare or Scientific) _____	151	1.3	146	77	56	96	31	68	84	56	44	77	50	51	13
Association Management Firms _____	213	1.8	213	111	68	162	36	103	128	98	58	115	101	100	8
Third-Party Meeting Management Company or Travel Agency _____	1,802	15.0	1,349	316	220	369	156	283	320	251	179	277	218	218	12
Insurance Organization (including but not limited to: managed care, health maintenance) _____	62	0.5	62	23	22	40	10	29	34	22	10	21	13	26	2
Others Allied to the Field _____	78	0.6	76	37	19	44	5	26	33	21	11	26	18	24	12
<b>Sub-total</b>	<b>10,074</b>	<b>83.7</b>	<b>9,566</b>	<b>3,663</b>	<b>2,653</b>	<b>5,521</b>	<b>1,059</b>	<b>3,908</b>	<b>4,840</b>	<b>3,127</b>	<b>1,590</b>	<b>3,944</b>	<b>2,625</b>	<b>3,283</b>	<b>1,093</b>
<b>Percent</b>	<b>83.7</b>	<b>-</b>	<b>79.5</b>	<b>30.4</b>	<b>22.0</b>	<b>45.9</b>	<b>8.8</b>	<b>32.5</b>	<b>40.2</b>	<b>26.0</b>	<b>13.2</b>	<b>32.8</b>	<b>21.8</b>	<b>27.3</b>	<b>9.1</b>
Alliance for Continuing Medical Education Association Members _____	1,959	16.3													
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,033</b>	<b>100.0</b>													

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	5,531	3,180	-	7,213	1,498	8,711	72.4
II. Request from recipient's company: _____	14	-	-	12	2	14	0.1
III. Membership Benefit: _____	1,959	-	-	1,910	49	1,959	16.3
IV. *Communication from recipient or recipient's company (other than request): _____	1,349	-	-	1,349	-	1,349	11.2
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,853</b>	<b>3,180</b>	<b>-</b>	<b>10,484</b>	<b>1,549</b>	<b>12,033</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.6</b>	<b>26.4</b>	<b>-</b>	<b>87.1</b>	<b>12.9</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	10,484	1,549	12,033	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>10,484</b>	<b>1,549</b>	<b>12,033</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	32	6	38		Kentucky _____	105	19	124	
New Hampshire _____	40	8	48		Tennessee _____	163	31	194	
Vermont _____	26	4	30		Alabama _____	135	8	143	
Massachusetts _____	331	62	393		Mississippi _____	56	6	62	
Rhode Island _____	37	3	40		<b>EAST SO. CENTRAL</b>	<b>459</b>	<b>64</b>	<b>523</b>	<b>4.4</b>
Connecticut _____	203	16	219		Arkansas _____	52	5	57	
<b>NEW ENGLAND</b>	<b>669</b>	<b>99</b>	<b>768</b>	<b>6.4</b>	Louisiana _____	101	10	111	
New York _____	727	104	831		Oklahoma _____	97	6	103	
New Jersey _____	684	86	770		Texas _____	574	97	671	
Pennsylvania _____	678	95	773		<b>WEST SO. CENTRAL</b>	<b>824</b>	<b>118</b>	<b>942</b>	<b>7.8</b>
<b>MIDDLE ATLANTIC</b>	<b>2,089</b>	<b>285</b>	<b>2,374</b>	<b>19.7</b>	Montana _____	27	3	30	
Ohio _____	355	57	412		Idaho _____	26	3	29	
Indiana _____	202	36	238		Wyoming _____	16	1	17	
Illinois _____	767	121	888		Colorado _____	188	23	211	
Michigan _____	194	28	222		New Mexico _____	34	3	37	
Wisconsin _____	208	34	242		Arizona _____	119	26	145	
<b>EAST NO. CENTRAL</b>	<b>1,726</b>	<b>276</b>	<b>2,002</b>	<b>16.7</b>	Utah _____	83	10	93	
Minnesota _____	260	51	311		Nevada _____	48	7	55	
Iowa _____	99	13	112		<b>MOUNTAIN</b>	<b>541</b>	<b>76</b>	<b>617</b>	<b>5.1</b>
Missouri _____	204	26	230		Alaska _____	8	1	9	
North Dakota _____	24	3	27		Washington _____	128	28	156	
South Dakota _____	22	3	25		Oregon _____	81	14	95	
Nebraska _____	72	11	83		California _____	993	147	1,140	
Kansas _____	110	21	131		Hawaii _____	15	4	19	
<b>WEST NO. CENTRAL</b>	<b>791</b>	<b>128</b>	<b>919</b>	<b>7.6</b>	<b>PACIFIC</b>	<b>1,225</b>	<b>194</b>	<b>1,419</b>	<b>11.8</b>
Delaware _____	31	4	35		<b>UNITED STATES</b>	<b>10,376</b>	<b>1,523</b>	<b>11,899</b>	<b>98.9</b>
Maryland _____	285	33	318		U.S. Territories _____	9	2	11	
Washington, DC _____	127	20	147		Canada _____	77	21	98	
Virginia _____	293	45	338		Mexico _____	-	-	-	
West Virginia _____	41	2	43		Other International _____	22	3	25	
North Carolina _____	313	43	356		APO/FPO _____	-	-	-	
South Carolina _____	88	13	101		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,484</b>	<b>1,549</b>	<b>12,033</b>	<b>100.0</b>
Georgia _____	314	51	365						
Florida _____	560	72	632						
<b>SOUTH ATLANTIC</b>	<b>2,052</b>	<b>283</b>	<b>2,335</b>	<b>19.4</b>					

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 Signature required \_\_\_\_\_ Date \_\_\_\_\_
- 2** How would you like to receive your copy of *Medical Meetings*? (If you want to receive the digital version of the magazine, we must have your e-mail address)  
 Digital  Print
- 3** Are you involved in the selection, authorization, approval, planning and/or review of off-site medical meetings or incentive travel programs or exhibit activities in the healthcare/pharmaceutical/medical industry? (If NO, please route this form to the appropriate person in your organization)  
 Yes  No
- 4** What types of meetings are you responsible for? (Check all that apply):  
 Annual convention/tradeshows  
 CME/CE/educational/training meetings  
 Association board meetings  
 Exhibits/satellite symposia/special events in conjunction with association conventions/tradeshows  
 Corporate internal meetings (including management/board, product launches, sales/marketing meetings)  
 Incentive travel  
 Corporate external meetings for healthcare professionals (including consultant/investigator/advisory board/informational/promotional meetings)  
 Dinner meetings  
 Virtual Meetings  
 Other (please list) \_\_\_\_\_
- 5** What best describes your organization? (Check only ONE)  
 01 Pharmaceutical/Medical Device/Biomedical Equipment Manufacturer/Distributor  
 02 National/International Medical or Scientific Assn.  
 03 Regional/State/County/Local Medical or Scientific Assn.  
 04 Healthcare or Scientific Education Facility/Medical School  
 05 Hospital or Medical Center  
 06 Medical Education/Communication or Marketing Company  
 07 Private Healthcare or Scientific Foundation  
 08 Scientific or Healthcare Government Agency  
 09 Association Management Firm  
 10 Third-Party Meeting Management Company or Travel Agency  
 11 Insurance Organization (including, but not limited to, managed care, health maintenance)  
 12 Others Allied to the Field (please specify) \_\_\_\_\_
- 6** What is your title classification? (Check only ONE)  
 A  ADMINISTRATIVE EXECUTIVES: Chairman, CEO, COO, CFO, President, Owner, Executive Director, Executive Vice President, Vice President, Director, Hospital Administrator, Treasurer/Controller, Compliance/Legal  
 B  MEETING/TRAVEL CONVENTION PERSONNEL: Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Planner/Manager, Trade Show/Exhibit Manager, Incentive Program Planner/Manager, Program Manager/Director, Travel Coordinator, Supplier Manager, Administrative/Executive Assistant/Secretary  
 C  EDUCATION & TRAINING PERSONNEL: Director/Manager of Education/CME/Training, Scientific Affairs, Professional Education/Grants/Academic Affairs/Medical Education, Medical Affairs, New Product Development, Human Resource Director  
 D  MARKETING & SALES PERSONNEL: Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Product Manager, Director of Communications  
 E  PROCUREMENT MANAGEMENT: Procurement Management: Procurement Director/Manager/Supervisor, Purchasing Director/Manager/Supervisor, Sourcing Director/Manager  
 F  GOVERNMENT PERSONNEL  
 G  OTHERS RELATED TO THE FIELD (please specify) \_\_\_\_\_
- 7** What types of SERVICES/FACILITIES do you use for your meetings and incentive travel programs? (Check all that apply)  
 1 Resort  
 2 All-suite  
 3 Downtown Hotel  
 4 Cruise Ship  
 5 Suburban Hotel  
 6 Conference Center  
 7 Airport Hotel  
 8 Gaming Property/Facility  
 9 Convention Center or Auditorium  
 10 Convention & Visitors Bureau  
 11 Restaurant (Non-Hotel Affiliated)  
 12 Other \_\_\_\_\_
- 8** Check ALL destinations inside the USA where you have held or plan to hold meetings or incentive travel programs.  
 1 New England (ME, NH, VT, MA, RI, CT)  
 2 Middle Atlantic (NY, NJ, PA)  
 3 South Atlantic (DE, MD, DC, VA, WV)  
 4 South East Atlantic (NC, SC, GA, FL)  
 5 East North Central (OH, IN, IL, MI, WI)  
 6 West North Central (MN, IA, MO, ND, SD, NE, KS)  
 7 East South Central (KY, TN, AL, MS)  
 8 West South Central (AR, LA, OK, TX)  
 9 Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)  
 10 Pacific (WA, OR, CA)  
 11 Alaska  
 12 Hawaii  
 13 Not applicable
- 9** Do you plan meetings outside the United States? (By checking yes, you will receive *Beyond Borders*, the annual supplement about planning international meetings.)  
**Must answer Yes or No**  
 A Yes (if yes must check at least one destination below)  
 B No (If no go to next question)  
**Check ALL destinations outside the USA where you have held or plan to hold meetings or incentive travel programs.**  
 01 Caribbean  06 Bermuda  
 02 Europe  07 Africa/Near East  
 03 Mexico  08 Central/South America  
 04 Canada  09 None outside the USA  
 05 Asia/Pacific  10 Other \_\_\_\_\_
- 10** Approximate the attendance at your meetings? (Check all that apply):  
 01 Less than 100  06 2,501-5,000  
 02 101-250  07 5,001-10,000  
 03 251-500  08 10,001-20,000  
 04 501-1,000  09 20,001 or more  
 05 1,001-2,500

CS7001

MASTER - REV 09/15/09

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	12,116	12,031	11,943	12,012	12,186	12,080
Qualified Non-Paid Total	12,116	12,031	11,943	12,013	12,186	12,080
Print Version Only	11,230	11,365	11,159	10,734	10,775	10,630
Digital Version Only	886	666	784	1,278	1,411	1,450
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added six 6-month periods of data are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

**PARAGRAPH 3b:**

Communication other than request includes one source of circulation for a quantity of 1,349 copies or 11.2%, including individuals qualified via Corporate Meetings and Incentives Magazines qualification forms.

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,484	79.8	8,484	79.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2,146	20.2	2,146	20.2	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,630</b>	<b>100.0</b>	<b>10,630</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY</b>						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,391	95.9	1,391	95.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	59	4.1	59	4.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,450</b>	<b>100.0</b>	<b>1,450</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 19, 2011
Melissa Fromento, Group Publisher	State	New York
Richard Price, Audience Development Director	County	New York
(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	July 19, 2011
<b>IMPORTANT NOTE:</b>	Type	PSJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	M042Y0J1
It will be included in the annual audit made by BPA Worldwide.		