

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2007  
(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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A Penton Media Publication  
(See Paragraph 11)  
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Stamford, CT 06907  
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Website: <http://meetingsnet.com>

Official Publication of: none  
Established: 1965  
Issues Per Year: 6



**FIELD SERVED**

FINANCIAL & INSURANCE MEETINGS serves the insurance industry including life/health, property/casualty and multiple lines insurance companies; full service investment or securities firms and insurance trade associations. Also served are meeting planning firms and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in general management/administration, sales/marketing, meetings management, general agents/agency managers, independent meeting planners, meeting consultants, other insurance company executives, and other titled personnel that are responsible for meeting and incentive travel programs.

**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 & 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 _____	39
Advertiser and Agency _____	1,484
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	411
All Other _____	1,396
<b>TOTAL</b>	<b>3,330</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,058	100.0	9,056	100.0	2	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,058</b>	<b>100.0</b>	<b>9,056</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2007 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
September/October	625	621	8,453	632			9,085	<b>TOTAL</b>	<b>5,202</b>	<b>5,110</b>					

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007**

This issue is 1.0% or 87 copies below the average of the other 2 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 and Incentive Travel Programs	General Management/Administration (A)	Sales/Marketing (B)	Meetings Management (C)	General Agent/Agency Manager (D)	Other Insurance Company Executives (F)	Procurement Management (H)	Other Related to the Field (G)
Life/Health Insurance _____	2,508	27.9	2,173	335	2,508	2,196	167	52	37	42	6	8
Property/Casualty Insurance _____	1,544	17.2	1,344	200	1,544	1,179	206	73	40	37	2	7
Multiple Lines Insurance _____	1,246	13.8	1,048	198	1,246	803	219	116	69	36	3	-
Full Service Investment or Security Firm _____	2,360	26.2	2,138	222	2,360	1,935	241	80	28	62	8	6
Trade Association (Insurance) _____	282	3.1	245	37	282	206	31	22	11	8	4	-
Independent Meeting Planning Firm _____	434	4.8	384	50	434	306	58	46	10	7	2	5
Others Allied to the Field _____	156	1.7	137	19	156	122	16	14	1	3	-	-
Subtotal	8,530	94.8	7,469	1,061	8,530	6,747	938	403	196	195	25	26
Percent	94.8	-	83.0	11.8	94.8	75.0	10.4	4.5	2.2	2.2	0.3	0.3
FICP (Financial & Insurance Conference Planners Association) _____	470	5.2	470	-	-							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,000</b>	<b>100.0</b>	<b>7,939</b>	<b>1,061</b>	<b>8,530</b>							

**Note 1:**

(A) General Management/Administration: Chairman, CEO, COO, CIO, President, Owner, Executive Director, Director, Executive Vice President, Vice President, Managing Director, General Manager, Director of Communications, Human Resource Director, Treasurer/Controller

(B) Sales/Marketing: Marketing Communications Manager/Director, Sales/Marketing Manager/ Director, Supervisor

(C) Meetings Management: Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Manager, Incentive Program Planner

(D) General Agent/Agency Manager: Superintendent of Agency, Owner, Agency Vice President, Director of Agency

(F) Other Insurance Company Executives: Manager of Education or Training, Project Manager, Supervisor, Executive Assistant/Secretary, Regional Administrator

(H) Procurement Management: Procurement Director/Manager/Supervisor, Purchasing Director/Manager/Supervisor

(G) Others Related to the Field including Independent Meeting Planner, Meeting Consultant.

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER/DECEMBER 2007**

This is an analysis of 8,528 or 94.8% respondents who indicated what types of Services/Facilities they use for their meetings and incentive travel programs. (See question #4 on the 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 services/facilities should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL QUALIFIED RESPONDENTS	Downtown Hotel	Resort	Airport Hotel	Suburban Hotel	Conference Center	All-Suite	Cruise Ship	Gaming Property/Facility	Convention Center/Auditorium	Convention & Visitors' Bureau	Other
Life/Health Insurance ____	2,508	27.9	2,508	1,833	1,715	1,434	1,415	1,529	1,536	1,220	1,293	1,373	1,067	264
Property/Casualty Insurance _____	1,544	17.2	1,544	913	748	544	566	596	709	448	428	480	350	186
Multiple Lines Insurance _	1,246	13.8	1,246	740	610	444	528	535	632	442	371	439	352	46
Full Service Investment or Securities Firm _____	2,360	26.2	2,359	1,443	1,289	971	1,212	1,303	1,014	665	722	994	740	332
Trade Association (Insurance) _____	282	3.1	282	175	161	132	142	143	131	76	99	128	96	27
Independent Meeting Planning Firm _____	434	4.8	433	324	307	236	241	281	246	192	208	230	191	11
Other Allied to the Field ____	156	1.7	156	95	94	51	52	50	77	29	45	53	43	37
Subtotal	8,530	94.8	8,528	5,523	4,924	3,812	4,156	4,437	4,345	3,072	3,166	3,697	2,839	903
Percent	94.8	-	94.8	61.4	54.7	42.4	46.2	49.3	48.3	34.1	35.2	41.1	31.5	10.0
FICP (Financial & Insurance Conference Planners Association) _____	470	5.2												
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,000</b>	<b>100.0</b>												

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Personal direct request from the recipient: _____	8,530	-	-	7,482	1,048			8,530	94.8
a. Written _____	182	-	-	157	25			182	2.0
b. Telecommunication _____	7,791	-	-	6,823	968			7,791	86.6
c. Internet and E-Mail _____	557	-	-	502	55			557	6.2
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	470	-	-	457	13			470	5.2
a. Individual _____	470	-	-	457	13			470	5.2
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,000</b>	<b>-</b>	<b>-</b>	<b>7,939</b>	<b>1,061</b>			<b>9,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>88.2</b>	<b>11.8</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	7,939	1,061			9,000	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>7,939</b>	<b>1,061</b>			<b>9,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	36	6	42	
030-038 New Hampshire _____	34	5	39	
050-059 Vermont _____	22	5	27	
010-027 Massachusetts _____	266	40	306	
028-029 Rhode Island _____	45	5	50	
060-069 Connecticut _____	144	12	156	
<b>NEW ENGLAND</b>	<b>547</b>	<b>73</b>	<b>620</b>	<b>6.9</b>
100-149 New York _____	577	81	658	
070-089 New Jersey _____	242	40	282	
150-196 Pennsylvania _____	359	39	398	
<b>MIDDLE ATLANTIC</b>	<b>1,178</b>	<b>160</b>	<b>1,338</b>	<b>14.9</b>
430-459 Ohio _____	336	38	374	
460-479 Indiana _____	186	20	206	
600-629 Illinois _____	434	74	508	
480-499 Michigan _____	235	34	269	
530-549 Wisconsin _____	245	39	284	
<b>EAST NO. CENTRAL</b>	<b>1,436</b>	<b>205</b>	<b>1,641</b>	<b>18.2</b>
550-567 Minnesota _____	200	20	220	
500-528 Iowa _____	213	22	235	
630-658 Missouri _____	173	22	195	
580-588 North Dakota _____	31	1	32	
570-577 South Dakota _____	28	5	33	
680-693 Nebraska _____	109	16	125	
660-679 Kansas _____	127	16	143	
<b>WEST NO. CENTRAL</b>	<b>881</b>	<b>102</b>	<b>983</b>	<b>10.9</b>
197-199 Delaware _____	17	2	19	
206-219 Maryland _____	145	19	164	
200-205 Washington, DC _____	39	12	51	
220-246 Virginia _____	173	30	203	
247-268 West Virginia _____	23	4	27	
270-289 North Carolina _____	165	24	189	
290-299 South Carolina _____	74	4	78	
300-319 Georgia _____	231	51	282	
320-349 Florida _____	449	51	500	
<b>SOUTH ATLANTIC</b>	<b>1,316</b>	<b>197</b>	<b>1,513</b>	<b>16.8</b>
400-427 Kentucky _____	97	9	106	
370-385 Tennessee _____	125	15	140	
350-369 Alabama _____	112	17	129	
386-397 Mississippi _____	55	9	64	
<b>EAST SO. CENTRAL</b>	<b>389</b>	<b>50</b>	<b>439</b>	<b>4.9</b>
716-729 Arkansas _____	60	5	65	
700-714 Louisiana _____	72	10	82	
730-749 Oklahoma _____	80	13	93	
750-799 Texas _____	463	64	527	
<b>WEST SO. CENTRAL</b>	<b>675</b>	<b>92</b>	<b>767</b>	<b>8.5</b>
590-599 Montana _____	25	2	27	
832-838 Idaho _____	40	7	47	
820-831 Wyoming _____	20	1	21	
800-816 Colorado _____	116	13	129	
870-884 New Mexico _____	38	8	46	
850-865 Arizona _____	112	14	126	
840-847 Utah _____	83	8	91	
889-898 Nevada _____	42	11	53	
<b>MOUNTAIN</b>	<b>476</b>	<b>64</b>	<b>540</b>	<b>6.0</b>
995-999 Alaska _____	15	1	16	
980-994 Washington _____	149	18	167	
970-979 Oregon _____	65	9	74	
900-961 California _____	759	83	842	
967-968 Hawaii _____	30	5	35	
<b>PACIFIC</b>	<b>1,018</b>	<b>116</b>	<b>1,134</b>	<b>12.6</b>
<b>UNITED STATES</b>	<b>7,916</b>	<b>1,059</b>	<b>8,975</b>	<b>99.7</b>
969 & 004-009 U.S. Territories _____	2	1	3	
Canada _____	21	1	22	
Mexico _____	-	-	-	
Other International _____	-	-	-	
APO/FPO _____	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,939</b>	<b>1,061</b>	<b>9,000</b>	<b>100.0</b>

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
QUALIFIED CIRCULATION	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified	8,024	8,184	9,002	9,019	9,059
Qualified Non-Paid Total _____	8,024	8,184	9,002	9,018	9,058
Print Only _____	8,024	8,184	9,002	9,018	8,776
Digital Only _____	-	-	-	-	282
Qualified Paid Total _____	-	-	-	1	1
Print Only _____	-	-	-	1	1
Digital Only _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

\*NOTE: 2007 data is unaudited.  
\*\*NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. 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 versions are notified via email when the version is available.

CHANGE OF COMPANY NAME:

Effective with the February 2007 issue, Prism Business Media changed its name to Penton Media. There was no change in ownership.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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 _____	8,494	100.0	8,492	100.0	2	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,494</b>	<b>100.0</b>	<b>8,492</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	564	100.0	564	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>564</b>	<b>100.0</b>	<b>564</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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 Signature required \_\_\_\_\_ Date \_\_\_\_\_

**2 How would you like to receive your copy of Financial & Insurance Meetings?** (If you want to receive the digital version of the magazine, we must have your email address)  
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 Print

**3 Are you involved in the selection, authorization, approval, planning and/or review of financial and insurance meetings, recognition programs, and/or incentive travel programs for your company?**  
 1  Yes  
 2  No  
 If NO, please route this form to the appropriate person in your organization.

**4 What is your primary business?** (check only ONE box)  
 01  Life/Health Insurance  
 02  Property/Casualty Insurance  
 03  Multiple Lines Insurance  
 04  Full Service Financial Services Provider  
 05  Trade Association (Insurance or Financial Services)  
 06  Independent Meeting Planning Company that provides services for insurance or financial services firms (includes independent meeting planners and meeting consultants)  
 10  Others Allied to the Field (please specify) \_\_\_\_\_

**5 What is your title classification?** (check only ONE box)  
 A  General Management/Administrative: Chairman, CEO, COO, CIO, President, Owner, Executive Director, Director, Executive Vice President, Vice President, Managing Director, General Manager, Director of Communications, Human Resource Director, Treasurer/Controller  
 B  Sales/Marketing: Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Supervisor  
 C  Meetings Management: Meeting Planner/Manager/Director, Conference/Exhibit Manager, Convention Manager, Incentive Program Planner  
 D  General Agent/Agency Manager: Superintendent of Agency, Owner, Agency Vice President, Director of Agency  
 F  Other Insurance/Financial Services Company Executive: Manager of Education or Training, Project Manager, Supervisor, Executive Assistant/Secretary, Regional Administrator  
 H  Procurement Management: Procurement Director/Manager/Supervisor, Purchasing Director/Manager/Supervisor  
 G  Others Related to the Field (please specify) \_\_\_\_\_

**6 What types of SERVICES/FACILITIES do you use for your meetings and incentive travel programs?** (check all that apply)  
 01  Resort  
 02  All-suite  
 03  Downtown Hotel  
 04  Cruise Ship  
 05  Suburban Hotel  
 06  Conference Center  
 07  Airport Hotel  
 08  Gaming Property/Facility  
 09  Convention Center or Auditorium  
 10  Convention & Visitors Bureau  
 15  Other

**7 Check ALL destinations inside the USA where you have held or plan to hold meetings or incentive travel programs.**  
 51  New England (ME, NH, VT, MA, RI, CT)  
 52  Middle Atlantic (NY, NJ, PA)  
 53  South Atlantic (DC, MD, DE, VA, WV)  
 54  South East Atlantic (NC, SC, GA, FL)  
 55  East North Central (OH, IL, IN, MI, WI)  
 56  West North Central (MN, IA, MO, ND, SD, NE, KS)  
 57  East South Central (KY, TN, AL, MS)  
 58  West South Central (TX, LA, OK, TX)  
 59  Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)  
 60  Pacific (WA, OR, CA)  
 61  Alaska  
 62  Hawaii  
 75  Not applicable

**8 Do you plan meetings outside the United States? (By checking yes, you will receive Beyond Borders, the annual supplement about planning international meetings.)**  
 A  Yes  
 B  No  
**Check ALL destinations outside the USA where you have held or plan to hold meetings or incentive travel programs.**  
 01  Caribbean  
 02  Europe  
 03  Mexico  
 04  Canada  
 05  Asia/Pacific  
 06  Bermuda  
 07  Africa/Near East  
 08  Central/South America  
 09  None outside the USA  
 15  Other

**9 Check ALL functions for which you have responsibility in your company:**  
 01  Meetings  
 02  Incentive Travel Programs  
 04  Training/Educational Meetings  
 05  Trade Shows/Exhibits/Conventions  
 07  Recognition Programs  
 08  Corporate Events  
 09  Other

**10 How many OFF-SITE MEETINGS (including incentive travel, training, and education) does your company or division hold each year?**  
 1  Less than 5  
 2  5-9  
 3  10-11  
 4  12 or more  
 5  0

**11 Approximate attendance at your meetings and/or incentive travel programs?** (check all that apply)  
 01  up to 49  
 02  50-99  
 03  100-199  
 04  200-499  
 05  500 or more

CS7001

Allow 4 to 6 weeks for processing. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

MASTER - nov 09/14/07

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Melissa Fromento, Group Publisher Julie Neely, Audience Marketing Director (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) IMPORTANT NOTE: This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Date signed State County Received by BPA Worldwide Type ID Number	February 08, 2008 Kansas Johnson February 08, 2008 PSD I151Y0D7