

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 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.

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# DIRECT

A Penton Media Publication  
11 River Bend Drive South  
Stamford, CT 06907-0949  
Tel.: (203) 358-9900  
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[www.directmag.com](http://www.directmag.com)

Official Publication of: None  
Established: 1988  
Issues Per Year: 12



**FIELD SERVED**

DIRECT magazine serves the field of Direct Marketing including direct mail, catalogs, search engine marketing, email marketing, direct response space, TV and telephone, as well as any and all other direct response media in the following industries: Advertising, Sales/Promotion, Direct Marketing Agency, Consultants, Manufacturer, Retailer (instore, mail order and electronic), Wholesaler, Distributor, Publisher, List Broker/Compiler/Manager, Associations, Fund Raisers, Non-Profit Organizations, Hospital, Health Care, Social Services, Education, Seminars, Trade Shows, Public Administration, Government, Communications, Transportation, Utility, Banking, Insurance, Real Estate, Financial, Entertainment, Hospitality, Travel, Other Services.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include corporate and general management, sales, marketing and telemarketing management, advertising and promotion management, circulation, list and media management, fulfillment and data processing management, mailroom and operations management, and production/creative management.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	97
Advertiser and Agency _____	472
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	383
All Other _____	1,472
<b>TOTAL</b>	<b>2,424</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	47,036	100.0	46,996	99.9	40	0.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,036</b>	<b>100.0</b>	<b>46,996</b>	<b>99.9</b>	<b>40</b>	<b>0.1</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	132	132			47,057	April _____	1,956	1,938			47,043
February _____	220	206			47,043	May _____	14,530	14,493			47,006
March _____	203	221			47,061	June _____	-	-			47,006
						<b>TOTAL</b>	<b>17,041</b>	<b>16,990</b>			

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>								
<b>This issue is 0.1% or 36 copies below the average of the other 5 issues reported in Paragraph two.</b>								
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate/ General Management	Sales/ Marketing Management	Advertising/ Promotions Management	Circulation/ List/Media Management	Fulfillment/ Data Processing/ Telemarketing Management and Mailroom/Operations Management.	Production/ Creative
Advertising/Sales/Promotion/ Direct Marketing Agency/ Consultant _____	9,202	19.6	5,215	3,223	992	138	96	538
Manufacturer _____	7,352	15.6	3,048	3,798	253	22	76	155
Hi-tech: ISP/Computer/Telecommunication ____	1,598	3.4	787	647	59	6	47	52
Retailer/Cataloger/Wholesale/Distributor _____	8,339	17.7	4,882	2,698	298	130	145	186
Publisher _____	2,837	6.0	831	580	145	314	48	219
List Broker/Compiler/Manager _____	1,038	2.2	249	392	13	60	17	7
Associations/Fund Raisers _____	2,765	5.9	2,126	333	116	45	59	86
Hospital/ Health Care/Social Services/Public Administration (Note 1) _____	4,828	10.3	3,168	1,003	210	64	135	248
Communications/Transportation/ Utility _____	1,201	2.6	825	244	33	8	42	49
Banking/Insurance/ Real Estate Financial _____	7,846	16.7	4,822	2,535	234	14	153	88
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,006</b>	<b>100.0</b>	<b>25,953</b>	<b>15,453</b>	<b>2,353</b>	<b>801</b>	<b>818</b>	<b>1,628</b>
<b>PERCENT</b>	<b>100.0</b>		<b>55.2</b>	<b>32.9</b>	<b>5.0</b>	<b>1.7</b>	<b>1.7</b>	<b>3.5</b>

Note 1: Also includes Government/Education/Seminars/Trade Shows /Entertainment/Hospitality/Travel and Other Services.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>39,994</b>	<b>7,012</b>	<b>-</b>			<b>47,006</b>	<b>100.0</b>
a. Written _____	2,729	331	-			3,060	6.5
b. Telecommunication _____	25,677	6,681	-			32,358	68.8
c. Electronic _____	11,588	-	-			11,588	24.7
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - 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. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,994</b>	<b>7,012</b>	<b>-</b>			<b>47,006</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.1</b>	<b>14.9</b>	<b>-</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			47,006	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>47,006</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	233		400-427 Kentucky _____	596	
030-038 New Hampshire _____	311		370-385 Tennessee _____	791	
050-059 Vermont _____	184		350-369 Alabama _____	476	
010-027 Massachusetts _____	1,336		386-397 Mississippi _____	260	
028-029 Rhode Island _____	183		<b>EAST SO. CENTRAL</b>	<b>2,123</b>	<b>4.5</b>
060-069 Connecticut _____	1,036		716-729 Arkansas _____	358	
<b>NEW ENGLAND</b>	<b>3,283</b>	<b>7.0</b>	700-714 Louisiana _____	312	
100-149 New York _____	3,990		730-749 Oklahoma _____	482	
070-089 New Jersey _____	1,786		750-799 Texas _____	2,361	
150-196 Pennsylvania _____	2,288		<b>WEST SO. CENTRAL</b>	<b>3,513</b>	<b>7.5</b>
<b>MIDDLE ATLANTIC</b>	<b>8,064</b>	<b>17.2</b>	590-599 Montana _____	177	
430-459 Ohio _____	2,151		832-838 Idaho _____	211	
460-479 Indiana _____	874		820-831 Wyoming _____	80	
600-629 Illinois _____	2,745		800-816 Colorado _____	839	
480-499 Michigan _____	1,357		870-884 New Mexico _____	175	
530-549 Wisconsin _____	1,322		850-865 Arizona _____	567	
<b>EAST NO. CENTRAL</b>	<b>8,449</b>	<b>18.0</b>	840-847 Utah _____	369	
550-567 Minnesota _____	1,190		889-898 Nevada _____	283	
500-528 Iowa _____	720		<b>MOUNTAIN</b>	<b>2,701</b>	<b>5.7</b>
630-658 Missouri _____	1,016		995-999 Alaska _____	45	
580-588 North Dakota _____	143		980-994 Washington _____	715	
570-577 South Dakota _____	179		970-979 Oregon _____	480	
680-693 Nebraska _____	478		900-961 California _____	4,296	
660-679 Kansas _____	589		967-968 Hawaii _____	69	
<b>WEST NO. CENTRAL</b>	<b>4,315</b>	<b>9.2</b>	<b>PACIFIC</b>	<b>5,605</b>	<b>11.9</b>
197-199 Delaware _____	164		<b>UNITED STATES</b>	<b>46,901</b>	<b>99.8</b>
206-219 Maryland _____	905		969 & 004-009 U.S. Territories _____	43	
200-205 Washington, DC _____	459		Canada _____	52	
220-246 Virginia _____	1,358		Mexico _____	2	
247-268 West Virginia _____	188		Other International _____	6	
270-289 North Carolina _____	1,304		AP0/FPO _____	2	
290-299 South Carolina _____	509		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,006</b>	<b>100.0</b>
300-319 Georgia _____	1,286				
320-349 Florida _____	2,675				
<b>SOUTH ATLANTIC</b>	<b>8,848</b>	<b>18.8</b>			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified _	46,527	46,638	46,774	46,903	47,036
Qualified Non-Paid Total ____	46,432	46,562	46,714	46,855	46,996
Qualified Paid Total _____	95	76	60	48	40
Post Expire Copies included in Paid Circulation _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price _	***NC	***NC	***NC	***NC	***NC

\*The audited average qualified circulation for January - June 2007 = 46,789. The unaudited average qualified circulation for July - December 2007 = 47,017, yielding an average qualified circulation of 46,903.

\*\*2008 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)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

## 11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

## PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Leslie Bacon, Group Publisher

Seth Olson, Audience Marketing Manager

(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 August 13, 2008

State Kansas

County Johnson

Received by BPA Worldwide August 13, 2008

Type PJ

ID Number D153P0J8