



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2006**

# PROMO

Ideas. Connections. Brands.

### Field Served:

PROMO Magazine serves marketers in promotion and marketing including client companies manufacturing, retailing, advertising, direct marketing, promotion agencies and marketing services/companies/suppliers. .

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 24,847**

<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Individual .....	692	
	Association .....		
	Sponsored Individually Addressed .....		
	Multi-Copy Same Addressee .....		
	Single Copy Sales, See Par. 11(a) .....	55	
	<b>Total Average Qualified Paid Circulation .....</b>		<b>747</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Individual .....	24,100	
	Association .....		
	Sponsored Individually Addressed .....		
	<b>Total Average Qualified Non-Paid Circulation .....</b>		<b>24,100</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies .....		
	Allocated For Shows & Conventions .....	258	
	Miscellaneous, Including Staff Copies, See Par. 11(b) .....	1,450	
	<b>Total Average Non-Qualified Circulation .....</b>		<b>1,708</b>

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**  
None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2006 ssue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	25,202	803	24,399	2,014	2,643
Feb.	24,686	780	23,906	736	243
Mar.	24,841	760	24,081	509	684
Apr.	24,769	742	24,027	1,830	1,776
May	24,814	712	24,102	1,470	1,546
June	24,775	686	24,089	14	
			<b>Total</b>	<b>6,573</b>	<b>6,892</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2006 ISSUE IN WHICH:

- QUALIFIED PAID AND NON-PAID CIRCULATION WAS 0.13% LESS THAN THE PERIOD AVERAGE
- QUALIFIED PAID CIRCULATION WAS 4.82% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.01% GREATER THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Classification by Title & Occupation				
	Total Paid & Qualified Non-Paid	%	Corporate	Marketing	Others
A. Client Companies:					
1. Manufacturers .....	7,593	30.60	2,719	4,810	64
2. Retailers .....	3,164	12.75	1,674	1,465	25
3. Service Companies .....	6,421	25.88	3,003	3,283	135
Sub-Total .....	17,178	69.23	7,396	9,558	224
B. Advertising, Promotion Agencies, Media .....	5,290	21.32	3,319	1,863	108
C. Promotion Industry Suppliers .....	1,944	7.83	1,353	568	23
D. Libraries, Schools, Colleges .....	234	0.94	87	83	64
E. Others Allied to the Field .....	118	0.48	43	25	50
Other Paid Circulation					
Subscriptions .....					
Single Copy Sales .....	50	0.20			50
<b>Total Qualified Circulation .....</b>	<b>24,814</b>	<b>100.00</b>	<b>12,198</b>	<b>12,097</b>	<b>519</b>

Key to Classification by Title & Occupation:

Corporate: Chairman, CEO, COO, President, Owner, Partner, Executive Vice President, Senior Vice President, Vice President, Associate/Assistant Vice President, and other corporate management titles.

Marketing: Directors and Managers of Advertising, Brands, Marketing, Product, Promotion, and Sales and their Associates/Assistants.

Others: Other titled and untitled personnel.

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	20,010	4,092		24,102	100.0
Written .....	1,992	367		2,359	9.79
Telecommunication .....	10,565	1,996		12,561	52.11
Internet and E-mail .....	7,453	1,729		9,182	38.10
Total Direct request from recipient's company:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Total Communication other than request:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Association .....					
Business Directories .....					
Lists .....					
Acquired Circulation .....					
Other Sources .....					
<b>Total Qualified Non-Paid Circulation .....</b>	<b>20,010</b>	<b>4,092</b>		<b>24,102</b>	<b>100.00</b>
<b>Percent .....</b>	<b>83.02</b>	<b>16.98</b>		<b>100.00</b>	
Paid Subscription Circulation .....				662	
Paid Acquired Circulation .....					
Single Copy Sales .....				50	
<b>Total Qualified Circulation .....</b>				<b>24,814</b>	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	24,562	99.19	460	24,102
Individual by name only .....	152	0.61	152	
Title or occupation only .....	3	0.01	3	
Company name only .....	47	0.19	47	
Multi-Copy Same Addressee .....				
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>24,764</b>	<b>100.00</b>	<b>662</b>	<b>24,102</b>
Single Copy Sales .....	50			
<b>Total Qualified Circulation .....</b>	<b>24,814</b>			

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049 .....	74			74
NH 030-038 .....	100		3	97
VT 050-059 .....	40		1	39
MA 010-027 .....	538		15	523
RI 028-029 .....	67		2	65
CT 060-069 .....	554		33	521
<b>New England</b>	<b>1,373</b>	<b>5.53</b>	<b>54</b>	<b>1,319</b>
<b>Middle Atlantic</b>				
NY 100-149 .....	2,230		108	2,122
NJ 070-089 .....	926		31	895
PA 150-196 .....	904		15	889
<b>Middle Atlantic</b>	<b>4,060</b>	<b>16.36</b>	<b>154</b>	<b>3,906</b>
<b>East N. Central</b>				
OH 430-459 .....	1,176		21	1,155
IN 460-479 .....	454		3	451
IL 600-629 .....	2,071		65	2,006
MI 480-499 .....	874		12	862
WI 530-549 .....	668		11	657
<b>East N. Central</b>	<b>5,243</b>	<b>21.13</b>	<b>112</b>	<b>5,131</b>
<b>West N. Central</b>				
MN 550-567 .....	630		21	609
IA 500-528 .....	238		1	237
MO 630-658 .....	497		14	483
ND 580-588 .....	47			47
SD 570-577 .....	53		1	52
NE 680-693 .....	135		4	131
KS 660-679 .....	228		2	226
<b>West N. Central</b>	<b>1,828</b>	<b>7.37</b>	<b>43</b>	<b>1,785</b>
<b>South Atlantic</b>				
DE 197-199 .....	59			59
MD 206-219 .....	414		7	407
DC 200, 202-205 .....	105		2	103
VA 201, 220-246 .....	429		5	424
WV 247-268 .....	48			48
NC 270-289 .....	622		5	617
SC 290-299 .....	188		3	185
GA 300-319 .....	844		18	826
FL 320-349 .....	1,383		21	1,362
<b>South Atlantic</b>	<b>4,092</b>	<b>16.49</b>	<b>61</b>	<b>4,031</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427 .....	270		1	269
TN 370-385 .....	382		1	381
AL 350-369 .....	157			157
MS 386-397 .....	73		1	72
<b>East S. Central</b>	<b>882</b>	<b>3.56</b>	<b>3</b>	<b>879</b>
<b>West S. Central</b>				
AR 716-729 .....	122		2	120
LA 700-714 .....	137			137
OK 730-749 .....	163		2	161
TX 750-799 .....	1,157		29	1,128
<b>West S. Central</b>	<b>1,579</b>	<b>6.36</b>	<b>33</b>	<b>1,546</b>
<b>Mountain</b>				
MT 590-599 .....	45		1	44
ID 832-838 .....	66			66
WY 820-831 .....	24			24
CO 800-816 .....	441		12	429
NM 870-884 .....	78			78
AZ 850-865 .....	325		3	322
UT 840-847 .....	153		3	150
NV 889-898 .....	244		1	243
<b>Mountain</b>	<b>1,376</b>	<b>5.55</b>	<b>20</b>	<b>1,356</b>
<b>Pacific</b>				
AK 995-999 .....	24			24
WA 980-994 .....	364		1	363
OR 970-979 .....	289			289
CA 900-961 .....	3,423		57	3,366
HI 967-968 .....	56			56
<b>Pacific</b>	<b>4,156</b>	<b>16.75</b>	<b>58</b>	<b>4,098</b>
Single Copy Sales .....	50	0.20	50	
U.S. Unclassified .....				
<b>United States</b>	<b>24,639</b>	<b>99.30</b>	<b>588</b>	<b>24,051</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969 .....	43	0.17	3	40
<b>U.S. &amp; Poss., etc.</b>	<b>24,682</b>	<b>99.47</b>	<b>591</b>	<b>24,091</b>
Canada .....	63	0.25	54	9
Mexico .....	2	0.01	2	
Military or Civilian Personnel Overseas ..	2	0.01		2
Other International .....	65	0.26	65	
<b>Total International</b>	<b>132</b>	<b>0.53</b>	<b>121</b>	<b>11</b>
E-Mail Address Only .....				
Other Unclassified .....				
<b>Grand Total</b>	<b>24,814</b>	<b>100.00</b>	<b>712</b>	<b>24,102</b>



06-1086-5	Analyzed Issue Date	05/01/06
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	10.00
	Association Subscription Price	
	U.S. Subscription Price	72.00
	Canadian Subscription Price	111.00
	International Subscription Price	182.00