

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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# PROMO

Penton Media, Inc  
11 Riverbend Drive South  
P.O. Box 4949  
Stamford, CT 06907  
Tel. No.: 203-358-9900  
FAX No.: 203-358-5812

Official Publication of: None  
Established: 1988  
Issues Per Year: 13

**FIELD SERVED**

PROMO MAGAZINE Serves The Fields Of MANUFACTURING, Including Apparel & Accessories, Automotive Vehicle/Parts, Beer, Wine & Liquor, Consumer Electronics, Clothing & Jewelry, Grocery Products, Health & Beauty Aids, Home Furnishings, Industrial Products Or Services, Non Alcoholic Beverages, Office Products, Other Package Goods, Sporting Goods, Toys & Games, And Tobacco Products; RETAILING, Including Chain Stores, Mass Merchandiser, Retail Drug, Restaurants & Franchises, Supermarkets, Theme Parks & Theater Chains, And Other Retailers; SERVICE, Including Communications, Electronic Media, Firms, Hotels, Motels & Resorts, Publishing, Telecommunications, Travel & Tourism, Banks, Investments & Real Estate, Trade Associations, Promotion Groups, Chambers Of Commerce, Insurance Companies, And Public Utilities; AGENCIES, MEDIA & SERVICES, Including Promotion Agencies, Direct Marketing, Advertising Agencies, Full Service Agencies, In-House Agencies, Public Relations, Marketing Services, Libraries, Schools; and OTHERS ALLIED TO THE FIELD.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Corporate Management, including media buyers and planners; Marketing Management, including advertising directors and managers, brand directors and managers, marketing directors and managers, product directors and managers, promotion directors and managers, and sales directors and managers; and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	439
Advertiser and Agency _____	605
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	367
All Other _____	1,604
<b>TOTAL</b>	<b>3,015</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,657	99.9	24,204	98.1	453	1.8
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	13	0.1	-	-	13	0.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,670</b>	<b>100.0</b>	<b>24,204</b>	<b>98.1</b>	<b>466</b>	<b>1.9</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					24,018	June _____					25,043
May _____					24,950						
						<b>TOTAL</b>					

\*See Paragraph 11

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**

This issue is 1.7% or 419 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management	Marketing	Other
<b>Manufacturing</b> _____	7,842	31.4	3,551	4,166	125
Apparel & Accessories _____	4,746	19.0	1,995	2,674	77
Automotive Vehicle & Parts _____	2,579	10.3	1,178	1,363	38
Other Manufacturing (note 1) _____	517	2.1	378	129	10
<b>Services</b> _____	4,258	17.1	1,706	2,485	67
Financial, banking, insurance _____	1,932	7.7	825	1,074	33
Travel, tourism, hospitality, and others allied to the field _____	1,606	6.4	474	1,106	26
Other Services (note 2) _____	720	2.9	407	305	8
<b>Retailing (note 3)</b> _____	5,282	21.2	3,057	2,012	213
Media/Books/Magazines/Newspapers/Radio/Television _____	1,848	7.4	942	857	49
Promotion/Advertising/Full Service/In-House/Public Relations Agencies _____	4,703	18.8	2,821	1,745	137
Promotion Industry Supplier/Marketing Services	1,017	4.1	621	377	19
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,950</b>	<b>100.0</b>	<b>12,698</b>	<b>11,642</b>	<b>610</b>
<b>PERCENT</b>	100.0	-	50.9	46.7	2.4

Note 1: Other Manufacturing includes beer, wine, liquor, consumer electronics, clothing & jewelry, grocery products, health & beauty aides, home furnishings, industrial products, non alcoholic beverages, office products, other packaged goods, sporting goods, toys, games, tobacco products

Note 2: Other Services includes business communications, electronic media, films, hotels, motels, resorts, publishing, telecommunications, trade association, promotion groups, chambers of commerce, public utilities

Note 3: Retailing includes chain stores, mass merchandisers, retail drug, restaurants, franchises, supermarkets, theme parks, theater chains, and other retailers

Corporate Management includes: Media Buyer/ Planner

Marketing includes: Advertising Director/Manager, Brand Director/Manager, Director/Manager, Product Director/Manager, Promotion Director/Manager, Sales Director/Manager.

Other includes: all other titles

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
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>19,977</b>	<b>4,973</b>	-			<b>24,950</b>	<b>100.0</b>
a. Written _____	1,816	-	-			1,816	7.3
b. Telecommunication _____	13,954	3,198	-			17,152	68.7
c. Electronic _____	4,207	1,775	-			5,982	24.0
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>19,977</b>	<b>4,973</b>	-			<b>24,950</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.1</b>	<b>19.9</b>	-			<b>100.0</b>	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			24,950	99.9
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>24,950</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			110		400-427 Kentucky _____			287	
030-038 New Hampshire _____			132		370-385 Tennessee _____			434	
050-059 Vermont _____			42		350-369 Alabama _____			174	
010-027 Massachusetts _____			685		386-397 Mississippi _____			100	
028-029 Rhode Island _____			120		<b>EAST SO. CENTRAL</b>			<b>995</b>	<b>4.0</b>
060-069 Connecticut _____			550		716-729 Arkansas _____			147	
<b>NEW ENGLAND</b>			<b>1,639</b>	<b>6.6</b>	700-714 Louisiana _____			127	
100-149 New York _____			2,151		730-749 Oklahoma _____			168	
070-089 New Jersey _____			951		750-799 Texas _____			1,273	
150-196 Pennsylvania _____			1,152		<b>WEST SO. CENTRAL</b>			<b>1,715</b>	<b>6.9</b>
<b>MIDDLE ATLANTIC</b>			<b>4,254</b>	<b>17.0</b>	590-599 Montana _____			58	
430-459 Ohio _____			1,229		832-838 Idaho _____			74	
460-479 Indiana _____			501		820-831 Wyoming _____			30	
600-629 Illinois _____			1,844		800-816 Colorado _____			401	
480-499 Michigan _____			830		870-884 New Mexico _____			80	
530-549 Wisconsin _____			685		850-865 Arizona _____			313	
<b>EAST NO. CENTRAL</b>			<b>5,089</b>	<b>20.4</b>	840-847 Utah _____			190	
550-567 Minnesota _____			643		889-898 Nevada _____			211	
500-528 Iowa _____			249		<b>MOUNTAIN</b>			<b>1,357</b>	<b>5.4</b>
630-658 Missouri _____			531		995-999 Alaska _____			23	
580-588 North Dakota _____			46		980-994 Washington _____			356	
570-577 South Dakota _____			49		970-979 Oregon _____			290	
680-693 Nebraska _____			176		900-961 California _____			3,018	
660-679 Kansas _____			235		967-968 Hawaii _____			53	
<b>WEST NO. CENTRAL</b>			<b>1,929</b>	<b>7.7</b>	<b>PACIFIC</b>			<b>3,740</b>	<b>15.0</b>
197-199 Delaware _____			54		<b>UNITED STATES</b>			<b>24,799</b>	<b>99.4</b>
206-219 Maryland _____			388		969 & 004-009 U.S. Territories _____			35	
200-205 Washington, DC _____			74		Canada _____			62	
220-246 Virginia _____			463		Mexico _____			2	
247-268 West Virginia _____			60		Other International _____			51	
270-289 North Carolina _____			708		APO/FPO _____			1	
290-299 South Carolina _____			216		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>24,950</b>	<b>100.0</b>
300-319 Georgia _____			802						
320-349 Florida _____			1,316						
<b>SOUTH ATLANTIC</b>			<b>4,081</b>	<b>16.4</b>					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
	Audited Data
	<b>*2007</b>
Total Audit Average Qualified: _____	24,670
Qualified Non-Paid: _____	24,204
Qualified Paid: _____	466
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

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

**\*NOTE: All data through June 2007 is audited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed

**11. ADDITIONAL DATA**

**PARAGRAPH 2:**

Since this is an initial audit report, additions and removals are not required. They will be reported on the December 2007 Circulation Statement.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED**

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide  
Shelton, CT  
June 19, 2007

TYPE: A  
ID Number: P53610J7