

**CONSUMER MAGAZINE CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2007**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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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Feza Gazetecilik A.S.
Zaman Gazetesi
Yenibosna 34194
Istanbul
TURKEY
Telephone: +902124548249
Fax: +902124548645
Email: o.azizoglu@zaman.com.tr
Website: www.aksiyon.com.tr

Established: 1994
Frequency: Weekly

MARKET SERVED

Aksiyon is a weekly current affairs magazine serving the Turkish market.

AVERAGE QUALIFIED CIRCULATION

Total Qualified _____	32,995
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	32,995
Subscriptions _____	28,289
Sponsored _____	892
Single-Copy Sales _____	3,814
Qualified Non-Paid _____	-

**NC = None Claimed

PRICE AND FREQUENCY

104 YTL	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
52	Issues Per Year
2 YTL	All Single-Copy Sales Prices for the Period

Five Year Average Qualified Circulation Trend



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	28,098	85.2	-	-	28,098	85.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	191	0.6	-	-	191	0.6
Sponsored Individually Addressed _____	892	2.7	-	-	892	2.7
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	29,181	88.5	-	-	29,181	88.5
Single-Copy Sales _____	3,814	11.5	-	-	3,814	11.5
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	32,995	100.0	-	-	32,995	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2007 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified	
	Single-Copy Sales	Subscriptions	Total			
July 2 _____	5,894	27,908	33,802	-	33,802	
July 9 _____	3,684	27,445	31,129	-	31,129	
July 16 _____	3,950	27,252	31,202	-	31,202	
July 23 _____	4,070	27,226	31,296	-	31,296	
July 30 _____	4,982	26,974	31,956	-	31,956	
August 6 _____	3,773	25,950	29,723	-	29,723	
August 13 _____	3,733	25,696	29,429	-	29,429	
August 20 _____	3,653	25,558	29,211	-	29,211	
August 27 _____	3,244	25,449	28,693	-	28,693	
September 3 _____	3,516	25,153	28,669	-	28,669	
September 10 _____	3,811	25,088	28,899	-	28,899	
September 17 _____	3,014	25,149	28,163	-	28,163	
September 24 _____	3,401	25,183	28,584	-	28,584	
October 1 _____	3,100	26,463	29,563	-	29,563	
October 8 _____	4,546	27,150	31,696	-	31,696	
October 15 _____	2,380	28,805	31,185	-	31,185	
October 22 _____	3,900	29,334	33,234	-	33,234	
October 29 _____	7,338	30,346	37,684	-	37,684	
November 5 _____	4,008	32,196	36,204	-	36,204	
**November 12 _____	3,722	33,126	36,848	-	36,848	
November 19 _____	3,037	33,782	36,819	-	36,819	
November 26 _____	3,182	34,314	37,496	-	37,496	
December 3 _____	1,864	34,299	36,163	-	36,163	
December 10 _____	4,191	34,424	38,615	-	38,615	
December 17 _____	3,525	34,751	38,276	-	38,276	
December 24 _____	3,924	34,431	38,355	-	38,355	
December 31 _____	3,544	33,158	36,702	-	36,702	

**Analyzed issue

3. TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD						
Includes gross subscription sales/orders with unpaid invoices pending.						
Average Annual Order Price: **NC						
3A. PRICES (SEE PARAGRAPH 8)	Total	Percent	3B. LENGTH OF SUBSCRIPTIONS (SEE PARAGRAPH 8)	Total	Percent	
Offers (≥ 5.0% of Total Orders)			Less than 1 year _____			
			1 year or more (but less than two) _____			
			2 years or more (but less than three) _____			
Sponsored-Excluded from Average Annual Order Price _____			3 years or more _____			
TOTAL			TOTAL			
3C. USE OF FREE PROMOTIONAL INCENTIVES (SEE PARAGRAPH 8)	Total	Percent	3D. HOW ORDERED (SEE PARAGRAPH 8)	Total	Percent	
Ordered without promotional incentive _____			Ordered by Individuals _____			
Ordered with editorial promotional incentive including reprints _____			Membership Benefit _____			
Ordered with other promotional incentive (See Paragraph 8) _____			Ordered as Multi-Copy Same Addressee _____			
TOTAL			Ordered by Sponsor, Individually Addressed _____			
			Ordered by Sponsor, Distributed as Multi-Copy Same Addressee _____			
			Ordered with Other Product or Service (See Paragraph 8) _____			
			TOTAL			

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 12, 2007

This issue is 12.2% or 4,002 copies above the average of the other 26 issues reported in Paragraph two. (See Paragraph 8)

BUSINESS/INDUSTRY CIRCULATION BY TYPE	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID	
				Subscriptions	Single copy sales
Aksiyon is a weekly current affairs magazine serving the Turkish market. _____	36,848	100.0	-	33,126	3,722
TOTAL QUALIFIED CIRCULATION	36,848	100.0	-	33,126	3,722

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 12, 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	31,993	-	-	-	31,993	31,993	86.8
a. Written _____	31,993	-	-	-	31,993	31,993	86.8
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	1,133	-	-	-	1,133	1,133	3.1
a. Written _____	1,133	-	-	-	1,133	1,133	3.1
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or re-distributor (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Rosters and directories _____	-	-	-	-	-	-	-
Licenseses - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL - Single-Copy Sales: _____	3,722	-	-	-	3,722	3,722	10.1
TOTAL QUALIFIED CIRCULATION	36,848	-	-	-	36,848	36,848	100.0
PERCENT	100.0	-	-	-	100.0	100.0	-

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

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 12, 2007

	Qualified Paid			Total Non-Paid	Total Qualified	Percent of Total Qualified
	Single Copy Sales	Subscriptions	Total Paid			
AKDENİZ BÖLGESİ _____	186	3,860	4,046	-	4,046	11.0
DOĞU ANADOLU BÖLGESİ _____	179	1,192	1,371	-	1,371	3.7
EGE BÖLGESİ _____	461	8,176	8,637	-	8,637	23.4
GÜNEYDOĞU ANADOLU BÖLGESİ _____	90	1,569	1,659	-	1,659	4.5
İÇ ANADOLU BÖLGESİ _____	940	4,211	5,151	-	5,151	14.0
KARADENİZ BÖLGESİ _____	207	3,239	3,446	-	3,446	9.4
MARMARA BÖLGESİ _____	1,659	10,879	12,538	-	12,538	34.0
TOTAL	3,722	33,126	36,848	-	36,848	100.0

7. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS		
	Audited Data	Circulation Claim
	2006	*2007
Total Audit Average Qualified: _____	29,119	32,925
Rate Base (if any): _____	**NC	**NC
Rate Base +/-: _____	**NC	**NC
Percent +/-: _____	**NC	**NC
Qualified Paid	29,119	32,925
Subscriptions _____	23,704	27,946
Single-Copy Sales _____	5,415	4,979
Qualified Non-Paid: _____	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC
Average Annual Order Price: _____	104 YTL	104 YTL

***NOTE: 2007 is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None claimed

8. ADDITIONAL DATA

METHOD OF DISTRIBUTION

Qualified copies comprise of paid individual and multiple copies, group subscriptions and newstand copies that are hand delivered by Dunya Dagitim and Yay-Sat distribution staff.

AVERAGE NON-QUALIFIED CIRCULATION: 2,414 COPIES

PARAGRAPHS 3a-3d:

Since this is an Circulation Statement following an Initial Audit report, figures for these paragraphs are not required. They will be provided with the subsequent audit.

PARAGRAPH 4:

The November 12, 2007 issue is 12.2% or 4,002 copies above the average of the other 26 issues reported in Paragraph two.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 14, 2008
Orhan Azizoglu, Chief Advertising Officer	City	Istanbul
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Country	Turkey
IMPORTANT NOTE:	Received by BPA Worldwide	January 14, 2008
This unaudited circulation statement has been checked against the previous audit report.	Type	CPD
It will be included in the annual audit made by BPA Worldwide.	ID Number	A499P0D7