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BPA Worldwide 2nd Concurrent Release Data for the Middle East
 For the six-month period ended December 31, 2011

BPA Worldwide (www.bpaww.com) announces the 2nd concurrent release of circulation and media data in the region for the six-month period ended December 31, 2011. The figures cover media with operations based in nine Middle Eastern countries, including Bahrain, Jordan, Kuwait, Iraq, Saudi Arabia and UAE. Included in the report are the headline average qualified circulations from the most recent December 2011-ending Circulation Statements. These figures are the "circulation claims" for only those newspapers and magazines that have opted to be BPA-audited. Publisher members are required to declare their figures every six months and be audited by our media auditors annually. Also included are Event Audit results for events that took place between July and December 2011 or whose audits were completed in this period. Web Traffic Unique Browser data for sites audited by BPA Interactive, powered by Nielsen, for period July through December 2011 are also shown for those sites opting for public disclosure.

BPA Worldwide 2nd Concurrent Circ. Data for the Middle East
 For the six-month period ended December 31, 2011

BPA AUDITED MAGAZINE & NEWSPAPER CIRCULATION DATA				
COUNTRY	MEDIA TITLE	Qualified Circulation/ Status	Frequency - Issues per year	Language
BAHRAIN	Bahrain This Month	10,296	12	English
BAHRAIN	The Gulf	13,867	12	English
BAHRAIN	Travel & Tourism News	5,376	12	English
BAHRAIN	Woman This Month	7,396	12	English
KUWAIT				
KUWAIT	Bazaar	9,541	11	English/Arabic
KUWAIT	Sarab formerly Adam & Eve	9,086	10	English/Arabic
KUWAIT	Studentalk	9,714	11	English
KUWAIT	The Talk	9,154	11	English
SAUDI ARABIA				
SAUDI ARABIA	Al Jazirah	125,415	365	Arabic
UAE				
UAE	7Days	62,534	229	English
UAE	Abu Dhabi Week	81,795	48	English
UAE	Ahlan! English	20,186	51	English
UAE	Aquarius	19,171	12	English
UAE	Arabian Business (English)	23,016	47	English
UAE	Arabian Travel News	5,117	12	English
UAE	Auto Trader	5,880	52	English
UAE	Aviation Business	5,077	12	English

BPA AUDITED MAGAZINE & NEWSPAPER CIRCULATION DATA

COUNTRY	MEDIA TITLE	Qualified Circulation/ Status	Frequency - Issues per year	Language
UAE	Better Homes Magazine	15,268	12	English
UAE	Boat Owner Middle East	5,999	5	English
UAE	Campaign Middle East	6,803	24	English
UAE	Caterer Middle East	5,102	12	English
UAE	CEO Middle East	8,892	11	English
UAE	Channel Middle East (Arabic)	4,215	12	Arabic
UAE	Channel Middle East (English)	7,126	12	English
UAE	Commercial Interior Design	6,150	12	English
UAE	Communicate	9,112	11	English
UAE	Concierge Abu Dhabi	12,590	12	English
UAE	Concierge Magazine	25,971	12	English
UAE	Construction Week	10,186	50	English
UAE	Digital Studio	5,126	12	English
UAE	Discover Dubai	21,682	12	English
UAE	Emirates Woman	11,915	12	English
UAE	Etihad Inflight	22,000	12	English/Arabic
UAE	Facilities Management ME	4,184	12	English
UAE	Golf Digest	9,505	11	English
UAE	Grazia	10,798	46	English
UAE	Gulf Business	20,653	12	English
UAE	Gulf Marketing Review	11,166	11	English
UAE	Gulf News	108,914	365	English
UAE	Harper's Bazaar Arabia	12,628	11	English
UAE	Hello! Middle East	12,357	51	English
UAE	Hotelier Middle East	7,553	12	English
UAE	Inside Out	21,007	12	English
UAE	Kanoo World Traveller	23,120	12	English
UAE	Layalina	8,889	12	Arabic
UAE	Live Work Explore	23,044	9	English
UAE	Logistics Middle East	5,107	12	English
UAE	Marie Claire (Arabic)	10,363	12	Arabic
UAE	Men's Fitness	6,263	12	English
UAE	MEP	5,043	12	English
UAE	Middle East Architect	5,132	12	English
UAE	Middle East Golfer	8,312	11	English
UAE	Mojeh	14,262	6	English
UAE	Mondanite UAE	5,734	11	English
UAE	Oil & Gas Middle East	7,139	12	English
UAE	OK! Middle East	10,023	46	English
UAE	Open Skies	89,396	12	English/Arabic
UAE	Rolling Stone	9,112	11	English

BPA AUDITED MAGAZINE & NEWSPAPER CIRCULATION DATA				
COUNTRY	MEDIA TITLE	Qualified Circulation/ Status	Frequency - Issues per year	Language
UAE	Sport 360	34,709	312	English
UAE	Stuff	9,906	12	English
UAE	Time Out Abu Dhabi	15,355	52	English
UAE	Time Out Dubai	30,254	52	English
UAE	Viva	11,283	12	English
UAE	Wealth	5,394	5	English
UAE	What's On	30,097	12	English
UAE	Wheels	23,890	52	English
UAE	Women's Health and Fitness UAE	11,540	12	English
UAE	Worldwide Golf Magazine	13,211	11	English
UAE	Xpress	55,273	51	English
BPA EVENT AUDIT DATA				
IRAQ	Basra Oil & Gas	7,392	Annual	NA
JORDAN	China Fair Jordan	8,515	Annual	NA
JORDAN	Inter-Build Jordan Fair	2,173	Annual	NA
UAE	China Homlife (DUBAI) Fair	1,911	Annual	NA
UAE	Index International Design Exhibition	21,843	Annual	NA
UAE	The Big 5	49,329	Annual	NA
BPA INTERACTIVE AUDIT DATA (Average Unique Browsers)				
UAE	7Days	86,153	NA	English
UAE	Al Jazirah	645,817	NA	Arabic
UAE	Auto Trader	92,671	NA	English
UAE	Gnads4u.com	567,294	NA	English
UAE	GulfNews.com	2,268,467	NA	English

NOTE: The data provided has been compiled from the latest filing of circulation statements as well as the audited web traffic by media titles in the Middle East. This list does not include applicants or any members who have not completed their filing for the period July to December 2011. For complete data, please refer to the BPA Worldwide Circulation Library at www.bpaww.com.

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has membership spanning more than 30 countries. Worldwide, BPA audits 2,700+ media properties—including business publications, consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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