



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012**

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.

No. 999/12-12

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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KMWWorld

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Issues Per Year: 10

FIELD SERVED

KMWWorld (Knowledge Management World) serves Construction/Architecture/Engineering; Travel/Hospitality/Recreation/Entertainment; Business/Accounting Services, Legal/Litigation Services, Strategic/Business Practices Consulting; Resellers (VAR), Integrators, Consultants, Distributors, Dealers, Service Bureaus, Computer/Data Processing Software, Service/Data Processing Services/Software Developer/Company/VAR/Systems House/System Integrators; Computers/Electronics Manufacturing, Discrete Manufacturing (Including Aerospace, Automotive), Process Manufacturing, Refining (Including Pharmaceutical, Food, Chemical, Petrochemical, Oil/Gas)/Computer Manufacturers (Including Communications and peripheral equipment); Wholesale/Retail (non-computer/electronics); Wholesale/Trade/Retail/Distribution; Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/Drilling, Forestry, Agriculture/Petroleum; Education including School, University, Library, Archive, Museum, Foundation, Church; Healthcare/Pharmaceutical/Medical; Publishing, Advertising, Entertainment Media, Design, Graphics, Printing, Marketing, Media; Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online); Banking, Insurance, Financial Services, Real Estate/Legal; Federal Government, Military, State, County, Local Government, Public Safety, Courts; Internet Service Providers; Web Sites, Portal Hosts, Service Providers; Applications Service Providers and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Executive Management: (chairman, COO, CEO, president, owner, partner, CFO, controller, treasurer; EVP, SVP, GVP and general manager); IT computer systems operations management: (CTO, VP of IS/IT/MIS/ systems services/ network; database/IS/IT/MIS/DP director/ manager/ chief/head/ supervisor; and consultant); general business management: (director/manager/chief/head/supervisor of the following finance/accounting; human resources; engineering/product manufacturing/R&D purchasing; customer service; sales/marketing and other director and manager titled positions); knowledge management: (CIO, CKO, knowledge architect, director/ manager/ chief/head/ supervisor) and other functions and functions not available as reported in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	41
Advertiser and Agency _____	740
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,050
TOTAL	1,831

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	45,000	100.0	45,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,000	100.0	45,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2012 Issue	Total Qualified
July/August _____	45,000
September _____	45,000
October _____	45,000
November/December _____	45,000

KM WORLD / December 2012

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2012

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Management (Note 1)	IT Computer Systems Operations Management (Note 2)	General Business Management (Note 3)	Knowledge Management Personnel (Note 4)	Other Functions	Functions not available
Construction/ Architecture/ Engineering _____	419	0.9	242	64	70	33	6	4
Travel/ Hospitality/ Recreation/ Entertainment _____	338	0.7	176	47	71	29	8	7
Business/Accounting Services; Legal, Litigation Services; Strategic; Business Practices Consulting _____	7,597	16.9	6,489	283	334	359	79	53
Reseller (VAR), Integrator, Consultant Distributor, Dealer, Service Bureau, Computer/Data Processing Software, Service/ Data Processing Services/ Software Developer/ Company/ VAR/ Systems House/ Systems Integrator _____	2,535	5.6	1,393	387	413	242	67	33
Computers, Electronics Manufacturing; Discrete Manufacturing (including Aerospace, Automotive); Process Manufacturing, Refining (including Pharmaceutical, Food, Chemical Petrochemical, Oil/Gas) Computer Manufacturer (including Communications and Peripheral Equipment) _____	2,819	6.3	1,135	536	689	347	83	29
Wholesale/Retail (non-computer/electronics) _____	747	1.7	365	115	183	74	6	4
Wholesale/Trade/Retail/Distribution _____	713	1.6	322	100	206	65	15	5
Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/ Drilling, Forestry, Agriculture/Petroleum _____	905	2.0	268	135	230	208	50	14
Education, including School, University, Library, Archive, Museum, Foundation, Church _____	1,803	4.0	327	426	382	393	155	120
Healthcare/Pharmaceutical/Medical _____	6,560	14.6	5,641	269	277	269	76	28
Publishing, Advertising, Entertainment Media; Design; Graphics; Printing, Marketing, Media _____	1,438	3.2	748	180	318	127	45	20
Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/ Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online) _____	751	1.7	169	175	234	113	43	17
Banking, insurance, Financial Services, Real Estate/ Legal _____	15,188	33.7	13,588	569	533	335	125	38
Federal Government; Military, State, Country Local Government, Public Safety, Courts _____	1,719	3.8	238	487	342	470	133	49
Internet Service Provider _____	79	0.2	34	17	13	13	1	1
Web Site; Portal Host; Service Provider _____	171	0.4	67	32	36	32	3	1
Applications Service Provider _____	290	0.6	99	44	56	54	22	15
Others Allied to the Field _____	928	2.1	237	74	147	197	194	79
TOTAL QUALIFIED CIRCULATION	45,000	100.0	31,538	3,940	4,534	3,360	1,111	517
PERCENT	100.0		70.1	8.7	10.1	7.5	2.5	1.1

Note 1: Executive Management includes Chairman, COO, CEO, President, Owner, Partner, CFO, Controller, Treasurer; EVP, SVP, GVP and General Manager

Note 2: IT Computer Systems Operations Management includes CTO, VP of IS/IT/MIS/ Systems Services/ Network; Database Director/ Manager/ Chief/Head/ Supervisor; Director/ Manager/ Chief/Head Supervisor of IS/IT/MIS/DP, and Consultant

Note 3: General Business Management includes Director/Manager/Chief/Head/Supervisor of the following: Finance/Accounting; Human Resources; Engineering/Product Manufacturing/R&D Purchasing; Customer Service; Sales/Marketing and other Director and Manager titled positions

Note 4: Knowledge Management Personnel includes CIO, CKO, Knowledge Architect, Director/ Manager/ Chief/Head/ Supervisor of Knowledge Management

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	12,797	6,655	4,414	23,866	53.0
II. Request from recipient's company: _____	-	76	-	76	0.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	21,058	-	-	21,058	46.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	21,058	-	-	21,058	46.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,855	6,731	4,414	45,000	100.0
PERCENT	75.2	15.0	9.8	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2012					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	236		Kentucky _____	535	
New Hampshire _____	238		Tennessee _____	798	
Vermont _____	126		Alabama _____	554	
Massachusetts _____	1,716		Mississippi _____	332	
Rhode Island _____	217		EAST SO. CENTRAL	2,219	4.9
Connecticut _____	930		Arkansas _____	332	
NEW ENGLAND	3,463	7.7	Louisiana _____	415	
New York _____	3,550		Oklahoma _____	503	
New Jersey _____	1,934		Texas _____	2,704	
Pennsylvania _____	2,425		WEST SO. CENTRAL	3,954	8.8
MIDDLE ATLANTIC	7,909	17.6	Montana _____	161	
Ohio _____	1,694		Idaho _____	161	
Indiana _____	717		Wyoming _____	83	
Illinois _____	2,324		Colorado _____	823	
Michigan _____	1,137		New Mexico _____	197	
Wisconsin _____	958		Arizona _____	501	
EAST NO. CENTRAL	6,830	15.2	Utah _____	275	
Minnesota _____	977		Nevada _____	167	
Iowa _____	602		MOUNTAIN	2,368	5.3
Missouri _____	911		Alaska _____	37	
North Dakota _____	126		Washington _____	680	
South Dakota _____	139		Oregon _____	367	
Nebraska _____	382		California _____	4,046	
Kansas _____	575		Hawaii _____	104	
WEST NO. CENTRAL	3,712	8.2	PACIFIC	5,234	11.6
Delaware _____	156		UNITED STATES	44,907	99.8
Maryland _____	1,156		U.S. Territories _____	64	
Washington, DC _____	509		Canada _____	1	
Virginia _____	1,613		Mexico _____	-	
West Virginia _____	237		Other International _____	-	
North Carolina _____	1,200		APO/FPO _____	28	
South Carolina _____	460		TOTAL QUALIFIED CIRCULATION	45,000	100.0
Georgia _____	1,215				
Florida _____	2,672				
SOUTH ATLANTIC	9,218	20.5			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2010	July - December 2010	January - June 2011	July - December 2011	January - June 2012*	July - December 2012*
Total Audit Average Qualified: _____	45,000	45,000	45,000	45,000	45,000	45,000
Qualified Non-Paid: _____	45,000	45,000	45,000	45,000	45,000	45,000
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - December 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 21,058 copies or 46.8%, including Dun & Bradstreet.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 15, 2013
Andy Moore, Publisher	State	Connecticut
Roy Beagley, Director of Publishing Services	County	Fairfield
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 15, 2013
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	K010POD2
It will be included in the annual audit made by BPA Worldwide.		