

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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KMWORLD is a leading publisher, conference organizer, and information provider serving the knowledge management, content management, and document management markets.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

KMWORLD (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.

CHANNELS

KMWORLD MAGAZINE

4 Issues in the period
 45,000 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
KMWORLD MAGAZINE (4 issues in the period)	45,000	-	45,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	36
Advertiser and Agency	696
Allocated for Trade Shows and Conventions	394
All Other	723
TOTAL	1,849

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE 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

2013 Issue	Total Qualified
July/August	45,000
September	45,000
October	45,000
November/December	45,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

This issue is equal to the average of the other 3 issues reported in Paragraph 2.

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	394	0.9	218	73	65	32	3	3
Travel/ Hospitality/ Recreation/ Entertainment	330	0.7	158	62	71	28	7	4
Business/Accounting Services; Legal, Litigation Services; Strategic; Business Practices Consulting	10,412	23.1	9,302	333	322	342	67	46
Reseller (VAR), Integrator, Consultant Distributor, Dealer, Service Bureau, Computer/Data Processing Software, Service/ Data Processing Services/ Software Developer/ Company/ VAR/ Systems House/ Systems Integrator	2,406	5.3	1,227	435	408	249	56	31
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)	2,772	6.2	1,071	603	655	347	65	31
Wholesale/Retail (non-computer/electronics)	798	1.8	345	185	178	78	8	4
Wholesale/Trade/Retail/Distribution	740	1.6	296	184	189	57	10	4
Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/ Drilling, Forestry, Agriculture/Petroleum	833	1.8	246	132	202	196	40	17
Education, including School, University, Library, Archive, Museum, Foundation, Church	1,760	3.9	322	476	366	380	118	98
Healthcare/Pharmaceutical/Medical	10,090	22.4	8,743	550	395	294	82	26
Publishing, Advertising, Entertainment Media; Design; Graphics; Printing, Marketing, Media	1,243	2.8	627	182	261	115	41	17
Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/ Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online)	732	1.6	157	187	222	115	38	13
Banking, insurance, Financial Services, Real Estate/ Legal	8,647	19.2	6,957	679	519	355	106	31
Federal Government; Military, State, Country Local Government, Public Safety, Courts	2,682	6.0	469	879	550	515	222	47
Internet Service Provider	80	0.2	34	16	14	13	2	1
Web Site; Portal Host; Service Provider	160	0.4	63	35	32	26	3	1
Applications Service Provider	250	0.6	82	44	51	43	16	14
Others Allied to the Field	671	1.5	140	60	86	180	135	70
TOTAL QUALIFIED CIRCULATION	45,000	100.0	30,457	5,115	4,586	3,365	1,019	458
PERCENT	100.0		67.7	11.3	10.2	7.5	2.3	1.0

Note 1: Executive Management includes Chairman, COO, CEO, President, Owner, Partner, CFO, Contoller, 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 2013

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6,895	11,334	6,316	24,545	54.5
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	20,455	-	-	20,455	45.5
Association rosters and directories	-	-	-	-	-
*Business directories	20,455	-	-	20,455	45.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,350	11,334	6,316	45,000	100.0
PERCENT	60.8	25.2	14.0	100.0	

*See Additional Data

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 2011	July – December 2011	January – June 2012	July – December 2012	January – June 2013*	July – December 2013*
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 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	220		Kentucky	425	
New Hampshire	264		Tennessee	572	
Vermont	145		Alabama	508	
Massachusetts	1,638		Mississippi	231	
Rhode Island	241		EAST SO. CENTRAL	1,736	3.8
Connecticut	1,001		Arkansas	227	
NEW ENGLAND	3,509	7.8	Louisiana	314	
New York	4,097		Oklahoma	363	
New Jersey	2,026		Texas	2,323	
Pennsylvania	3,267		WEST SO. CENTRAL	3,227	7.2
MIDDLE ATLANTIC	9,390	20.9	Montana	128	
Ohio	1,375		Idaho	131	
Indiana	557		Wyoming	55	
Illinois	1,909		Colorado	712	
Michigan	954		New Mexico	174	
Wisconsin	827		Arizona	501	
EAST NO. CENTRAL	5,622	12.5	Utah	245	
Minnesota	833		Nevada	153	
Iowa	428		MOUNTAIN	2,099	4.7
Missouri	718		Alaska	35	
North Dakota	105		Washington	600	
South Dakota	113		Oregon	299	
Nebraska	303		California	3,534	
Kansas	415		Hawaii	73	
WEST NO. CENTRAL	2,915	6.5	PACIFIC	4,541	10.1
Delaware	189		UNITED STATES	44,944	99.9
Maryland	1,289		U.S. Territories	39	
Washington, DC	1,415		Canada	1	
Virginia	1,971		Mexico	-	
West Virginia	281		Other International	-	
North Carolina	1,390		AP0/FPO	16	
South Carolina	500				
Georgia	1,408				
Florida	3,462				
SOUTH ATLANTIC	11,905	26.4			
			TOTAL QUALIFIED CIRCULATION	45,000	100.0

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 20,455 copies or 45.5%, including Dun & Bradstreet.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Andy Moore, Publisher

Roy Beagley, Director of Publishing Services

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

Received by BPA Worldwide

Type

ID Number

January 14, 2014

Connecticut

Fairfield

January 14, 2014

BD

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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 the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.