

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.

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, Names from other Information Today publications 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
 40,000 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)	40,000	-	40,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	24
Advertiser and Agency	684
Allocated for Trade Shows and Conventions	494
All Other	597
TOTAL	1,799

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
July/August	40,000
September	40,000
October	40,000
November/ December	40,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2014
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	578	1.4	270	154	106	45	2	1
Travel/Hospitality/Recreation/Entertainment	401	1.0	181	107	70	30	8	5
Business/Accounting Services; Legal, Litigation Services; Strategic; Business Practices Consulting	2,196	5.5	1,130	391	276	299	58	42
Reseller (VAR), Integrator, Consultant, Distributor, Dealer, Service Bureau, Computer/Data Processing Software, Service/Data Processing Services/Software Developer/Company/VAR/Systems House/Systems Integrator	2,605	6.5	1,289	584	407	246	44	35
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)	2,868	7.2	1,027	750	628	360	72	31
Wholesale/Retail (non-computer/electronics)	751	1.9	313	212	149	67	7	3
Wholesale/Trade/Retail/Distribution	744	1.9	297	213	161	58	12	3
Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/Drilling, Forestry, Agriculture/Petroleum	825	2.1	230	164	199	171	38	23
Education, including School, University, Library, Archive, Museum, Foundation, Church	2,493	6.2	466	915	509	413	107	83
Healthcare/Pharmaceutical/Medical	2,544	6.4	912	786	427	331	71	17
Publishing, Advertising, Entertainment Media; Design; Graphics; Printing, Marketing, Media	1,097	2.7	537	192	217	103	35	13
Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online)	941	2.3	223	289	227	152	39	11
Banking, insurance, Financial Services, Real Estate/ Legal	5,962	14.9	2,740	1,710	861	519	105	27
Federal Government; Military, State, County Local Government, Public Safety, Courts	3,508	8.8	617	1,314	718	588	228	43
Internet Service Provider	94	0.2	48	21	12	9	4	-
Web Site; Portal Host; Service Provider	139	0.3	64	27	25	20	2	1
Applications Service Provider	230	0.6	74	46	49	35	16	10
Others Allied to the Field	583	1.5	119	54	71	151	122	66
Names from other Information Today publications	11,441	28.6	-	-	-	-	11,441	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	10,537	7,929	5,112	3,597	12,411	414
PERCENT	100.0		26.4	19.8	12.8	9.0	31.0	1.0

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 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,409	5,664	10,486	28,559	71.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	4,959	6,482	-	11,441	28.6
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,368	12,146	10,486	40,000	100.0
PERCENT	43.4	30.4	26.2	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 2012	July – December 2012	January – June 2013	July – December 2013	January – June 2014*	July – December 2014*
Total Audit Average Qualified:	45,000	45,000	45,000	45,000	40,000	40,000
Qualified Non-Paid:	45,000	45,000	45,000	45,000	40,000	40,000
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 2014 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 2014

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	136		Kentucky	498	
New Hampshire	184		Tennessee	727	
Vermont	70		Alabama	435	
Massachusetts	1,245		Mississippi	238	
Rhode Island	144		EAST SO. CENTRAL	1,898	4.7
Connecticut	615		Arkansas	293	
NEW ENGLAND	2,394	6.0	Louisiana	302	
New York	2,824		Oklahoma	410	
New Jersey	1,541		Texas	2,515	
Pennsylvania	2,302		WEST SO. CENTRAL	3,520	8.8
MIDDLE ATLANTIC	6,667	16.7	Montana	122	
Ohio	1,627		Idaho	134	
Indiana	649		Wyoming	71	
Illinois	2,100		Colorado	730	
Michigan	999		New Mexico	162	
Wisconsin	987		Arizona	509	
EAST NO. CENTRAL	6,362	15.9	Utah	290	
Minnesota	942		Nevada	163	
Iowa	552		MOUNTAIN	2,181	5.5
Missouri	839		Alaska	8	
North Dakota	122		Washington	627	
South Dakota	155		Oregon	340	
Nebraska	416		California	3,824	
Kansas	506		Hawaii	30	
WEST NO. CENTRAL	3,532	8.8	PACIFIC	4,829	12.1
Delaware	116		UNITED STATES	39,964	99.9
Maryland	1,085		U.S. Territories	21	
Washington, DC	1,388		Canada	2	
Virginia	1,625		Mexico	-	
West Virginia	179		Other International	-	
North Carolina	1,004		APO/FPO	13	
South Carolina	387				
Georgia	975				
Florida	1,822				
SOUTH ATLANTIC	8,581	21.4			
			TOTAL QUALIFIED CIRCULATION	40,000	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 2 sources of circulation for quantities of 5,110 copies or 12.8% to 6,331 copies or 15.8%, including subscribers to CRM Magazine and Database Trends Magazine.

PUBLISHER'S AFFIDAVIT

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

Roy Beagley, Director of Pub Services

Andy Moore, Publisher

(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 January 15, 2015

State Maine

County Camden

Received by BPA Worldwide January 15, 2015

Type BD

ID Number K010B0D4

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.