



## Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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 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

6 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
<b>KMWORLD MAGAZINE</b> (6 issues in the period)	40,000	-	40,000

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	30
Advertiser and Agency	679
Allocated for Trade Shows and Conventions	567
All Other	766
<b>TOTAL</b>	<b>2,042</b>

**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	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>40,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Total Qualified
January	40,000
February	40,000
March	40,000
April	40,000
May	40,000
June	40,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**  
This issue is equal to the average of the other 5 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	386	1.0	215	71	63	31	3	3
Travel/ Hospitality/ Recreation/ Entertainment	324	0.8	154	62	70	25	7	6
Business/Accounting Services; Legal, Litigation Services; Strategic; Business Practices Consulting	8,435	21.1	7,308	340	322	351	63	51
Reseller (VAR), Integrator, Consultant Distributor, Dealer, Service Bureau, Computer/Data Processing Software, Service/ Data Processing Services/ Software Developer/ Company/ VAR/ Systems House/ Systems Integrator	2,378	5.9	1,216	437	397	242	55	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)	2,766	6.9	1,059	596	654	353	75	29
Wholesale/Retail (non-computer/electronics)	799	2.0	345	186	175	80	8	5
Wholesale/Trade/Retail/Distribution	736	1.8	294	184	186	58	10	4
Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/ Drilling, Forestry, Agriculture/Petroleum	830	2.1	251	130	197	185	44	23
Education, including School, University, Library, Archive, Museum, Foundation, Church	1,748	4.4	311	472	359	383	125	98
Healthcare/Pharmaceutical/Medical	8,348	20.9	7,008	548	387	297	85	23
Publishing, Advertising, Entertainment Media; Design; Graphics; Printing, Marketing, Media	1,245	3.1	632	174	261	118	43	17
Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/ Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online)	738	1.8	159	189	215	122	39	14
Banking, insurance, Financial Services, Real Estate/ Legal	7,401	18.5	5,716	670	515	350	117	33
Federal Government; Military, State, Country Local Government, Public Safety, Courts	2,684	6.7	465	869	545	529	232	44
Internet Service Provider	79	0.2	33	15	14	13	3	1
Web Site; Portal Host; Service Provider	156	0.4	64	33	30	25	3	1
Applications Service Provider	254	0.6	81	46	49	47	17	14
Others Allied to the Field	693	1.8	140	63	83	177	156	74
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>25,451</b>	<b>5,085</b>	<b>4,522</b>	<b>3,386</b>	<b>1,085</b>	<b>471</b>
<b>PERCENT</b>	<b>100.0</b>		<b>63.6</b>	<b>12.7</b>	<b>11.3</b>	<b>8.5</b>	<b>2.7</b>	<b>1.2</b>

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 MAY 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>6,129</b>	<b>10,075</b>	<b>5,614</b>	<b>21,818</b>	<b>54.5</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>18,182</b>	-	-	<b>18,182</b>	<b>45.5</b>
Association rosters and directories	-	-	-	-	-
*Business directories	18,182	-	-	18,182	45.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,311</b>	<b>10,075</b>	<b>5,614</b>	<b>40,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.8</b>	<b>25.2</b>	<b>14.0</b>	<b>100.0</b>	

\*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	Audited Data	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	45,000	45,000	45,000	45,000	45,000	40,000
Qualified Non-Paid:	45,000	45,000	45,000	45,000	45,000	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 - June 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 MAY 2014

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	183		Kentucky	402	
New Hampshire	232		Tennessee	521	
Vermont	118		Alabama	455	
Massachusetts	1,445		Mississippi	197	
Rhode Island	203		<b>EAST SO. CENTRAL</b>	<b>1,575</b>	<b>4.0</b>
Connecticut	833		Arkansas	211	
<b>NEW ENGLAND</b>	<b>3,014</b>	<b>7.5</b>	Louisiana	274	
New York	3,471		Oklahoma	324	
New Jersey	1,712		Texas	2,094	
Pennsylvania	2,848		<b>WEST SO. CENTRAL</b>	<b>2,903</b>	<b>7.3</b>
<b>MIDDLE ATLANTIC</b>	<b>8,031</b>	<b>20.1</b>	Montana	112	
Ohio	1,279		Idaho	118	
Indiana	512		Wyoming	49	
Illinois	1,763		Colorado	649	
Michigan	841		New Mexico	159	
Wisconsin	761		Arizona	448	
<b>EAST NO. CENTRAL</b>	<b>5,156</b>	<b>12.9</b>	Utah	225	
Minnesota	759		Nevada	136	
Iowa	409		<b>MOUNTAIN</b>	<b>1,896</b>	<b>4.7</b>
Missouri	655		Alaska	29	
North Dakota	97		Washington	537	
South Dakota	107		Oregon	269	
Nebraska	286		California	3,221	
Kansas	382		Hawaii	61	
<b>WEST NO. CENTRAL</b>	<b>2,695</b>	<b>6.7</b>	<b>PACIFIC</b>	<b>4,117</b>	<b>10.3</b>
Delaware	157		<b>UNITED STATES</b>	<b>39,949</b>	<b>99.9</b>
Maryland	1,137		U.S. Territories	34	
Washington, DC	1,364		Canada	1	
Virginia	1,799		Mexico	-	
West Virginia	241		Other International	-	
North Carolina	1,212		APO/FPO	16	
South Carolina	436				
Georgia	1,251				
Florida	2,965				
<b>SOUTH ATLANTIC</b>	<b>10,562</b>	<b>26.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>

## ADDITIONAL DATA

### MAGAZINE PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 18,182 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	July 9, 2014
State	Connecticut
County	Fairfield
Received by BPA Worldwide	July 9, 2014
Type	BD
ID Number	K010B0J4

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.