

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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# KMWWorld

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Issues Per Year: 10

**FIELD SERVED**

KMWWorld (Knowledge Management World) serves corporate and public sector enterprise management with information about the business practices and applications of information and communications technologies involved in the management of electronic documents, records, forms and content; business and work processes; intellectual asset and property management; and business and competitive intelligence, the component functions of a Knowledge Management system, as reported by industry in Paragraph 3a.

**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 _____                    | 53           |
| Advertiser and Agency _____                     | 924          |
| Rotated or Occasional _____                     | -            |
| Allocated for Trade Shows and Conventions _____ | 788          |
| Digital _____                                   | -            |
| All Other _____                                 | 647          |
| <b>TOTAL</b>                                    | <b>2,412</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |              |                |         |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |         |
|  | Copies          | Percent      | Copies             | Percent      | Copies         | Percent |
| Individual _____                                     | 48,750          | 100.0        | 48,750             | 100.0        | -              | -       |
| Sponsored Individually Addressed _____               | -               | -            | -                  | -            | -              | -       |
| Membership Benefit _____                             | -               | -            | -                  | -            | -              | -       |
| Multi-Copy Same Addressee _____                      | -               | -            | -                  | -            | -              | -       |
| Single Copy Sales _____                              | -               | -            | -                  | -            | -              | -       |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>48,750</b>   | <b>100.0</b> | <b>48,750</b>      | <b>100.0</b> | -              | -       |

| 2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD |                |              |                    |                |                 |                          |                |              |                    |                |                 |
|---|----------------|--------------|--------------------|----------------|-----------------|--------------------------|----------------|--------------|--------------------|----------------|-----------------|
| 2009 Issue  | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified | 2009 Issue               | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified |
| August _____  | 1,188          | 1,188        |                    |                | 50,000          | October _____            | 396            | 396          |                    |                | 50,000          |
| September _____   | 108            | 108          |                    |                | 50,000          | November/ December _____ | 9,823          | 4,823        |                    |                | 45,000          |
|   |                |              |                    |                |                 | <b>TOTAL</b>             | <b>11,515</b>  | <b>6,515</b> |                    |                |                 |

| <b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009</b>  |                 |                  |                               |  |                                      |   |                 |                         |
|---|-----------------|------------------|-------------------------------|--|--------------------------------------|---|-----------------|-------------------------|
| <b>This issue is 10.0% or 5,000 copies below the average of the other 3 issues reported in Paragraph two. (See Paragraph 9)</b>   |                 |                  |                               |  |                                      |   |                 |                         |
| 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 _____   | 1,211           | 2.7              | 596                           | 173  | 257                                  | 98                                      | 57              | 30                      |
| Travel/ Hospitality/ Recreation/ Entertainment _____  | 775             | 1.7              | 344                           | 103  | 201                                  | 70                                      | 44              | 13                      |
| Business/Accounting Services; Legal, Litigation Services; Strategic; Business Practices Consulting _____  | 3,682           | 8.2              | 1,978                         | 415  | 535                                  | 472                                     | 163             | 119                     |
| Reseller (VAR), Integrator, Consultant Distributor, Dealer, Service Bureau, Computer/Data Processing Software, Service/ Data Processing Services/ Software Developer/ Company/ VAR/ Systems House/ Systems Integrator) _____  | 4,430           | 9.8              | 2,214                         | 768  | 778                                  | 383                                     | 174             | 113                     |
| 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) _____ | 5,194           | 11.5             | 1,822                         | 1,084  | 1,354                                | 559                                     | 271             | 104                     |
| Wholesale/Retail (non-computer/electronics) _____   | 1,216           | 2.7              | 575                           | 207  | 286                                  | 86                                      | 42              | 20                      |
| Wholesale/Trade/Retail/Distribution _____   | 1,352           | 3.0              | 599                           | 191  | 390                                  | 83                                      | 63              | 26                      |
| Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/ Drilling, Forestry, Agriculture/Petroleum _____   | 1,153           | 2.6              | 285                           | 190  | 295                                  | 254                                     | 96              | 33                      |
| Education, including School, University, Library, Archive, Museum, Foundation, Church _____   | 2,869           | 6.4              | 515                           | 628  | 588                                  | 428                                     | 350             | 360                     |
| Healthcare/Pharmaceutical/Medical _____   | 3,280           | 7.3              | 1,732                         | 423  | 499                                  | 325                                     | 243             | 58                      |
| Publishing, Advertising, Entertainment Media; Design; Graphics; Printing, Marketing, Media _____  | 2,752           | 6.1              | 1,342                         | 339  | 657                                  | 192                                     | 171             | 51                      |
| Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/ Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online) _____   | 1,292           | 2.9              | 336                           | 328  | 337                                  | 165                                     | 94              | 32                      |
| Banking, insurance, Financial Services, Real Estate/ Legal _____  | 10,424          | 23.2             | 7,828                         | 886  | 772                                  | 498                                     | 350             | 90                      |
| Federal Government; Military, State, Country Local Government, Public Safety, Courts _____  | 2,380           | 5.3              | 287                           | 650  | 490                                  | 571                                     | 288             | 94                      |
| Internet Service Provider _____   | 153             | 0.3              | 55                            | 30   | 37                                   | 16                                      | 14              | 1                       |
| Web Site; Portal Host; Service Provider _____   | 282             | 0.6              | 137                           | 47   | 43                                   | 32                                      | 19              | 4                       |
| Applications Service Provider _____   | 496             | 1.1              | 172                           | 88   | 99                                   | 79                                      | 44              | 14                      |
| Others Allied to the Field _____  | 2,059           | 4.6              | 645                           | 229  | 368                                  | 243                                     | 397             | 177                     |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>45,000</b>   | <b>100.0</b>     | <b>21,462</b>                 | <b>6,779</b>                                       | <b>7,986</b>                         | <b>4,554</b>                            | <b>2,880</b>    | <b>1,339</b>            |
| <b>PERCENT</b>  | <b>100.0</b>    |                  | <b>47.7</b>                   | <b>15.1</b>  | <b>17.7</b>                          | <b>10.1</b>                             | <b>6.4</b>      | <b>3.0</b>              |

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 Recourses; 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 2009 |                  |               |              |                    |                |                 |              |
|--|------------------|---------------|--------------|--------------------|----------------|-----------------|--------------|
| QUALIFICATION SOURCE   | Qualified Within |               |              | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|  | 1 Year           | 2 Years       | 3 Years      |                    |                |                 |              |
| I. Direct Request: _____   | 18,951           | 14,638        | 5,000        |                    |                | 38,589          | 85.8         |
| 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): _____                      | 6,411            | -             | -            |                    |                | 6,411           | 14.2         |
| Association rosters and directories _____  | -                | -             | -            |                    |                | -               | -            |
| *Business directories _____  | 6,411            | -             | -            |                    |                | 6,411           | 14.2         |
| Manufacturer's, distributor's, and wholesaler's lists _____                                    | -                | -             | -            |                    |                | -               | -            |
| Other sources _____  | -                | -             | -            |                    |                | -               | -            |
| VI. Single Copy Sales: _____   | -                | -             | -            |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>25,362</b>    | <b>14,638</b> | <b>5,000</b> |                    |                | <b>45,000</b>   | <b>100.0</b> |
| <b>*See Paragraph 9 PERCENT</b>  | <b>56.4</b>      | <b>32.5</b>   | <b>11.1</b>  |                    |                | <b>100.0</b>    |              |

| 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009 |                    |                |                 |              |
|---|--------------------|----------------|-----------------|--------------|
| MAILING ADDRESS   | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
| Individuals by name and title and/or function _____                                       |                    |                | 45,000          | 100.0        |
| Individuals by name only _____  |                    |                | -               | -            |
| Titles or functions only _____  |                    |                | -               | -            |
| Company names only _____  |                    |                | -               | -            |
| Multi-Copy Same Addressee copies _____  |                    |                | -               | -            |
| Single Copy Sales _____   |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  |                    |                | <b>45,000</b>   | <b>100.0</b> |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009 |                 |             |                                      |                 |              |                  |                 |
|---|-----------------|-------------|--------------------------------------|-----------------|--------------|------------------|-----------------|
| State & Zip Code  | Total Qualified | Percent     | State & Zip Code                     | Total Qualified | Percent      | State & Zip Code | Total Qualified |
| 039-049 Maine _____   | 151             |             | 400-427 Kentucky _____               | 500             |              |                  |                 |
| 030-038 New Hampshire _____   | 207             |             | 370-385 Tennessee _____              | 823             |              |                  |                 |
| 050-059 Vermont _____   | 72              |             | 350-369 Alabama _____                | 536             |              |                  |                 |
| 010-027 Massachusetts _____   | 1,584           |             | 386-397 Mississippi _____            | 255             |              |                  |                 |
| 028-029 Rhode Island _____  | 145             |             | <b>EAST SO. CENTRAL</b>              | <b>2,114</b>    | <b>4.7</b>   |                  |                 |
| 060-069 Connecticut _____   | 788             |             | 716-729 Arkansas _____               | 347             |              |                  |                 |
| <b>NEW ENGLAND</b>  | <b>2,947</b>    | <b>6.5</b>  | 700-714 Louisiana _____              | 321             |              |                  |                 |
| 100-149 New York _____  | 3,149           |             | 730-749 Oklahoma _____               | 474             |              |                  |                 |
| 070-089 New Jersey _____  | 1,733           |             | 750-799 Texas _____                  | 2,896           |              |                  |                 |
| 150-196 Pennsylvania _____  | 1,980           |             | <b>WEST SO. CENTRAL</b>              | <b>4,038</b>    | <b>9.0</b>   |                  |                 |
| <b>MIDDLE ATLANTIC</b>  | <b>6,862</b>    | <b>15.2</b> | 590-599 Montana _____                | 170             |              |                  |                 |
| 430-459 Ohio _____  | 1,822           |             | 832-838 Idaho _____                  | 172             |              |                  |                 |
| 460-479 Indiana _____   | 806             |             | 820-831 Wyoming _____                | 76              |              |                  |                 |
| 600-629 Illinois _____  | 2,778           |             | 800-816 Colorado _____               | 1,004           |              |                  |                 |
| 480-499 Michigan _____  | 1,179           |             | 870-884 New Mexico _____             | 234             |              |                  |                 |
| 530-549 Wisconsin _____   | 1,201           |             | 850-865 Arizona _____                | 651             |              |                  |                 |
| <b>EAST NO. CENTRAL</b>   | <b>7,786</b>    | <b>17.3</b> | 840-847 Utah _____                   | 386             |              |                  |                 |
| 550-567 Minnesota _____   | 1,139           |             | 889-898 Nevada _____                 | 217             |              |                  |                 |
| 500-528 Iowa _____  | 627             |             | <b>MOUNTAIN</b>                      | <b>2,910</b>    | <b>6.5</b>   |                  |                 |
| 630-658 Missouri _____  | 963             |             | 995-999 Alaska _____                 | 28              |              |                  |                 |
| 580-588 North Dakota _____  | 143             |             | 980-994 Washington _____             | 706             |              |                  |                 |
| 570-577 South Dakota _____  | 144             |             | 970-979 Oregon _____                 | 393             |              |                  |                 |
| 680-693 Nebraska _____  | 440             |             | 900-961 California _____             | 4,900           |              |                  |                 |
| 660-679 Kansas _____  | 585             |             | 967-968 Hawaii _____                 | 87              |              |                  |                 |
| <b>WEST NO. CENTRAL</b>   | <b>4,041</b>    | <b>9.0</b>  | <b>PACIFIC</b>                       | <b>6,114</b>    | <b>13.6</b>  |                  |                 |
| 197-199 Delaware _____  | 136             |             | <b>UNITED STATES</b>                 | <b>44,859</b>   | <b>99.7</b>  |                  |                 |
| 206-219 Maryland _____  | 1,043           |             | 969 & 004-009 U.S. Territories _____ | 109             |              |                  |                 |
| 200-205 Washington, DC _____  | 475             |             | Canada _____                         | 2               |              |                  |                 |
| 220-246 Virginia _____  | 1,664           |             | Mexico _____                         | -               |              |                  |                 |
| 247-268 West Virginia _____   | 161             |             | Other International _____            | -               |              |                  |                 |
| 270-289 North Carolina _____  | 1,039           |             | APO/FPO _____                        | 30              |              |                  |                 |
| 290-299 South Carolina _____  | 420             |             | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>45,000</b>   | <b>100.0</b> |                  |                 |
| 300-319 Georgia _____   | 1,142           |             |                                      |                 |              |                  |                 |
| 320-349 Florida _____   | 1,967           |             |                                      |                 |              |                  |                 |
| <b>SOUTH ATLANTIC</b>   | <b>8,047</b>    | <b>17.9</b> |                                      |                 |              |                  |                 |

| 7. 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     |
|  | 2006         | 2007         | January - June 2008 | July - December 2008 | January - June 2009* | July - December 2009* |
| Total Audit Average Qualified: _____   | 50,405       | 50,067       | 50,000              | 50,000               | 50,000               | 48,750                |
| Qualified Non-Paid: _____  | 50,405       | 50,067       | 50,000              | 50,000               | 50,000               | 48,750                |
| Qualified Paid: _____  | -            | -            | -                   | -                    | -                    | -                     |
| Post Expire Copies included in Paid Circulation: _____                                       | **NC         | **NC         | **NC                | **NC                 | **NC                 | **NC                  |
| Average Annual Order Price: _____  | **NC         | **NC         | **NC                | **NC                 | **NC                 | **NC                  |

| 8. PAID CIRCULATION DATA |  |
|--------------------------|--|
| **NC                     | Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any) |
| 10                       | Issues Per Year  |
| **NC                     | All Single Copy Sales Prices for the Period  |
| **NC                     | Renewal Rate of Paid Subscribers (Optional)  |

**\*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**9. ADDITIONAL DATA**

**PARAGRAPH 3a:**

The November/December 2009 issue is 10.0% or 5,000 copies below the average of the other 3 issues reported in Paragraph two.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 6,411 copies or 14.2%, including Dun & Bradstreet.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

| PUBLISHER'S AFFIDAVIT   |                           |                  |
|---|---------------------------|------------------|
| We hereby make oath and say that all data set forth in this statement are true.   |                           |                  |
| Andy Moore, Publisher   | Date signed               | January 15, 2010 |
| Roy Beagley, Circulation Director   | State                     | Maine            |
| (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) | County                    | Knox             |
| <b>IMPORTANT NOTE:</b>  | Received by BPA Worldwide | January 15, 2010 |
| This unaudited circulation statement has been checked against the previous audit report.                                      | Type                      | PD               |
| It will be included in the annual audit made by BPA Worldwide.  | ID Number                 | K010POD9         |