

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

KMWWorld

Division of Information Today
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Official Publication of: None
Established: 1991
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 Manufacturer (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 Provider; Web site, Portal Host, Service Provider; Applications Service Provider 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 _____	56
Advertiser and Agency _____	969
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	375
Digital _____	-
All Other _____	932
TOTAL	2,332

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	
2011 Issue	Total Qualified
January _____	45,000
February _____	45,000
March _____	45,000
April _____	45,000
May _____	45,000
June _____	45,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is equal to the average of the other 5 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 _____	884	2.0	448	124	179	62	48	23
Travel/ Hospitality/ Recreation/ Entertainment _____	647	1.4	278	89	161	62	40	17
Business/Accounting Services; Legal, Litigation Services; Strategic; Business Practices Consulting _____	3,339	7.4	1,822	343	421	452	200	101
Reseller (VAR), Integrator, Consultant Distributor, Dealer, Service Bureau, Computer/Data Processing Software, Service/ Data Processing Services/ Software Developer/ Company/ VAR/ Systems House/ Systems Integrator) _____	3,748	8.3	1,873	611	648	361	164	91
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) _____	4,284	9.5	1,505	873	1,070	482	263	91
Wholesale/Retail (non-computer/electronics) _____	1,074	2.4	495	189	255	76	47	12
Wholesale/Trade/Retail/Distribution _____	1,157	2.6	506	156	330	79	68	18
Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/ Drilling, Forestry, Agriculture/Petroleum _____	1,143	2.5	275	163	296	272	116	21
Education, including School, University, Library, Archive, Museum, Foundation, Church _____	2,745	6.1	445	582	510	430	448	330
Healthcare/Pharmaceutical/Medical _____	3,825	8.5	2,299	403	451	351	266	55
Publishing, Advertising, Entertainment Media; Design; Graphics; Printing, Marketing, Media _____	2,369	5.3	1,156	266	542	184	174	47
Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/ Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online) _____	1,152	2.6	264	278	286	178	113	33
Banking, insurance, Financial Services, Real Estate/ Legal _____	12,678	28.2	10,289	817	677	442	378	75
Federal Government; Military, State, Country Local Government, Public Safety, Courts _____	2,299	5.1	245	626	429	600	310	89
Internet Service Provider _____	125	0.3	40	33	22	17	12	1
Web Site; Portal Host; Service Provider _____	249	0.5	119	30	36	37	22	5
Applications Service Provider _____	445	1.0	158	68	86	75	47	11
Others Allied to the Field _____	2,837	6.3	975	305	463	338	572	184
TOTAL QUALIFIED CIRCULATION	45,000	100.0	23,192	5,956	6,862	4,498	3,288	1,204
PERCENT	100.0		51.5	13.2	15.3	10.0	7.3	2.7

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 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	15,341	9,313	10,782	35,436	78.7
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): _____	9,564	-	-	9,564	21.3
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	9,564	-	-	9,564	21.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,905	9,313	10,782	45,000	100.0
PERCENT	55.3	20.7	24.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	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 _____	-	-
TOTAL QUALIFIED CIRCULATION	45,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	176		Kentucky _____	514	
New Hampshire _____	212		Tennessee _____	854	
Vermont _____	82		Alabama _____	531	
Massachusetts _____	1,717		Mississippi _____	266	
Rhode Island _____	156		EAST SO. CENTRAL	2,165	4.8
Connecticut _____	785		Arkansas _____	374	
NEW ENGLAND	3,128	7.0	Louisiana _____	338	
New York _____	3,254		Oklahoma _____	474	
New Jersey _____	1,725		Texas _____	2,797	
Pennsylvania _____	2,017		WEST SO. CENTRAL	3,983	8.9
MIDDLE ATLANTIC	6,996	15.5	Montana _____	180	
Ohio _____	1,779		Idaho _____	161	
Indiana _____	751		Wyoming _____	73	
Illinois _____	2,668		Colorado _____	956	
Michigan _____	1,115		New Mexico _____	219	
Wisconsin _____	1,159		Arizona _____	620	
EAST NO. CENTRAL	7,472	16.6	Utah _____	341	
Minnesota _____	1,135		Nevada _____	186	
Iowa _____	635		MOUNTAIN	2,736	6.1
Missouri _____	1,019		Alaska _____	36	
North Dakota _____	130		Washington _____	784	
South Dakota _____	138		Oregon _____	441	
Nebraska _____	421		California _____	4,774	
Kansas _____	589		Hawaii _____	60	
WEST NO. CENTRAL	4,067	9.0	PACIFIC	6,095	13.5
Delaware _____	131		UNITED STATES	44,882	99.7
Maryland _____	1,082		U.S. Territories _____	83	
Washington, DC _____	508		Canada _____	-	
Virginia _____	1,692		Mexico _____	-	
West Virginia _____	166		Other International _____	-	
North Carolina _____	1,091		APQ/FPO _____	35	
South Carolina _____	448		TOTAL QUALIFIED CIRCULATION	45,000	100.0
Georgia _____	1,144				
Florida _____	1,978				
SOUTH ATLANTIC	8,240	18.3			

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 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	50,000	50,000	48,750	45,000	45,000	45,000
Qualified Non-Paid: _____	50,000	50,000	48,750	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 - June 2011 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 9,564 copies or 21.3%, including Dunn & Bradstreet.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2011
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	July 15, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	K010P0J1
It will be included in the annual audit made by BPA Worldwide.		