



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**

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.

No. 999/12-08

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# KMWWorld

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Official Publication of: None  
Established: 1991  
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 _____	63
Advertiser and Agency _____	1,089
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,512
All Other _____	1,894
<b>TOTAL</b>	<b>4,558</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,000	100.0	50,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>	<b>50,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	252	252			50,000	October _____	2,250	2,250			50,000
September _____	147	147			50,000	November/ December _____	11,755	11,755			50,000
						<b>TOTAL</b>	<b>14,404</b>	<b>14,404</b>			

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**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008**

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Management	IT Computer Systems Operations Management	General Business Management	Knowledge Management Personnel	Other Functions	Functions not available
Construction/Architecture/Engineering _____	1,430	2.9	712	202	282	109	77	48
Travel/Hospitality/Recreation/Entertainment _____	738	1.5	343	102	199	51	33	10
Business/Accounting Services; Legal, Litigation Services; Strategic; Business Practices Consulting _____	4,008	8.0	2,338	387	508	458	172	145
Reseller (VAR), Integrator, Consultant Distributor, Dealer, Service Bureau, Computer/Data Processing Software, Service/Data Processing Services/ Software Developer/Company/VAR/ Systems House/Systems Integrator) _____	4,908	9.8	2,518	797	873	375	191	154
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) _____	5,451	10.9	2,022	1,014	1,429	535	331	120
Wholesale/Retail (non-computer/electronics) _____	1,167	2.3	552	182	281	70	59	23
Wholesale/Trade/Retail/Distribution _____	1,413	2.8	642	187	406	89	63	26
Engineering, Science, R&D, Mining, Construction, Gas/Oil Exploration/Drilling, Forestry, Agriculture/Petroleum _____	1,143	2.3	307	166	280	235	105	50
Education, including School, University, Library, Archive, Museum, Foundation, Church _____	2,284	4.6	454	531	462	330	266	241
Healthcare/Pharmaceutical/Medical _____	4,104	8.2	2,651	427	471	301	188	66
Publishing, Advertising, Entertainment Media; Design; Graphics; Printing, Marketing, Media _____	2,757	5.5	1,400	321	614	180	176	66
Utilities: Gas, Electric, Water, Sanitation; Transportation: Land, Sea, Air; Communications Carriers: Data/Telecom, Cable, Wireless, Telecommunications (cable, internet, telecom, data com, online) _____	1,259	2.5	312	290	346	165	105	41
Banking, insurance, Financial Services, Real Estate/ Legal _____	13,729	27.5	11,016	902	794	487	419	111
Federal Government; Military, State, Country Local Government, Public Safety, Courts _____	2,285	4.6	299	648	420	491	305	122
Internet Service Provider _____	147	0.3	62	27	30	19	7	2
Web Site; Portal Host; Service Provider _____	261	0.5	138	35	48	21	17	2
Applications Service Provider _____	403	0.8	148	75	72	58	31	19
Others Allied to the Field _____	2,513	5.0	890	341	466	257	368	191
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>	<b>26,804</b>	<b>6,634</b>	<b>7,981</b>	<b>4,231</b>	<b>2,913</b>	<b>1,437</b>
<b>PERCENT</b>	<b>100.0</b>		<b>53.5</b>	<b>13.3</b>	<b>16.0</b>	<b>8.5</b>	<b>5.8</b>	<b>2.9</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>27,940</b>	<b>10,119</b>	<b>1,500</b>			<b>39,559</b>	<b>79.1</b>
a. Written _____	4,404	993	13			5,410	10.8
b. Telecommunication _____	16,705	6,690	1,314			24,709	49.4
c. Electronic _____	6,831	2,436	173			9,440	18.9
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>10,441</b>	-	-			<b>10,441</b>	<b>20.9</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	10,441	-	-			10,441	20.9
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,381</b>	<b>10,119</b>	<b>1,500</b>			<b>50,000</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>76.8</b>	<b>20.2</b>	<b>3.0</b>		<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			50,000	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>50,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	171		400-427 Kentucky _____	568	
030-038 New Hampshire _____	221		370-385 Tennessee _____	940	
050-059 Vermont _____	79		350-369 Alabama _____	585	
010-027 Massachusetts _____	1,747		386-397 Mississippi _____	287	
028-029 Rhode Island _____	153		<b>EAST SO. CENTRAL</b>	<b>2,380</b>	<b>4.8</b>
060-069 Connecticut _____	845		716-729 Arkansas _____	418	
<b>NEW ENGLAND</b>	<b>3,216</b>	<b>6.4</b>	700-714 Louisiana _____	377	
100-149 New York _____	3,430		730-749 Oklahoma _____	577	
070-089 New Jersey _____	1,859		750-799 Texas _____	3,275	
150-196 Pennsylvania _____	2,176		<b>WEST SO. CENTRAL</b>	<b>4,647</b>	<b>9.3</b>
<b>MIDDLE ATLANTIC</b>	<b>7,465</b>	<b>14.9</b>	590-599 Montana _____	184	
430-459 Ohio _____	1,927		832-838 Idaho _____	202	
460-479 Indiana _____	859		820-831 Wyoming _____	83	
600-629 Illinois _____	3,127		800-816 Colorado _____	1,090	
480-499 Michigan _____	1,238		870-884 New Mexico _____	265	
530-549 Wisconsin _____	1,362		850-865 Arizona _____	684	
<b>EAST NO. CENTRAL</b>	<b>8,513</b>	<b>17.0</b>	840-847 Utah _____	407	
550-567 Minnesota _____	1,288		889-898 Nevada _____	223	
500-528 Iowa _____	716		<b>MOUNTAIN</b>	<b>3,138</b>	<b>6.3</b>
630-658 Missouri _____	1,135		995-999 Alaska _____	18	
580-588 North Dakota _____	167		980-994 Washington _____	674	
570-577 South Dakota _____	165		970-979 Oregon _____	382	
680-693 Nebraska _____	505		900-961 California _____	5,239	
660-679 Kansas _____	685		967-968 Hawaii _____	87	
<b>WEST NO. CENTRAL</b>	<b>4,661</b>	<b>9.3</b>	<b>PACIFIC</b>	<b>6,400</b>	<b>12.8</b>
197-199 Delaware _____	156		<b>UNITED STATES</b>	<b>48,922</b>	<b>97.8</b>
206-219 Maryland _____	1,088		969 & 004-009 U.S. Territories _____	108	
200-205 Washington, DC _____	489		Canada _____	940	
220-246 Virginia _____	1,690		Mexico _____	-	
247-268 West Virginia _____	182		Other International _____	-	
270-289 North Carolina _____	1,145		AP0/FPO _____	30	
290-299 South Carolina _____	456		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,000</b>	<b>100.0</b>
300-319 Georgia _____	1,206				
320-349 Florida _____	2,090				
<b>SOUTH ATLANTIC</b>	<b>8,502</b>	<b>17.0</b>			

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January – June 2008	July – December 2008*
Total Audit Average Qualified ___	51,004	50,405	50,067	50,000	50,000
Qualified Non-Paid Total _____	51,004	50,405	50,067	50,000	50,000
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### 10. 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)

#### 11. ADDITIONAL DATA

##### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 10,441 copies or 20.9%, including Dun & Bradstreet.

**PARAGRAPHS 5 THROUGH 8 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

Roy Beagley, Circulation Director

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 20, 2009
State	Maine
County	Knox
Received by BPA Worldwide	January 20, 2009
Type	PJ
ID Number	K010POD8