



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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. 999/06-11

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Official Publication of: None
Established: 2008
Issues Per Year: 6



FIELD SERVED

PREVUE serves the fields of Pharmacy, Medical/Healthcare, Finance, Insurance, Banking, Real Estate, Mining/Construction, Agriculture, Utilities, Comms, Transportation, Wholesale, Retail, Government, Education, Professional Services, Travel, Incentive Travel, Trade Shows, Other Non-Manufacturing, Associations, Non-Profit Organizations, Association Management, Pharmaceutical Manufacturing, Other Manufacturing, and Others Industries Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include meeting planners, incentive planners, chairman/ CEO/ owner/ president, convention/ conference managers, sales/ marketing managers, education/ training managers, office personnel and other titled and non-titled personnel within the field.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|--------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | - |
| Advertiser and Agency _____ | 688 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | - |
| Digital _____ | - |
| All Other _____ | 1,529 |
| TOTAL | 2,217 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 34,334 | 100.0 | 34,334 | 100.0 | - | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 34,334 | 100.0 | 34,334 | 100.0 | - | - |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD | | | | | |
|---|----------------|--------------|------------------------|--------------------------|-----------------|
| 2011 Issue | Number Removed | Number Added | Print Version Only (A) | Digital Version Only (B) | Total Qualified |
| January/February _____ | 266 | 266 | 34,156 | 844 | 35,000 |
| March/April _____ | 858 | 858 | 33,953 | 1,047 | 35,000 |
| May/June _____ | 3,220 | 1,220 | 32,354 | 646 | 33,000 |
| TOTAL | 4,344 | 2,344 | | | |

PREVUE / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011
This issue is 5.7% or 2,000 copies below the average of the other 2 issues reported in Paragraph two.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Print Version Only (A) | Digital Version Only (B) | CLASSIFICATION BY JOB TITLE (Note 1) |
|--|-----------------|------------------|------------------------|--------------------------|--------------------------------------|
| Pharmacy, Medical/Healthcare, Finance, Insurance, Banking, Real Estate, Mining/Construction, Agriculture, Utilities, Comms, Transportation, Wholesale, Retail, Government, Education, Professional Services, Travel, Incentive Travel, Trade Shows, Other Non-Manufacturing, Associations, Non-Profit Organizations, Association Management, Pharmaceutical Manufacturing, Other Manufacturing, and Others Industries Allied to the Field. | 33,000 | 100.0 | 32,354 | 646 | 33,000 |
| TOTAL QUALIFIED CIRCULATION | 33,000 | 100.0 | 32,354 | 646 | 33,000 |
| PERCENT | 100.0 | | 98.0 | 2.0 | 100.0 |

Note 1: Meeting planners, incentive planners, chairman/ CEO/ owner/ president, convention/ conference managers, sales/ marketing managers, education/ training managers, office personnel and other titled and non-titled personnel within the field.

| 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011 | | | | | | | |
|---|------------------|---------------|------------|------------------------|--------------------------|-----------------|--------------|
| QUALIFICATION SOURCE | Qualified Within | | | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 5,185 | 12,414 | 996 | 17,949 | 646 | 18,595 | 56.3 |
| II. Request from recipient's company: | 789 | 53 | - | 842 | - | 842 | 2.6 |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): | 2,383 | 11,180 | - | 13,563 | - | 13,563 | 41.1 |
| Association rosters and directories | - | - | - | - | - | - | - |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| *Other sources | 2,383 | 11,180 | - | 13,563 | - | 13,563 | 41.1 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 8,357 | 23,647 | 996 | 32,354 | 646 | 33,000 | 100.0 |
| PERCENT | 25.3 | 71.7 | 3.0 | 98.0 | 2.0 | 100.0 | |

*See Additional Data

| 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011 | | | | |
|--|------------------------|--------------------------|-----------------|--------------|
| MAILING ADDRESS | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| Individuals by name and title and/or function | 30,328 | 646 | 30,974 | 93.9 |
| Individuals by name only | 1,643 | - | 1,643 | 5.0 |
| Titles or functions only | 344 | - | 344 | 1.0 |
| Company names only | 39 | - | 39 | 0.1 |
| Multi-Copy Same Addressee copies | - | - | - | - |
| Single Copy Sales | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 32,354 | 646 | 33,000 | 100.0 |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011 | | | | | | | | | |
|--|------------------------|--------------------------|-----------------|-------------|------------------------------------|------------------------|--------------------------|-----------------|--------------|
| State | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent | State | Print Version Only (A) | Digital Version Only (B) | Total Qualified | Percent |
| Maine | 72 | - | 72 | | Kentucky | 332 | - | 332 | |
| New Hampshire | 77 | - | 77 | | Tennessee | 518 | - | 518 | |
| Vermont | 30 | - | 30 | | Alabama | 368 | - | 368 | |
| Massachusetts | 428 | - | 428 | | Mississippi | 166 | - | 166 | |
| Rhode Island | 65 | - | 65 | | EAST SO. CENTRAL | 1,384 | - | 1,384 | 4.2 |
| Connecticut | 291 | - | 291 | | Arkansas | 267 | - | 267 | |
| NEW ENGLAND | 963 | - | 963 | 2.9 | Louisiana | 330 | - | 330 | |
| New York | 2,331 | - | 2,331 | | Oklahoma | 351 | - | 351 | |
| New Jersey | 758 | - | 758 | | Texas | 1,691 | - | 1,691 | |
| Pennsylvania | 1,389 | - | 1,389 | | WEST SO. CENTRAL | 2,639 | - | 2,639 | 8.0 |
| MIDDLE ATLANTIC | 4,478 | - | 4,478 | 13.6 | Montana | 119 | - | 119 | |
| Ohio | 1,241 | - | 1,241 | | Idaho | 130 | - | 130 | |
| Indiana | 677 | - | 677 | | Wyoming | 47 | - | 47 | |
| Illinois | 2,221 | - | 2,221 | | Colorado | 618 | - | 618 | |
| Michigan | 877 | - | 877 | | New Mexico | 158 | - | 158 | |
| Wisconsin | 798 | - | 798 | | Arizona | 569 | - | 569 | |
| EAST NO. CENTRAL | 5,814 | - | 5,814 | 17.6 | Utah | 210 | - | 210 | |
| Minnesota | 676 | - | 676 | | Nevada | 196 | - | 196 | |
| Iowa | 406 | - | 406 | | MOUNTAIN | 2,047 | - | 2,047 | 6.2 |
| Missouri | 742 | - | 742 | | Alaska | 64 | - | 64 | |
| North Dakota | 139 | - | 139 | | Washington | 469 | - | 469 | |
| South Dakota | 108 | - | 108 | | Oregon | 283 | - | 283 | |
| Nebraska | 278 | - | 278 | | California | 2,827 | - | 2,827 | |
| Kansas | 392 | - | 392 | | Hawaii | 89 | - | 89 | |
| WEST NO. CENTRAL | 2,741 | - | 2,741 | 8.3 | PACIFIC | 3,732 | - | 3,732 | 11.3 |
| Delaware | 81 | - | 81 | | UNITED STATES | 31,771 | - | 31,771 | 96.3 |
| Maryland | 975 | - | 975 | | U.S. Territories | 72 | - | 72 | |
| Washington, DC | 1,372 | - | 1,372 | | Canada | 505 | 66 | 571 | |
| Virginia | 1,511 | - | 1,511 | | Mexico | - | 26 | 26 | |
| West Virginia | 171 | - | 171 | | Other International | - | 554 | 554 | |
| North Carolina | 849 | - | 849 | | APO/FPO | 6 | - | 6 | |
| South Carolina | 339 | - | 339 | | TOTAL QUALIFIED CIRCULATION | 32,354 | 646 | 33,000 | 100.0 |
| Georgia | 989 | - | 989 | | | | | | |
| Florida | 1,686 | - | 1,686 | | | | | | |
| SOUTH ATLANTIC | 7,973 | - | 7,973 | 24.2 | | | | | |

| AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS | | | | |
|---|--------------------|-------------------|-----------------------|--------------------|
| 6-Month Period Ended: | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
| | July-December 2009 | January-June 2010 | July – December 2010* | January-June 2011* |
| Total Audit Average Qualified: _ | 45,369 | 44,801 | 41,667 | 34,334 |
| Qualified Non-Paid: _____ | 45,369 | 44,801 | 41,667 | 34,334 |
| Print Version Only _____ | 45,369 | 44,363 | 41,228 | 33,488 |
| Digital Version Only _____ | - | 438 | 439 | 846 |
| Qualified Paid: _____ | - | - | - | - |
| Print Version Only _____ | - | - | - | - |
| Digital Version Only _____ | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation: ____ | **NC | **NC | **NC | **NC |
| Average Annual Order Price: ____ | **NC | **NC | **NC | **NC |

***NOTE: July 2010 – June 2011 data is audited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica – Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Other Sources include 6 sources of circulation for quantities of 317 copies or 1.0% to 4,828 copies or 14.6%, including the Fortune 1000 Meeting Planner List and the Salesman's Guide.

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY | | | | | | |
|---|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 33,488 | 100.0 | 33,488 | 100.0 | - | - |
| Sponsored Individually Addressed ____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 33,488 | 100.0 | 33,488 | 100.0 | - | - |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY | | | | | | |
|---|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 846 | 100.0 | 846 | 100.0 | - | - |
| Sponsored Individually Addressed ____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 846 | 100.0 | 846 | 100.0 | - | - |

| | | |
|---|---------------------------|---------------|
| We hereby make oath and say that all data set forth in this statement are true. | Date signed | July 13, 2011 |
| Matthew Bray, Director of Marketing | State | Florida |
| Simone Worsdale, Circulation and Marketing Manager | County | Miami-Dade |
| (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 13, 2011 |
| IMPORTANT NOTE: | Type | PJ |
| This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide. | ID Number | P565Y0J1 |