

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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



BNP Media II, LLC
2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
www.privatelabelbuyer.com

Official Publication of: None
Established: 1986
Issues Per Year: 12

FIELD SERVED

PLBuyer serves the private label industry, including the Retailers and Wholesalers as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Administrative, Management, Chairman of the Board, Owner, Partner, President, CEO, COO, CFO, Secretary, Treasurer, Executive Vice President, Vice President, General Manager, Division Manager, Director, Buyer-Merchandise, Merchandise Manager, Purchasing Manager, Head Buyer, Assistant Buyer, Department Manager, Category Manager, Store Manager, and Sales/Marketing Manager.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	34
Advertiser and Agency _____	1,160
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,171
TOTAL	2,365

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,575	100.0	24,575	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,575	100.0	24,575	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	51	51			24,575
August _____	23	23			24,575
September _____	32	32			24,575
October _____	35	35			24,575
November _____	249	249			24,575
December _____	91	91			24,575
TOTAL	481	481			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	18,196	5,562	4,273	1.30	00:51	02:48
August _____	20,874	5,764	4,375	1.32	00:58	03:30
September _____	19,932	5,852	4,603	1.27	00:47	02:47
October _____	19,705	5,842	4,677	1.25	00:46	02:39
November _____	16,002	5,053	4,079	1.24	00:45	02:25
December _____	13,113	4,842	3,833	1.26	00:50	02:22
AVERAGE:	17,970	5,486	4,307	1.27	00:50	02:45

*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	12,895	5,776	-			18,671	76.0
a. Written _____	-	140	-			140	0.6
b. Telecommunication _____	12,350	5,548	-			17,898	72.8
c. Electronic _____	545	88	-			633	2.6
II. TOTAL - Request from recipient's company: _____	56	122	-			178	0.7
a. Written _____	-	13	-			13	0.1
b. Telecommunication _____	-	85	-			85	0.3
c. Electronic _____	56	24	-			80	0.3
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	913	-	-			913	3.7
a. Written _____	19	-	-			19	0.1
b. Telecommunication _____	761	-	-			761	3.1
c. Electronic _____	133	-	-			133	0.5
V. TOTAL - Sources other than above (listed alphabetically): _____	4,813	-	-			4,813	19.6
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	4,130	-	-			4,130	16.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	683	-	-			683	2.8
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	18,677	5,898	-			24,575	100.0
*See Paragraph 9 PERCENT	76.0	24.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			24,575	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			24,575	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	220		400-427 Kentucky _____	475	
030-038 New Hampshire _____	147		370-385 Tennessee _____	545	
050-059 Vermont _____	78		350-369 Alabama _____	505	
010-027 Massachusetts _____	581		386-397 Mississippi _____	290	
028-029 Rhode Island _____	110		EAST SO. CENTRAL	1,815	7.4
060-069 Connecticut _____	271		716-729 Arkansas _____	665	
NEW ENGLAND	1,407	5.7	700-714 Louisiana _____	323	
100-149 New York _____	1,495		730-749 Oklahoma _____	270	
070-089 New Jersey _____	684		750-799 Texas _____	1,053	
150-196 Pennsylvania _____	1,285		WEST SO. CENTRAL	2,311	9.4
MIDDLE ATLANTIC	3,464	14.1	590-599 Montana _____	146	
430-459 Ohio _____	1,097		832-838 Idaho _____	178	
460-479 Indiana _____	541		820-831 Wyoming _____	61	
600-629 Illinois _____	982		800-816 Colorado _____	237	
480-499 Michigan _____	943		870-884 New Mexico _____	96	
530-549 Wisconsin _____	676		850-865 Arizona _____	271	
EAST NO. CENTRAL	4,239	17.2	840-847 Utah _____	190	
550-567 Minnesota _____	832		889-898 Nevada _____	95	
500-528 Iowa _____	347		MOUNTAIN	1,274	5.2
630-658 Missouri _____	686		995-999 Alaska _____	28	
580-588 North Dakota _____	186		980-994 Washington _____	680	
570-577 South Dakota _____	136		970-979 Oregon _____	351	
680-693 Nebraska _____	297		900-961 California _____	1,742	
660-679 Kansas _____	331		967-968 Hawaii _____	88	
WEST NO. CENTRAL	2,815	11.5	PACIFIC	2,889	11.8
197-199 Delaware _____	66		UNITED STATES	24,575	100.0
206-219 Maryland _____	402		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	27		Canada _____	-	
220-246 Virginia _____	681		Mexico _____	-	
247-268 West Virginia _____	235		Other International _____	-	
270-289 North Carolina _____	980		APO/FPO _____	-	
290-299 South Carolina _____	311		TOTAL QUALIFIED CIRCULATION	24,575	100.0
300-319 Georgia _____	638				
320-349 Florida _____	1,021				
SOUTH ATLANTIC	4,361	17.7			

7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	27,002	27,002	27,002	24,980	24,575	24,575
Qualified Non-Paid: _	27,002	27,002	27,002	24,980	24,575	24,575
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

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

**NC = None Claimed.

8. PAID CIRCULATION DATA

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

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Business directories include 5 sources of circulation for quantities of 38 copies or 0.2% to 1,810 copies or 7.4%

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

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.

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(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 14, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 14, 2010

Type PJ

ID Number P130P0D9