

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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.



BNP Media II LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
FAX No.: (248) 362-0317
www.WorldTradeWT100.com

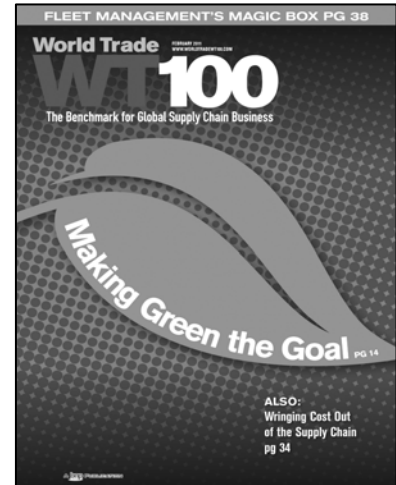
Official Publication of: None
Established: 1987
Issues Per Year: 12

FIELD SERVED

WORLD TRADE serves Manufacturers that import/export the following products including: high-tech computers, hardware/software/peripherals; electronics/electrical/testing/Telecommunication; aviation/aerospace/related products; automotive vehicles/parts/accessories/components; chemicals/petroleum/by-products/related products; plastics, rubber/related products; biotech, pharmaceuticals/related products; metal products/fabricating; machinery/related products; environmental/waste management; food/related products; wood; paper/related products; textile/apparel/related products; consumer goods NEC; building materials & tools; and stone/clay/glass. Also included in the field served, are Non-Manufacturers that include: freight forwarders; third party logistics; transportation services; import/export firms; wholesale/retail trade; insurance/financial; other manufacturers, non-manufacturers, related businesses and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Titled personnel include those in Senior Supply Chain and Executive Management, Logistics, Distribution, Import/Export, Operations Management/Administration, and Other Senior Management.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	18
Advertiser and Agency _____	932
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,189
TOTAL	2,139

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,362	100.0	41,278	99.8	84	0.2
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	10	-	-	-	10	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,372	100.0	41,278	99.8	94	0.2

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	57	70	31,657	10,360	42,017
February _____	221	205	31,676	10,325	42,001
March _____	413	415	30,995	11,008	42,003
April _____	61	74	30,789	11,227	42,016
May _____	15,344	13,410	30,982	9,100	40,082
June _____	23	53	31,091	9,021	40,112
TOTAL	16,119	14,227			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	27,263	17,433	14,783	1.18	01:28	02:17
February _____	25,548	16,494	14,331	1.15	01:27	02:15
March _____	27,110	17,554	15,078	1.16	01:30	02:18
April _____	20,964	13,547	11,517	1.18	01:33	02:23
May _____	20,023	11,586	9,941	1.17	01:32	02:36
June _____	21,748	10,888	8,832	1.23	01:42	03:24
AVERAGE	23,776	14,584	12,414	1.18	01:32	02:32

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 3.7% or 1,548 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE (Note 5)			
					Senior Supply Chain And Executive Management (Note 1)	Logistics, Distribution, Import/Export, Operations Management (Note 2)	Logistics, Distribution, Import/Export, Operations Administration (Note 3)	Other Senior Management (Note 4)
MANUFACTURERS:								
High-tech/Computers, Hardware/Software/Peripherals_	1,872	4.7	1,424	448	1,286	484	102	-
Electronics/Electrical/Testing/Telecommunication _____	2,128	5.3	1,655	473	1,317	672	139	-
Aviation/Aerospace/Related Products_____	713	1.8	546	167	397	232	84	-
Automotive-Vehicles/Parts/Accessories/Components __	2,018	5.0	1,584	434	1,222	642	154	-
Chemicals/Petroleum/By-Products/Related Products ___	1,466	3.7	1,095	371	737	577	152	-
Plastics, Rubber/Related Products _____	1,420	3.5	1,141	279	907	423	90	-
Biotech, Pharmaceuticals/Related Products_____	814	2.0	621	193	452	296	66	-
Metal Products/Fabricating _____	4,463	11.1	3,737	726	3,098	1,112	253	-
Machinery/Related Products _____	2,061	5.1	1,730	331	1,418	497	146	-
Environmental/Waste Management _____	179	0.5	138	41	108	58	13	-
Food/Related Products_____	4,638	11.6	3,812	826	2,574	1,709	355	-
Wood, Paper/Related Products _____	1,698	4.3	1,389	309	943	623	132	-
Textile, Apparel/Related Products _____	841	2.1	623	218	465	320	56	-
Consumer Goods NEC_____	1,011	2.5	784	227	569	387	55	-
Building Materials & Tools/Stone, Clay/Glass_____	988	2.5	800	188	568	352	68	-
Other Manufacturer that Imports and/or Exports _____	2	-	2	-	2	-	-	-
Sub-Total of U.S. Manufacturers that Import/Export	26,312	65.7	21,081	5,231	16,063	8,384	1,865	-
Freight Forwarder/Third Party Logistics/Transportation Services/Import/Export Firms _____	4,420	11.0	2,953	1,467	2,411	1,736	273	-
Insurance/Financial _____	4	-	3	1	2	2	-	-
Wholesale/Retail Trade _____	7,124	17.8	5,495	1,629	4,235	2,492	397	-
Other Manufacturers, Non-manufacturers, Related Businesses and Others Allied to the Field (Note 6) _____	2,222	5.5	1,450	772	1,206	771	245	-
TOTAL QUALIFIED CIRCULATION	40,082	100.0	30,982	9,100	23,917	13,385	2,780	-
PERCENT	100.0		77.3	22.7	59.7	33.4	6.9	-

Note 1: C-level and executive titles including, but not limited to: CEO, CLO, CFO, CCO, COO, Chairman, President, Owner, Partner, Officer, divisional VPs, excluding sales.

Note 2: Directors, Managers, Supervisors in logistics, import/export, transportation, distribution, warehousing, operations, finance, purchasing, excluding sales.

Note 3: Specialists, Analysts and Support personnel in logistics, warehousing, operations, supply chain, etc.

Note 4: Sales/Marketing, VP/Manager, Product Manager, VP MIS, Students.

Note 5: As a result of recent title category revisions, Column 1 may also include Supply Chain Director/Manager, and Columns 2 and 3 may include some C-level titles.

Note 6: Includes manufacturers and non-manufacturers who do not import/export.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request: _____	30,395	8,011	-	29,306	9,100	38,406	95.8
a. Written _____	1,257	207	-	1,444	20	1,464	3.7
b. Telecommunication _____	26,028	7,089	-	25,281	7,836	33,117	82.6
c. Electronic _____	3,110	715	-	2,581	1,244	3,825	9.5
II. TOTAL – Request from recipient's company: _____	171	5	-	176	-	176	0.5
a. Written _____	62	5	-	67	-	67	0.2
b. Telecommunication _____	11	-	-	11	-	11	-
c. Electronic _____	98	-	-	98	-	98	0.3
III. TOTAL – Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	1,500	-	-	1,500	-	1,500	3.7
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	1,500	-	-	1,500	-	1,500	3.7
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,066	8,016	-	30,982	9,100	40,082	100.0
*See Additional Data PERCENT	80.0	20.0	-	77.3	22.7	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	30,973	9,100	40,073	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	9	-	9	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,982	9,100	40,082	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	127	37	164	
New Hampshire _____	140	42	182	
Vermont _____	75	20	95	
Massachusetts _____	660	212	872	
Rhode Island _____	136	36	172	
Connecticut _____	477	98	575	
NEW ENGLAND	1,615	445	2,060	5.1
New York _____	1,725	497	2,222	
New Jersey _____	1,047	295	1,342	
Pennsylvania _____	1,579	423	2,002	
MIDDLE ATLANTIC	4,351	1,215	5,566	13.9
Ohio _____	1,861	425	2,286	
Indiana _____	795	219	1,014	
Illinois _____	2,055	581	2,636	
Michigan _____	1,137	301	1,438	
Wisconsin _____	1,226	311	1,537	
EAST NO. CENTRAL	7,074	1,837	8,911	22.2
Minnesota _____	901	217	1,118	
Iowa _____	470	129	599	
Missouri _____	720	188	908	
North Dakota _____	106	26	132	
South Dakota _____	123	25	148	
Nebraska _____	282	54	336	
Kansas _____	384	91	475	
WEST NO. CENTRAL	2,986	730	3,716	9.3
Delaware _____	82	13	95	
Maryland _____	397	113	510	
Washington, DC _____	29	19	48	
Virginia _____	536	202	738	
West Virginia _____	136	18	154	
North Carolina _____	1,015	250	1,265	
South Carolina _____	407	97	504	
Georgia _____	915	268	1,183	
Florida _____	1,483	468	1,951	
SOUTH ATLANTIC	5,000	1,448	6,448	16.1
Kentucky _____	494	143	637	
Tennessee _____	635	178	813	
Alabama _____	437	115	552	
Mississippi _____	203	44	247	
EAST SO. CENTRAL	1,769	480	2,249	5.6
Arkansas _____	335	97	432	
Louisiana _____	276	68	344	
Oklahoma _____	281	72	353	
Texas _____	1,971	641	2,612	
WEST SO. CENTRAL	2,863	878	3,741	9.3
Montana _____	63	21	84	
Idaho _____	149	43	192	
Wyoming _____	25	9	34	
Colorado _____	368	121	489	
New Mexico _____	85	24	109	
Arizona _____	313	105	418	
Utah _____	249	84	333	
Nevada _____	120	37	157	
MOUNTAIN	1,372	444	1,816	4.5
Alaska _____	35	15	50	
Washington _____	512	184	696	
Oregon _____	382	109	491	
California _____	2,848	1,011	3,859	
Hawaii _____	71	23	94	
PACIFIC	3,848	1,342	5,190	13.0
UNITED STATES	30,878	8,819	39,697	99.0
U.S. Territories _____	54	32	86	
Canada _____	15	47	62	
Mexico _____	2	5	7	
Other International _____	31	197	228	
APO/FPO _____	2	-	2	
TOTAL QUALIFIED CIRCULATION	30,982	9,100	40,082	100.0

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	59,708	57,516	44,191	43,270	42,006	41,372
Qualified Non-Paid Total _____	59,557	57,376	44,066	43,154	41,900	41,278
Print Version Only _____	54,526	51,309	30,579	30,489	31,150	31,104
Digital Version Only _____	5,031	6,067	13,487	12,665	10,750	10,174
Qualified Paid Total _____	151	140	125	116	106	94
Print Version Only _____	151	140	125	116	106	94
Digital Version Only _____	-	-	-	-	-	-
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: July 2010 – 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**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services and other carriers. Recipients who request the digital version 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:

Business directories include 1 source for a quantity of 1,500 copies or 3.7%.

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

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 _____	31,188	100.0	31,104	99.7	84	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	10	-	-	-	10	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,198	100.0	31,104	99.7	94	0.3

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 _____	10,174	100.0	10,174	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,174	100.0	10,174	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fournia, Corporate Strategy 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 June 22, 2011

State Michigan

County Oakland

Received by BPA Worldwide June 22, 2011

Type PJ

ID Number W055Y0J1