

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.

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FIELD SERVED

GOVERNMENT TECHNOLOGY'S PUBLIC CIO serves branches of the public sector including: Federal/National Civilian, Federal/National Defense/Military, State/Provincial, Local, Higher Education, K-12 Education, Education Policy/Other Education, and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients are IT Policy Makers, Elected Officials, Agency Management/ Director/ Commissioner, Senior Government Officials, and Other Functions Allied to the Field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,154
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	528
Electronic _____	-
All Other _____	1,793
TOTAL	3,475

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,097	99.8	26,097	99.8	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	47	0.2	47	0.2	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,144	100.0	26,144	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																
2008/2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified		2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
February/ March __	1,016	570	21,215	4,623			25,838		TOTAL	8,650	8,558					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Direct request from the recipient: _____	22,277	3,962	-	22,475	3,764			26,239	99.7
a. Written _____	3,495	317	-	3,647	165			3,812	14.5
b. Telecommunication _____	15,433	3,410	-	16,033	2,810			18,843	71.6
c. Electronic _____	3,349	235	-	2,795	789			3,584	13.6
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	69	1	-	70	-			70	0.3
a. Written _____	20	-	-	20	-			20	0.1
b. Telecommunication _____	32	1	-	33	-			33	0.1
c. Electronic _____	17	-	-	17	-			17	0.1
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	22,346	3,963	-	22,545	3,764			26,309	100.0
PERCENT	84.9	15.1	-	85.7	14.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	22,378	3,764			26,142	99.4
Individuals by name only _____	24	-			24	0.1
Titles or functions only _____	1	-			1	-
Company names only _____	2	-			2	-
Multi-Copy Same Addressee copies _____	140	-			140	0.5
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	22,545	3,764			26,309	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	131	21	152	
030-038 New Hampshire _____	118	11	129	
050-059 Vermont _____	52	3	55	
010-027 Massachusetts _____	496	78	574	
028-029 Rhode Island _____	79	4	83	
060-069 Connecticut _____	196	27	223	
NEW ENGLAND	1,072	144	1,216	4.6
100-149 New York _____	1,919	382	2,301	
070-089 New Jersey _____	612	63	675	
150-196 Pennsylvania _____	776	107	883	
MIDDLE ATLANTIC	3,307	552	3,859	14.7
430-459 Ohio _____	852	131	983	
460-479 Indiana _____	403	56	459	
600-629 Illinois _____	814	126	940	
480-499 Michigan _____	562	88	650	
530-549 Wisconsin _____	212	38	250	
EAST NO. CENTRAL	2,843	439	3,282	12.5
550-567 Minnesota _____	348	54	402	
500-528 Iowa _____	266	37	303	
630-658 Missouri _____	496	72	568	
580-588 North Dakota _____	105	11	116	
570-577 South Dakota _____	108	9	117	
680-693 Nebraska _____	244	46	290	
660-679 Kansas _____	254	40	294	
WEST NO. CENTRAL	1,821	269	2,090	7.9
197-199 Delaware _____	73	8	81	
206-219 Maryland _____	609	82	691	
200-205 Washington, DC _____	999	132	1,131	
220-246 Virginia _____	981	124	1,105	
247-268 West Virginia _____	157	16	173	
270-289 North Carolina _____	613	86	699	
290-299 South Carolina _____	258	24	282	
300-319 Georgia _____	529	80	609	
320-349 Florida _____	804	125	929	
SOUTH ATLANTIC	5,023	677	5,700	21.7

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	259	28	287	
370-385 Tennessee _____	449	70	519	
350-369 Alabama _____	315	33	348	
386-397 Mississippi _____	215	24	239	
EAST SO. CENTRAL	1,238	155	1,393	5.3
716-729 Arkansas _____	185	14	199	
700-714 Louisiana _____	66	7	73	
730-749 Oklahoma _____	270	31	301	
750-799 Texas _____	1,913	368	2,281	
WEST SO. CENTRAL	2,434	420	2,854	10.8
590-599 Montana _____	162	27	189	
832-838 Idaho _____	185	20	205	
820-831 Wyoming _____	113	9	122	
800-816 Colorado _____	524	92	616	
870-884 New Mexico _____	151	19	170	
850-865 Arizona _____	423	85	508	
840-847 Utah _____	230	42	272	
889-898 Nevada _____	91	27	118	
MOUNTAIN	1,879	321	2,200	8.4
995-999 Alaska _____	78	21	99	
980-994 Washington _____	309	63	372	
970-979 Oregon _____	148	23	171	
900-961 California _____	1,793	527	2,320	
967-968 Hawaii _____	109	30	139	
PACIFIC	2,437	664	3,101	11.8
UNITED STATES	22,054	3,641	25,695	97.7
969 & 004-009 U.S. Territories _____	41	3	44	
Canada _____	434	93	527	
Mexico _____	-	2	2	
Other International _____	10	23	33	
APO/FPO _____	6	2	8	
TOTAL QUALIFIED CIRCULATION	22,545	3,764	26,309	100.0

7. 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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified	25,901	26,524	26,607	27,215	26,490	26,144
Qualified Non-Paid Total	25,901	26,524	26,607	27,215	26,490	26,144
Print Version	25,901	25,294	22,939	21,873	21,286	21,654
Electronic Version	-	1,230	3,668	5,342	5,204	4,490
Qualified Paid Total	-	-	-	-	-	-
Print Version	-	-	-	-	-	-
Electronic Version	-	-	-	-	-	-
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 2008 - June 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)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. 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 or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,607	99.8	21,607	99.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	47	0.2	47	0.2	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,654	100.0	21,654	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,490	100.0	4,490	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,490	100.0	4,490	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Don Pearson, Publisher	Date signed	July 8, 2009
Paul Harney, CFO	State	California
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Sacramento
IMPORTANT NOTE:	Received by BPA Worldwide	July 8, 2009
This unaudited circulation statement has been checked against the previous audit report.	Type	PJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	G170Y0J9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009
 This issue is 1.0% or 248 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Classification by Function				
					IT Policy Maker	Elected Official	Agency Management/ Director/ Commissioner	Senior Government Official	Other
Federal/ National Civilian _____	3,150	12.0	2,781	369	771	211	1,281	525	362
Federal/ National Defense/ Military ____	1,188	4.5	1,035	153	289	21	396	223	259
State/ Provincial _____	7,716	29.3	6,274	1,442	1,898	742	3,412	688	976
Local _____	10,919	41.5	9,610	1,309	1,667	1,479	5,632	1,153	988
Higher Education _____	1,106	4.2	940	166	280	9	436	84	297
K-12 Education _____	1,154	4.4	1,031	123	250	35	560	113	196
Education Policy/ Other Education ____	213	0.8	188	25	54	7	71	17	64
Others allied to the Field _____	863	3.3	686	177	128	18	88	11	618
TOTAL QUALIFIED CIRCULATION	26,309	100.0	22,545	3,764	5,337	2,522	11,876	2,814	3,760
PERCENT	100.0		85.7	14.3	20.3	9.6	45.1	10.7	14.3

ADDITIONAL DATA FOR ISSUE OF MAY/JUNE 2009

Business and Industry	Total Qualified	Percent of Total	Print Version Only (A)	Electronic Version Only (B)	Administrative/ Business & Consumer Affairs	Department of Commerce	Department of Defense	Department of Energy	Department of HUD	Department of Labor	Department of State	DP/Telecom or Information Services	Education (Higher Ed)	Education (K-12)	Elected Official-Legislative/Admin/Staff	Federal/Government Independent Agency	Finance/revenue/Accounting/Audit	Forestry/Land Mgmt/Parks & Recreation/Agriculture	Health, Welfare & Social Services, Housing & Community Development	Homeland Security	Justice/Judicial/Courts/Prosecution/Defense/Corrections	Law Enforcement/Public Safety/Fire/Emergency Services/911	Office of the President	Personnel/Human Resources/Training	Public Works/Engineering/Public Utility/Transportation	Purchasing/General Services	Records Management/Archives	Regulatory/Licensing	Waste-water/Sanitation/Environment	Zoning/Land Use/Planning	Others
Federal/ National Civilian _____	3,150	12.0	2,781	369	204	115	150	70	17	32	67	180	30	15	237	397	113	104	179	287	154	255	11	30	161	51	30	32	53	32	144
Federal/ National Defense/ Military ____	1,188	4.5	1,035	153	55	10	500	18	2	2	13	58	11	1	11	91	16	12	30	129	31	72	3	19	28	5	7	7	8	5	44
State/ Provincial _____	7,716	29.3	6,274	1,442	488	29	38	11	12	81	238	610	310	187	673	93	433	158	757	75	413	956	6	117	966	147	79	178	146	92	423
Local _____	10,919	41.5	9,610	1,309	740	24	20	14	8	12	96	710	67	124	806	125	321	188	331	71	326	3,565	16	84	1,848	183	117	53	471	214	385
Higher Education _____	1,106	4.2	940	166	21	-	2	2	1	1	-	28	932	16	2	1	7	4	9	3	2	26	2	4	9	6	3	2	1	2	20
K-12 Education _____	1,154	4.4	1,031	123	17	1	1	1	-	1	1	18	29	1,006	6	2	3	2	6	2	2	14	1	4	12	13	-	-	1	2	9
Education Policy/ Other Education ____	213	0.8	188	25	15	4	1	-	-	1	1	12	60	37	3	4	4	1	7	6	1	5	2	11	8	2	2	2	5	17	
Others allied to the Field _____	863	3.3	686	177	46	-	11	3	1	2	5	82	7	8	6	13	19	5	32	17	11	43	2	17	37	12	8	-	9	6	461
TOTAL QUALIFIED CIRCULATION	26,309	100.0	22,545	3,764	1,586	183	723	119	41	132	421	1,698	1,446	1,394	1,744	726	916	474	1,351	590	940	4,936	43	286	3,069	419	246	274	691	358	1,503
PERCENT OF TOTAL	100.0		85.7	14.3	6.0	0.7	2.7	0.5	0.2	0.5	1.6	6.5	5.5	5.3	6.6	2.8	3.5	1.8	5.1	2.2	3.6	18.8	0.2	1.1	11.7	1.6	0.9	1.0	2.6	1.4	5.7