

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

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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.

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SUPPLYCHAIN
MANAGEMENT REVIEW

Peerless Media, LLC
a subsidiary of EH Publishing
111 Speen Street
Suite 200
Framingham, MA 01701
Tel. No.: (508) 663-1500
www.scmr.com

Official Publication of: None
Established: 1997
Issues Per Year: 7



FIELD SERVED

SUPPLY CHAIN MANAGEMENT REVIEW serves the supply chain sector involved in Manufacturing: Food/Beverage/Tobacco, Textiles/Apparel, Paper/Printing, Chemicals/Pharmaceuticals, Plastics/Rubber, Primary Metals, Fabricated Metals, Industrial Machinery, Computers/Electronics, Electrical Equipment, Aerospace, Automotive & Transportation Equipment, Furniture and Other Manufacturing businesses and Non-Manufacturing: Wholesale Trade, Retail Trade, 3rd Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: CEOs, CFOs, CTOs, COOs, CIOs, Presidents, Partners; Vice-Presidents; Directors; Managers or Specialists and other titled and non-titled individuals.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	405
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	362
Digital _____	-
All Other _____	362
TOTAL	1,129

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,115	100.0	13,634	90.2	1,481	9.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,115	100.0	13,634	90.2	1,481	9.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	12,677	1,291	1,111	13,678	1,401	15,079
September/October _____	12,180	1,765	1,146	13,603	1,488	15,091
November _____	11,577	2,418	1,176	13,637	1,534	15,171
December _____	11,569	2,387	1,164	13,618	1,502	15,120

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

This issue is 0.5% or 74 copies above the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	CEO, CFO, CTO, COO, CIO, Presidents, Partners	VPs, SVP, Executive VP, Group VP, Director	Managers, Specialists and Other Titled and Non-Titled Personnel
TOTAL MANUFACTURING (Note 1) _____	7,710	50.8	6,137	1,155	418	7,224	486	3,597	3,557	556
TOTAL NON-MANUFACTURING (Note 2) _____	7,005	46.2	5,238	1,263	504	6,413	592	3,959	2,643	403
Sub Total	14,715	97.0	11,375	2,418	922	13,637	1,078	7,556	6,200	959
OTHER PAID CIRCULATION _____	456	3.0	202	-	254	-	456	16	73	367
TOTAL QUALIFIED CIRCULATION	15,171	100.0	11,577	2,418	1,176	13,637	1,534	7,572	6,273	1,326
PERCENT	100.0		76.3	15.9	7.8	89.9	10.1	49.9	41.4	8.7

Note 1: Includes Food/Beverage/Tobacco, Textiles/Apparel, Paper/Printing, Chemicals/Pharmaceuticals, Plastics/Rubber, Primary Metals, Fabricated Metals, Industrial Machinery, Computers/Electronics, Electrical Equipment, Aerospace, Automotive & Transportation Equipment, Furniture and Other Manufacturing businesses.

Note 2: Includes Wholesale Trade, Retail Trade, 3rd Party Logistics Provider, Transportation/Warehousing Services, Business/Consulting Services and others allied to the field.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011										
Qualification Source	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year							
I. TOTAL – Direct Request: _____	11,803	3,368	-	11,577	2,418	1,176	13,637	1,534	15,171	100.0
a. Written _____	1,853	380	-	1,952	62	219	1,762	471	2,233	14.7
b. Telecommunication _____	5,425	2,348	-	6,381	1,341	51	7,719	54	7,773	51.2
c. Electronic _____	4,525	640	-	3,244	1,015	906	4,156	1,009	5,165	34.1
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): _____	-	-	-	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-	-	-	-
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	11,803	3,368	-	11,577	2,418	1,176	13,637	1,534	15,171	100.0
PERCENT	77.8	22.2	-	76.3	15.9	7.8	89.9	10.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011							
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	11,410	2,418	998	13,637	1,189	14,826	97.7
Individuals by name only _____	92	-	157	-	249	249	1.6
Titles or functions only _____	7	-	3	-	10	10	0.1
Company names only _____	68	-	18	-	86	86	0.6
Multi-Copy Same Addressee copies _____	-	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,577	2,418	1,176	13,637	1,534	15,171	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011															
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	50	12	2	61	3	64		Kentucky _____	142	22	5	163	6	169	
New Hampshire _____	55	9	7	62	9	71		Tennessee _____	237	56	15	290	18	308	
Vermont _____	24	8	1	32	1	33		Alabama _____	140	23	7	154	16	170	
Massachusetts _____	331	80	47	403	55	458		Mississippi _____	63	8	1	71	1	72	
Rhode Island _____	53	9	2	61	3	64		EAST SO. CENTRAL	582	109	28	678	41	719	4.7
Connecticut _____	213	41	13	251	16	267		Arkansas _____	84	17	3	98	6	104	
NEW ENGLAND	726	159	72	870	87	957	6.3	Louisiana _____	89	14	2	103	2	105	
New York _____	685	132	41	790	68	858		Oklahoma _____	95	21	4	114	6	120	
New Jersey _____	533	113	55	628	73	701		Texas _____	719	162	90	858	113	971	
Pennsylvania _____	768	133	51	875	77	952		WEST SO. CENTRAL	987	214	99	1,173	127	1,300	8.6
MIDDLE ATLANTIC	1,986	378	147	2,293	218	2,511	16.6	Montana _____	28	3	-	31	-	31	
Ohio _____	721	158	52	865	66	931		Idaho _____	37	7	3	43	4	47	
Indiana _____	250	54	14	296	22	318		Wyoming _____	9	-	-	9	-	9	
Illinois _____	898	184	83	1,060	105	1,165		Colorado _____	120	29	14	147	16	163	
Michigan _____	412	90	27	482	47	529		New Mexico _____	25	9	-	33	1	34	
Wisconsin _____	460	73	35	530	38	568		Arizona _____	127	26	17	151	19	170	
EAST NO. CENTRAL	2,741	559	211	3,233	278	3,511	23.1	Utah _____	81	21	6	100	8	108	
Minnesota _____	339	56	30	383	42	425		Nevada _____	37	5	-	41	1	42	
Iowa _____	154	38	10	190	12	202		MOUNTAIN	464	100	40	555	49	604	4.0
Missouri _____	295	70	18	363	20	383		Alaska _____	12	1	-	12	1	13	
North Dakota _____	37	8	1	45	1	46		Washington _____	138	39	13	175	15	190	
South Dakota _____	31	8	1	39	1	40		Oregon _____	91	20	14	110	15	125	
Nebraska _____	95	20	5	114	6	120		California _____	846	214	111	1,037	134	1,171	
Kansas _____	127	32	5	159	5	164		Hawaii _____	15	5	-	20	-	20	
WEST NO. CENTRAL	1,078	232	70	1,293	87	1,380	9.1	PACIFIC	1,102	279	138	1,354	165	1,519	10.0
Delaware _____	30	7	4	35	6	41		UNITED STATES	11,505	2,414	966	13,624	1,261	14,885	98.1
Maryland _____	178	33	17	209	19	228		U.S. Territories _____	9	4	1	13	1	14	
Washington, DC _____	12	1	5	10	8	18		Canada _____	10	-	32	-	42	42	
Virginia _____	202	55	23	252	28	280		Mexico _____	-	-	6	-	6	6	
West Virginia _____	44	7	1	51	1	52		Other International _____	53	-	171	-	224	224	
North Carolina _____	319	68	30	377	40	417		APO/FPO _____	-	-	-	-	-	-	
South Carolina _____	134	34	9	168	9	177		TOTALS	11,577	2,418	1,176	13,637	1,534	15,171	100.0
Georgia _____	395	89	39	471	52	523									
Florida _____	525	90	33	602	46	648									
SOUTH ATLANTIC	1,839	384	161	2,175	209	2,384	15.7								

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
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*	July - December 2011*
Total Audit Average Qualified ___	15,121	15,050	15,129	15,112	15,105	15,115
Qualified Non-Paid _____	12,942	13,177	15,129	14,402	13,902	13,634
Print Only _____	12,942	13,177	15,129	14,402	13,063	11,669
Digital Only _____	-	-	-	-	839	1,965
Print & Digital (Unduplicated) _____	-	-	-	-	-	-
Qualified Paid _____	2,179	1,873	-	710	1,203	1,481
Print Only _____	2,179	1,873	-	710	231	332
Digital Only _____	-	-	-	-	-	-
Print & Digital (Unduplicated) _____	-	-	-	-	972	1,149
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	\$164.22	\$169.16	**NC	**NC	\$133.17	\$136.60

ADDITIONAL DATA**METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or 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.

NOTE: January – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC = None Claimed

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 _____	12,001	100.0	11,669	97.2	332	2.8
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,001	100.0	11,669	97.2	332	2.8

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 _____	1,965	100.0	1,965	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,965	100.0	1,965	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH PRINTED AND DIGITAL VERSIONS

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,149	100.0	-	-	1,149	100.0
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,149	100.0	-	-	1,149	100.0

PUBLISHER'S AFFIDAVIT

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

Brian Ceraolo, VP/Publisher

Charles Tanner, Director of Audience Marketing

(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 11, 2012

State Massachusetts

City Framingham

Received by BPA Worldwide January 11, 2012

Type PD

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