

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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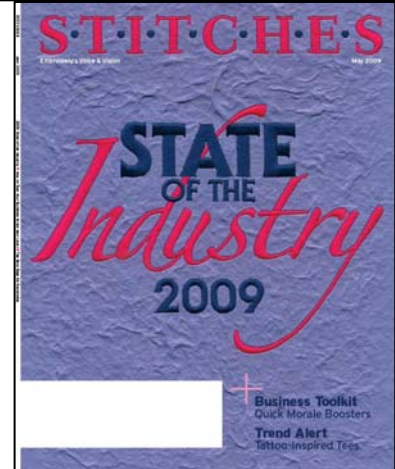
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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# S·T·I·T·C·H·E·S

Advertising Specialty Institute  
4800 Street Road  
Trevose, PA 19053  
Tel: (800) 546-1365  
FAX: (800) 839-3969  
[www.stitches.com](http://www.stitches.com)

Official Publication of: None  
Established: 1987  
Issues Per Year: 10



**FIELD SERVED**

STITCHES MAGAZINE serves embroidery/monogramming, punching/digitizing, embroidered apparel retailers, textile screenprinting, manufacturers/suppliers and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Owners/Partners, Presidents, Vice Presidents or other Officers, Managers, Buyers, Machine Operators, Digitizers, Artist/Designers and other titled or non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	114
Advertiser and Agency _____	1,164
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	195
Electronic _____	-
All Other _____	324
<b>TOTAL</b>	<b>1,797</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,378	100.0	21,195	99.1	183	0.9
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,378</b>	<b>100.0</b>	<b>21,195</b>	<b>99.1</b>	<b>183</b>	<b>0.9</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	74	76			21,292	May _____	425	405			21,452
February _____	726	724			21,290	June _____	1,535	1,466			21,383
March/ April _____	16	198			21,472	<b>TOTAL</b>	<b>2,776</b>	<b>2,869</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
**This issue is 0.4% or 93 copies above the average of the other 4 issues reported in paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE							
			Owner/ Partner	President, VP or Other Officer	Manager	Buyer	Machine Operator	Digitizer	Artist/ Designer	Other titled and non-titled personnel
Recipients _____	21,452	100.0	16,370	1,596	1,411	310	442	218	193	912
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,452</b>	<b>100.0</b>	<b>16,370</b>	<b>1,596</b>	<b>1,411</b>	<b>310</b>	<b>442</b>	<b>218</b>	<b>193</b>	<b>912</b>
<b>PERCENT</b>	<b>100.0</b>		<b>76.3</b>	<b>7.4</b>	<b>6.6</b>	<b>1.4</b>	<b>2.1</b>	<b>1.0</b>	<b>0.9</b>	<b>4.3</b>

**ADDITIONAL ANALYSIS - PRIMARY BUSINESS CLASS BY EMBROIDERY HEADS**

BUSINESS AND INDUSTRY	TOTAL	NUMBER OF EMBROIDERY HEADS								Number of Heads Not Indicated or None
		1	2-10	11-20	21-49	50-99	100-199	200-500	501+	
Recipients _____	21,452	5,006	8,653	1,435	826	319	127	77	61	4,948
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,452</b>	<b>5,006</b>	<b>8,653</b>	<b>1,435</b>	<b>826</b>	<b>319</b>	<b>127</b>	<b>77</b>	<b>61</b>	<b>4,948</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	19,038	2,414	-			21,452	100.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,038</b>	<b>2,414</b>	<b>-</b>			<b>21,452</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.7</b>	<b>11.3</b>	<b>-</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,763	96.8
Individuals by name only _____			659	3.1
Titles or functions only _____			30	0.1
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>21,452</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	72		400-427 Kentucky _____	304	
030-038 New Hampshire _____	79		370-385 Tennessee _____	451	
050-059 Vermont _____	32		350-369 Alabama _____	293	
010-027 Massachusetts _____	271		386-397 Mississippi _____	165	
028-029 Rhode Island _____	38		<b>EAST SO. CENTRAL</b>	<b>1,213</b>	<b>5.6</b>
060-069 Connecticut _____	146		716-729 Arkansas _____	278	
<b>NEW ENGLAND</b>	<b>638</b>	<b>3.0</b>	700-714 Louisiana _____	372	
100-149 New York _____	729		730-749 Oklahoma _____	407	
070-089 New Jersey _____	402		750-799 Texas _____	1,873	
150-196 Pennsylvania _____	669		<b>WEST SO. CENTRAL</b>	<b>2,930</b>	<b>13.7</b>
<b>MIDDLE ATLANTIC</b>	<b>1,800</b>	<b>8.4</b>	590-599 Montana _____	132	
430-459 Ohio _____	1,077		832-838 Idaho _____	150	
460-479 Indiana _____	475		820-831 Wyoming _____	64	
600-629 Illinois _____	1,029		800-816 Colorado _____	476	
480-499 Michigan _____	875		870-884 New Mexico _____	129	
530-549 Wisconsin _____	592		850-865 Arizona _____	369	
<b>EAST NO. CENTRAL</b>	<b>4,048</b>	<b>18.9</b>	840-847 Utah _____	191	
550-567 Minnesota _____	708		889-898 Nevada _____	212	
500-528 Iowa _____	338		<b>MOUNTAIN</b>	<b>1,723</b>	<b>8.0</b>
630-658 Missouri _____	764		995-999 Alaska _____	48	
580-588 North Dakota _____	119		980-994 Washington _____	527	
570-577 South Dakota _____	101		970-979 Oregon _____	328	
680-693 Nebraska _____	187		900-961 California _____	1,898	
660-679 Kansas _____	407		967-968 Hawaii _____	65	
<b>WEST NO. CENTRAL</b>	<b>2,624</b>	<b>12.2</b>	<b>PACIFIC</b>	<b>2,866</b>	<b>13.4</b>
197-199 Delaware _____	43		<b>UNITED STATES</b>	<b>21,365</b>	<b>99.6</b>
206-219 Maryland _____	266		969 & 004-009 U.S. Territories _____	62	
200-205 Washington, DC _____	4		Canada _____	12	
220-246 Virginia _____	349		Mexico _____	-	
247-268 West Virginia _____	65		Other International _____	11	
270-289 North Carolina _____	528		APO/FPO _____	2	
290-299 South Carolina _____	264		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,452</b>	<b>100.0</b>
300-319 Georgia _____	622				
320-349 Florida _____	1,382				
<b>SOUTH ATLANTIC</b>	<b>3,523</b>	<b>16.4</b>			

**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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	21,255	21,433	22,595	21,909	21,681	21,378
Qualified Non-Paid: _____	20,534	21,152	22,235	21,589	21,425	21,195
Qualified Paid: _____	721	281	360	320	256	183
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: January - 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)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA**

**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.

Debra J Brill, Circulation Director

Richard Fairfield, Publisher

(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 July 14, 2009

State PA

City Trevoise

Received by BPA Worldwide July 14, 2009

Type PD

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