

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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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WEARABLES

Advertising Specialty Institute
4800 Street Road
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Tel.: (800) 546-1365
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wearablesbusiness@asicentral.com

Official Publication of: None
Established: 1997
Issues Per Year: 10



FIELD SERVED

WEARABLES serves advertising specialty/promotional products distributors and promotional/marketing companies and/or agencies and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners/partners, presidents, VPs or other officers, directors, managers and their assistants, sales and marketing and buyers and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	13
Advertiser and Agency _____	947
*Rotated or Occasional _____	2,000
Allocated for Trade Shows and Conventions _____	167
Electronic _____	-
All Other _____	278
TOTAL	3,405

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,304	100.0	15,304	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,304	100.0	15,304	100.0	-	-

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 _____	557	1,917			15,322	April/ May _____	307	42			15,343
February _____	433	267			15,156	June _____	2,122	1,871			15,092
March _____	88	540			15,608	TOTAL	3,507	4,637			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2009**This issue is 0.3% or 48 copies above the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/ Partner	President/VP/ Other Officer	Director/ Manager/ and their assistants	Sales/ Marketing	Buyer	Other
Advertising Specialty/Promotional Products Distributor _____	12,915	84.2	7,710	1,616	1,107	1,905	258	319
Promotional/Marketing Company and/or Agency _____	1,019	6.6	541	151	119	163	31	14
Other _____	1,409	9.2	737	196	137	233	42	64
TOTAL QUALIFIED CIRCULATION	15,343	100.0	8,988	1,963	1,363	2,301	331	397
PERCENT	100.0		58.5	12.8	8.9	15.0	2.2	2.6

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	14,565	738	-			15,303	99.7
II. Request from recipient's company: _____	40	-	-			40	0.3
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
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. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	14,605	738	-			15,343	100.0
PERCENT	95.2	4.8	-			100.0	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,172	98.9
Individuals by name only _____			122	0.8
Titles or functions only _____			49	0.3
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,343	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	61		400-427 Kentucky _____	209	
030-038 New Hampshire _____	52		370-385 Tennessee _____	298	
050-059 Vermont _____	26		350-369 Alabama _____	183	
010-027 Massachusetts _____	233		386-397 Mississippi _____	100	
028-029 Rhode Island _____	33		EAST SO. CENTRAL	790	5.1
060-069 Connecticut _____	156		716-729 Arkansas _____	146	
NEW ENGLAND	561	3.7	700-714 Louisiana _____	234	
100-149 New York _____	789		730-749 Oklahoma _____	236	
070-089 New Jersey _____	386		750-799 Texas _____	1,396	
150-196 Pennsylvania _____	616		WEST SO. CENTRAL	2,012	13.1
MIDDLE ATLANTIC	1,791	11.7	590-599 Montana _____	54	
430-459 Ohio _____	668		832-838 Idaho _____	70	
460-479 Indiana _____	419		820-831 Wyoming _____	22	
600-629 Illinois _____	949		800-816 Colorado _____	324	
480-499 Michigan _____	562		870-884 New Mexico _____	75	
530-549 Wisconsin _____	451		850-865 Arizona _____	261	
EAST NO. CENTRAL	3,049	19.9	840-847 Utah _____	135	
550-567 Minnesota _____	373		889-898 Nevada _____	138	
500-528 Iowa _____	205		MOUNTAIN	1,079	7.0
630-658 Missouri _____	386		995-999 Alaska _____	31	
580-588 North Dakota _____	59		980-994 Washington _____	265	
570-577 South Dakota _____	49		970-979 Oregon _____	193	
680-693 Nebraska _____	110		900-961 California _____	1,391	
660-679 Kansas _____	196		967-968 Hawaii _____	52	
WEST NO. CENTRAL	1,378	9.0	PACIFIC	1,932	12.6
197-199 Delaware _____	60		UNITED STATES	15,310	99.8
206-219 Maryland _____	230		969 & 004-009 U.S. Territories _____	30	
200-205 Washington, DC _____	12		Canada _____	-	
220-246 Virginia _____	308		Mexico _____	-	
247-268 West Virginia _____	48		Other International _____	-	
270-289 North Carolina _____	422		APO/FPO _____	3	
290-299 South Carolina _____	173		TOTAL QUALIFIED CIRCULATION	15,343	100.0
300-319 Georgia _____	448				
320-349 Florida _____	1,017				
SOUTH ATLANTIC	2,718	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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	13,532	13,535	13,857	13,913	13,907	15,304
Qualified Non-Paid: _____	13,532	13,535	13,857	13,913	13,907	15,304
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: 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**AVERAGE NON-QUALIFIED CIRCULATION:****UNIFORMS PUBLICATION CEASED**

5,000 UNIFORMS subscribers were served the January and March issues of WEARABLES.

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 Pennsylvania

County Trevoese

Received by BPA Worldwide July 14, 2009

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