

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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# ADVANTAGES

Advertising Specialty Institute  
4800 Street Rd.  
Trevose, PA 19053  
Tel. No.: (800) 546-1365  
FAX No.: (800) 839-3969

Official Publication of: None  
Established: 1997  
Issues Per Year: 15  
(See Additional Data)



**FIELD SERVED**

ADVANTAGES serves distributors and suppliers in the promotional products industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Owners, Presidents, Corporate Executives, Vice Presidents, Directors, Managers, Buyers, Sales Department Staff, and other titled and non titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	494
Advertiser and Agency _____	571
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	375
Digital _____	-
All Other _____	-
<b>TOTAL</b>	<b>1,440</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	40,647	98.0	4,494	10.8	36,153	87.2
Multi-Copy Same Addressee _____	813	2.0	6	-	807	2.0
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,461</b>	<b>100.0</b>	<b>4,500</b>	<b>10.8</b>	<b>36,960</b>	<b>89.2</b>

\*See Additional Data

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
January _____	40,272	836	356	4,580	36,884	41,464
February _____	40,501	844	359	4,568	37,136	41,704
March _____	40,065	843	358	4,560	36,706	41,266
April _____	40,424	846	357	4,465	37,162	41,627
Mid-April _____	39,143	853	349	4,454	35,891	40,345
May _____	40,869	843	358	4,446	37,624	42,070
June _____	40,576	840	333	4,433	37,316	41,749

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
 This issue is 1.7% or 711 copies above the average of the other 6 issues reported in Paragraph two.

BUSINESS AND INDUSTRY (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print and Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Owner	President/Corporate Executive	Vice President	Director/Manager	Buyer	Sales Department Staff	Other
Advantages serves distributors and suppliers in the promotional products industry: _____	39,570	94.1	38,369	843	358	4,440	35,130	11,836	7,716	1,688	3,591	419	9,669	4,651
MCSA _____	2,500	5.9	2,500	-	-	6	2,494	1,456	747	99	99	2	41	56
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,070</b>	<b>100.0</b>	<b>40,869</b>	<b>843</b>	<b>358</b>	<b>4,446</b>	<b>37,624</b>	<b>13,292</b>	<b>8,463</b>	<b>1,787</b>	<b>3,690</b>	<b>421</b>	<b>9,710</b>	<b>4,707</b>
<b>PERCENT</b>	<b>100.0</b>		<b>97.1</b>	<b>2.0</b>	<b>0.9</b>	<b>10.6</b>	<b>89.4</b>	<b>31.6</b>	<b>20.1</b>	<b>4.2</b>	<b>8.8</b>	<b>1.0</b>	<b>23.1</b>	<b>11.2</b>

Note 1: Qualified recipients are individuals with functions of corporate/general management, sales, account management, purchasing and other titled and non-titled personnel.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 Years	3 Years							
I. Direct Request: _____	-	-	-	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-	-	-
III. Membership Benefit: _____	42,070	-	-	40,869	843	358	4,446	37,624	42,070	100.0
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: _____	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,070</b>	-	-	<b>40,869</b>	<b>843</b>	<b>358</b>	<b>4,446</b>	<b>37,624</b>	<b>42,070</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>97.1</b>	<b>2.0</b>	<b>0.9</b>	<b>10.6</b>	<b>89.4</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 _____	34,041	508	314	2,101	32,762	34,863	82.9
Individuals by name only _____	4,328	335	44	2,339	2,368	4,707	11.2
Titles or functions only _____	-	-	-	-	-	-	-
Company names only _____	-	-	-	-	-	-	-
Multi-Copy Same Addressee copies _____	2,500	-	-	6	2,494	2,500	5.9
Single Copy Sales _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,869</b>	<b>843</b>	<b>358</b>	<b>4,446</b>	<b>37,624</b>	<b>42,070</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	127	5	1	20	113	133	
New Hampshire _____	166	4	4	17	157	174	
Vermont _____	72	2	1	12	63	75	
Massachusetts _____	853	18	5	89	787	876	
Rhode Island _____	110	1	2	16	97	113	
Connecticut _____	478	8	3	42	447	489	
<b>NEW ENGLAND</b>	<b>1,806</b>	<b>38</b>	<b>16</b>	<b>196</b>	<b>1,664</b>	<b>1,860</b>	<b>4.4</b>
New York _____	2,179	26	25	155	2,075	2,230	
New Jersey _____	1,572	19	13	112	1,492	1,604	
Pennsylvania _____	1,697	35	17	163	1,586	1,749	
<b>MIDDLE ATLANTIC</b>	<b>5,448</b>	<b>80</b>	<b>55</b>	<b>430</b>	<b>5,153</b>	<b>5,583</b>	<b>13.3</b>
Ohio _____	1,960	34	11	560	1,445	2,005	
Indiana _____	957	15	10	75	907	982	
Illinois _____	2,434	25	15	161	2,313	2,474	
Michigan _____	1,216	21	10	114	1,133	1,247	
Wisconsin _____	938	17	9	95	869	964	
<b>EAST NO. CENTRAL</b>	<b>7,505</b>	<b>112</b>	<b>55</b>	<b>1,005</b>	<b>6,667</b>	<b>7,672</b>	<b>18.2</b>
Minnesota _____	1,008	15	7	133	897	1,030	
Iowa _____	472	10	3	79	406	485	
Missouri _____	789	12	3	65	739	804	
North Dakota _____	107	4	-	11	100	111	
South Dakota _____	92	1	-	11	82	93	
Nebraska _____	208	2	2	22	190	212	
Kansas _____	408	10	5	43	380	423	
<b>WEST NO. CENTRAL</b>	<b>3,084</b>	<b>54</b>	<b>20</b>	<b>364</b>	<b>2,794</b>	<b>3,158</b>	<b>7.5</b>
Delaware _____	135	-	-	13	122	135	
Maryland _____	846	12	5	73	790	863	
Washington, DC _____	51	2	-	5	48	53	
Virginia _____	861	10	8	78	801	879	
West Virginia _____	92	3	1	10	86	96	
North Carolina _____	1,058	17	11	96	990	1,086	
South Carolina _____	483	5	5	47	446	493	
Georgia _____	1,376	19	14	163	1,246	1,409	
Florida _____	3,362	38	31	260	3,171	3,431	
<b>SOUTH ATLANTIC</b>	<b>8,264</b>	<b>106</b>	<b>75</b>	<b>745</b>	<b>7,700</b>	<b>8,445</b>	<b>20.1</b>

  

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Kentucky _____	445	9	3	46	411	457	
Tennessee _____	856	15	7	102	776	878	
Alabama _____	436	3	1	37	403	440	
Mississippi _____	212	5	1	21	197	218	
<b>EAST SO. CENTRAL</b>	<b>1,949</b>	<b>32</b>	<b>12</b>	<b>206</b>	<b>1,787</b>	<b>1,993</b>	<b>4.7</b>
Arkansas _____	239	2	-	18	223	241	
Louisiana _____	571	2	3	35	541	576	
Oklahoma _____	458	10	3	33	438	471	
Texas _____	3,500	45	35	308	3,272	3,580	
<b>WEST SO. CENTRAL</b>	<b>4,768</b>	<b>59</b>	<b>41</b>	<b>394</b>	<b>4,474</b>	<b>4,868</b>	<b>11.6</b>
Montana _____	106	3	1	10	100	110	
Idaho _____	157	1	-	24	134	158	
Wyoming _____	42	-	1	3	40	43	
Colorado _____	623	17	7	91	556	647	
New Mexico _____	136	1	4	12	129	141	
Arizona _____	684	10	6	108	592	700	
Utah _____	295	6	5	38	268	306	
Nevada _____	282	5	5	39	253	292	
<b>MOUNTAIN</b>	<b>2,325</b>	<b>43</b>	<b>29</b>	<b>325</b>	<b>2,072</b>	<b>2,397</b>	<b>5.7</b>
Alaska _____	49	2	-	3	48	51	
Washington _____	628	9	5	104	538	642	
Oregon _____	389	7	5	36	365	401	
California _____	4,018	69	27	495	3,619	4,114	
Hawaii _____	82	3	-	14	71	85	
<b>PACIFIC</b>	<b>5,166</b>	<b>90</b>	<b>37</b>	<b>652</b>	<b>4,641</b>	<b>5,293</b>	<b>12.6</b>
<b>UNITED STATES</b>	<b>40,315</b>	<b>614</b>	<b>340</b>	<b>4,317</b>	<b>36,952</b>	<b>41,269</b>	<b>98.1</b>
U.S. Territories _____	191	4	2	9	188	197	
Canada _____	277	202	15	114	380	494	
Mexico _____	-	-	-	-	-	-	
Other International _____	86	23	1	6	104	110	
APO/FPO _____	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,869</b>	<b>843</b>	<b>358</b>	<b>4,446</b>	<b>37,624</b>	<b>42,070</b>	<b>100.0</b>

**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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified _____	40,521	40,547	40,804	41,619	41,527	41,460
Qualified Non-Paid Total _	7,346	7,108	5,000	4,753	4,611	4,500
Print Only _____	7,346	7,108	5,000	4,162	4,000	3,951
Digital Only _____	-	-	-	567	606	544
Both Print & Digital Version (Unduplicated) _	-	-	-	24	5	5
Qualified Paid Total _____	33,175	33,439	35,804	36,866	36,916	36,960
Print Only _____	33,175	33,439	35,804	36,140	36,210	36,313
Digital Only _____	-	-	-	402	356	299
Both Print & Digital Version (Unduplicated) _	-	-	-	324	350	348
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	\$3.00

\*NOTE: January - 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 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.

**CHANGE IN FREQUENCY:**

Effective with the January 2011 issue, Advantages changed its frequency from 14 to 15 issues per year.

**PARAGRAPH 1:**

Qualified Paid Benefit of Membership subscriptions averaging 36,153 copies were sold to qualified recipients at the following subscription price: \$3.00. Members annual subscription price is included in the dues and is deductible there from.

**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 _____	-	-	-	-	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	39,451	98.0	3,945	9.8	35,506	88.2
Multi-Copy Same Addressee _____	813	2.0	6	-	807	2.0
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,264</b>	<b>100.0</b>	<b>3,951</b>	<b>9.8</b>	<b>36,313</b>	<b>90.2</b>

**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 _____	-	-	-	-	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	843	100.0	544	64.5	299	35.5
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>843</b>	<b>100.0</b>	<b>544</b>	<b>64.5</b>	<b>299</b>	<b>35.5</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	-	-	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	353	100.0	5	1.4	348	98.6
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>353</b>	<b>100.0</b>	<b>5</b>	<b>1.4</b>	<b>348</b>	<b>98.6</b>

**PUBLISHER'S AFFIDAVIT**

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

Richard Fairfield, Publisher

Debra Brill, Executive 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

August 2, 2011

State

Pennsylvania

County

Bucks

Received by BPA Worldwide

August 2, 2011

Type

PD

ID Number

A494P0J1