

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

Advertising Specialty Institute
4800 Street Road.
Trevose, PA 19053
Tel. No.: (800).546.1365
FAX No.: (800).839.3969

Official Publication of: None
Established: 1954
Issues Per Year: 13



FIELD SERVED

COUNSELOR serves suppliers and distributors in the promotional products industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, vice presidents, directors, managers and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	467
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	263
Digital _____	-
All Other _____	916
TOTAL	1,646

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 _____	14,942	94.9	137	0.9	14,806	94.0
Multi-Copy Same Addressee _____	811	5.1	28	0.1	783	5.0
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,754	100.0	165	1.0	15,589	99.0

*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 _____	13,031	2,536	309	121	15,755	15,876
February _____	12,432	2,161	1,160	126	15,627	15,753
March _____	12,720	3,113	519	378	15,974	16,352
April _____	12,713	3,314	349	80	16,296	16,376
May _____	13,163	84	21	202	13,066	13,268
June _____	13,551	2,975	374	83	16,817	16,900

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is 18.4% or 2,983 copies below the average of the other 5 issues reported in Paragraph two. (See Additional Data)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (unduplicated) (C)	CLASSIFICATION BY TITLE					
								Owner	President/Corporate Executives	Vice President	Director	Manager	Other
COUNSELOR serves the suppliers and distributors in the promotional products industry _____	13,268	100.0	202	13,066	13,163	84	21	4,610	3,687	846	275	870	2,980
TOTAL QUALIFIED CIRCULATION	13,268	100.0	202	13,066	13,163	84	21	4,610	3,687	846	275	870	2,980
PERCENT	100.0		1.5	98.5	99.2	0.6	0.2	34.7	27.8	6.4	2.1	6.5	22.5

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: _____	13,268	-	-	13,163	84	21	202	13,066	13,268	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: _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,268	-	-	13,163	84	21	202	13,066	13,268	100.0
PERCENT	100.0	-	-	99.2	0.6	0.2	1.5	98.5	100.0	

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 _____	9,964	79	19	88	9,974	10,062	75.8
Individuals by name only _____	2,500	5	2	66	2,441	2,507	18.9
Titles or functions only _____	-	-	-	-	-	-	-
Company names only _____	-	-	-	-	-	-	-
Multi-Copy Same Addressee copies _____	699	-	-	48	651	699	5.3
Single Copy Sales _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,163	84	21	202	13,066	13,268	100.0

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 _____	53	-	-	-	53	53	
New Hampshire _____	55	-	-	1	54	55	
Vermont _____	19	-	-	-	19	19	
Massachusetts _____	268	2	-	6	264	270	
Rhode Island _____	57	-	-	-	57	57	
Connecticut _____	154	2	-	3	153	156	
NEW ENGLAND	606	4	-	10	600	610	4.6
New York _____	798	7	2	11	796	807	
New Jersey _____	528	10	-	7	531	538	
Pennsylvania _____	636	3	1	9	631	640	
MIDDLE ATLANTIC	1,962	20	3	27	1,958	1,985	15.0
Ohio _____	487	2	2	7	484	491	
Indiana _____	311	2	-	6	307	313	
Illinois _____	609	6	1	11	605	616	
Michigan _____	394	1	-	3	392	395	
Wisconsin _____	286	2	-	5	283	288	
EAST NO. CENTRAL	2,087	13	3	32	2,071	2,103	15.9
Minnesota _____	319	1	2	10	312	322	
Iowa _____	147	1	-	8	140	148	
Missouri _____	280	1	-	8	273	281	
North Dakota _____	46	-	-	-	46	46	
South Dakota _____	24	-	-	1	23	24	
Nebraska _____	64	-	-	1	63	64	
Kansas _____	163	1	-	18	146	164	
WEST NO. CENTRAL	1,043	4	2	46	1,003	1,049	7.9
Delaware _____	49	-	-	1	48	49	
Maryland _____	339	1	2	2	340	342	
Washington, DC _____	21	-	-	-	21	21	
Virginia _____	276	-	-	2	274	276	
West Virginia _____	28	-	-	1	27	28	
North Carolina _____	317	2	-	2	317	319	
South Carolina _____	166	-	1	2	165	167	
Georgia _____	434	2	-	-	436	436	
Florida _____	1,104	5	2	10	1,101	1,111	
SOUTH ATLANTIC	2,734	10	5	20	2,729	2,749	20.7

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Kentucky _____	147	3	-	3	147	150	
Tennessee _____	257	3	1	3	258	261	
Alabama _____	161	1	-	-	162	162	
Mississippi _____	80	1	-	1	80	81	
EAST SO. CENTRAL	645	8	1	7	647	654	4.9
Arkansas _____	76	-	1	3	74	77	
Louisiana _____	205	4	-	2	207	209	
Oklahoma _____	127	2	-	-	129	129	
Texas _____	919	1	5	7	918	925	
WEST SO. CENTRAL	1,327	7	6	12	1,328	1,340	10.1
Montana _____	33	-	-	-	33	33	
Idaho _____	38	2	-	-	40	40	
Wyoming _____	17	1	-	-	18	18	
Colorado _____	193	1	-	2	192	194	
New Mexico _____	39	1	-	-	40	40	
Arizona _____	209	2	-	2	209	211	
Utah _____	99	-	-	-	99	99	
Nevada _____	86	1	-	7	80	87	
MOUNTAIN	714	8	-	11	711	722	5.4
Alaska _____	32	-	-	-	32	32	
Washington _____	214	1	-	4	211	215	
Oregon _____	140	1	-	5	136	141	
California _____	1,272	4	1	23	1,254	1,277	
Hawaii _____	34	-	-	-	34	34	
PACIFIC	1,692	6	1	32	1,667	1,699	12.8
UNITED STATES	12,810	80	21	197	12,714	12,911	97.3
U.S. Territories _____	82	-	-	-	82	82	
Canada _____	159	3	-	4	158	162	
Mexico _____	8	-	-	-	8	8	
Other International _____	104	1	-	1	104	105	
APO/FPO _____	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	13,163	84	21	202	13,066	13,268	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: __	13,580	13,340	15,061	15,025	15,688	15,754
Qualified Non-Paid: _____	2,414	1,982	221	87	93	165
Print Version Only _____	2,414	1,982	187	82	85	155
Digital Version Only _____	-	-	25	4	5	5
Both Print & Digital Version _	-	-	9	1	3	5
Qualified Paid: _____	11,166	11,358	14,840	14,938	15,595	15,589
Print Version Only _____	11,166	11,358	13,157	13,243	13,292	12,780
Digital Version Only _____	-	-	1,446	1,435	2,094	2,359
Both Print & Digital Version _	-	-	237	260	209	450
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2010 – 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.

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 14,806 copies were sold to qualified recipients at the following subscription price: \$75.00. Members annual subscription price is included in the annual dues and is deductible there from.

Qualified paid Multi-Copy Same Addressee subscriptions averaging 783 copies were sold to qualified recipients; subscription price details were not available.

PARAGRAPH 2:

Due to the vendor's network issue, the May 2011 digital subscriber's data was partially populated within the deployment table, resulting in 105 out of the 4,187 digital issues to be delivered.

PARAGRAPH 3a:

The May 2011 issue is 18.4% or 2,983 copies below the average of the other 5 issues reported in Paragraph two.

AVERAGE ANNUAL ORDER PRICE:

The publisher states that the order details for this period are not available and, as a result, not reported herein.

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 _____	12,124	93.7	127	1.0	11,997	92.7
Multi-Copy Same Addressee _____	811	6.3	28	0.2	783	6.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,935	100.0	155	1.2	12,780	98.8

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 _____	-	-	-	-	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	2,364	100.0	5	0.2	2,359	99.8
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,364	100.0	5	0.2	2,359	99.8

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 _____	455	100.0	5	1.1	450	98.9
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	455	100.0	5	1.1	450	98.9

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 29, 2011
Richard Fairfield, Publisher	State	Pennsylvania
Debra Brill, Executive Director	County	Bucks
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 29, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	C706Y0J1