

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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SUPPLIER GLOBAL RESOURCE

Advertising Specialty Institute
4800 Street Rd.
Trevose, PA 19053
Tel. No.: 800.546.1365
Fax No.: 800.839.3969
www.asicentral.com

Official Publication of: None
Established: 2005
Issues Per Year: 6

FIELD SERVED

Supplier Global Resource serves suppliers in the promotional products industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients primary job function is Owner/President/CEO, Management, Art/Design, Finance/Accounting, Human Resources, Information Technology, Marketing/Advertising, Operations, Order Processing, Production/Plant, Purchasing, Sales, Warehouse/Fulfillment, and Other titled and non-titled personnel.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	22
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	83
Digital _____	-
All Other _____	606
TOTAL	711

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 _____	7,995	99.4	365	4.6	7,630	94.8
*Multi-Copy Same Addressee _____	51	0.6	3	-	48	0.6
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,046	100.0	368	4.6	7,678	95.4

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	378	7,767	8,145
March/April _____	366	7,595	7,961
May/June _____	358	7,673	8,031

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**This issue is 0.3% or 22 copies below the average of the other 2 issues reported in Paragraph two.**

Business And Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Owner/President/CEO, Management, Art/Design, Finance/Accounting, Human Resources (Note 1)
Supplier Global Resource serves the suppliers in the promotional products industry ____	8,031	100.0	358	7,673	8,031
TOTAL QUALIFIED CIRCULATION	8,031	100.0	358	7,673	8,031
PERCENT	100.0		4.5	95.5	100.0

Note 1: Also Includes: Information Technology, Marketing/Advertising, Operations, Order Processing, Production/Plant, Purchasing, Sales, Warehouse/Fulfillment, Other

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011							
QUALIFICATION SOURCE	Qualified Within			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: _____	8,031	-	-	358	7,673	8,031	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	8,031	-	-	358	7,673	8,031	100.0
PERCENT	100.0	-	-	4.5	95.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	340	7,433	7,773	96.8
Individuals by name only _____	15	184	199	2.5
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	3	56	59	0.7
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	358	7,673	8,031	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011									
State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	1	26	27		Kentucky _____	4	61	65	
New Hampshire _____	-	36	36		Tennessee _____	3	128	131	
Vermont _____	1	29	30		Alabama _____	3	34	37	
Massachusetts _____	9	158	167		Mississippi _____	-	11	11	
Rhode Island _____	8	105	113		EAST SO. CENTRAL	10	234	244	3.0
Connecticut _____	9	98	107		Arkansas _____	4	25	29	
NEW ENGLAND	28	452	480	6.0	Louisiana _____	-	37	37	
New York _____	27	659	686		Oklahoma _____	2	17	19	
New Jersey _____	17	335	352		Texas _____	21	446	467	
Pennsylvania _____	26	330	356		WEST SO. CENTRAL	27	525	552	6.9
MIDDLE ATLANTIC	70	1,324	1,394	17.4	Montana _____	-	18	18	
Ohio _____	21	296	317		Idaho _____	-	14	14	
Indiana _____	4	153	157		Wyoming _____	-	2	2	
Illinois _____	21	468	489		Colorado _____	4	154	158	
Michigan _____	-	112	112		New Mexico _____	-	10	10	
Wisconsin _____	6	177	183		Arizona _____	2	106	108	
EAST NO. CENTRAL	52	1,206	1,258	15.7	Utah _____	4	81	85	
Minnesota _____	12	285	297		Nevada _____	1	54	55	
Iowa _____	4	83	87		MOUNTAIN	11	439	450	5.6
Missouri _____	17	210	227		Alaska _____	-	-	-	
North Dakota _____	-	9	9		Washington _____	6	113	119	
South Dakota _____	-	7	7		Oregon _____	3	99	102	
Nebraska _____	-	23	23		California _____	57	1,438	1,495	
Kansas _____	13	106	119		Hawaii _____	-	6	6	
WEST NO. CENTRAL	46	723	769	9.6	PACIFIC	66	1,656	1,722	21.3
Delaware _____	-	13	13		UNITED STATES	358	7,522	7,880	98.1
Maryland _____	2	40	42		U.S. Territories _____	-	1	1	
Washington, DC _____	-	2	2		Canada _____	-	142	142	
Virginia _____	4	78	82		Mexico _____	-	-	-	
West Virginia _____	-	4	4		Other International _____	-	8	8	
North Carolina _____	5	110	115		APO/FPO _____	-	-	-	
South Carolina _____	3	71	74		TOTAL QUALIFIED CIRCULATION	358	7,673	8,031	100.0
Georgia _____	8	166	174						
Florida _____	26	479	505						
SOUTH ATLANTIC	48	963	1,011	12.6					

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: _____	8,528	8,682	8,717	8,382	8,175	8,046
Qualified Non-Paid: _____	971	890	593	438	404	368
Qualified Paid: _____	7,557	7,792	8,124	7,944	7,771	7,678
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	***	**NC	**NC

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

**NC = None Claimed.

***See Additional Data

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 7,630 copies were sold to qualified recipient at the following subscription price: \$3.00. Members' yearly subscription price is included in the dues and is deductible there from.

Qualified paid Multi-Copy Same Addressee subscriptions averaging up to 4 copies were sold to qualified recipients at \$3/annual subscription fee (included in their annual membership dues), in quantities of 1 to 4.

AVERAGE ANNUAL ORDER PRICE:

The publisher states that the annual average price for this period is not available and as a result is not reported herein.

PUBLISHER'S AFFIDAVIT

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

Richard Fairfield, Publisher

Debra J. Brill, Circulation Director

Date signed

July 8, 2011

State

Pennsylvania

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

July 8, 2011

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.

Type

PD

ID Number

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