

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

S·T·I·T·C·H·E·S

Advertising Specialty Institute
4800 Street Road
Trevose, PA 19053
Tel. No.: (800) 546-1365
Fax No.: (800) 839-3969
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 _____	59
Advertiser and Agency _____	785
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	211
Digital _____	-
All Other _____	385
TOTAL	1,440

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,338	100.0	21,247	99.6	91	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,338	100.0	21,247	99.6	91	0.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	129	223	21,344
February _____	67	140	21,417
March/April _____	320	191	21,288
May _____	145	195	21,338
June _____	134	96	21,300
TOTAL	795	845	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is -% or 1 copy 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
Embroidery/Monogramming, Punching/Digitizing, Embroidered Apparel Retailers, Textile Screenprinting, Manufacturers/Suppliers and others Allied to the Field. _____	21,338	100.0	14,890	1,551	1,496	249	483	227	232	2,210
TOTAL QUALIFIED CIRCULATION	21,338	100.0	14,890	1,551	1,496	249	483	227	232	2,210
PERCENT	100.0		69.8	7.2	7.0	1.2	2.3	1.1	1.1	10.3

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+	
Embroidery/Monogramming, Punching/Digitizing, Embroidered Apparel Retailers, Textile Screenprinting, Manufacturers/Suppliers and others Allied to the Field. ____	21,338	4,457	7,612	1,256	703	262	109	65	43	6,831
TOTAL QUALIFIED CIRCULATION	21,338	4,457	7,612	1,256	703	262	109	65	43	6,831

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	14,595	6,743	-	21,338	100.0
II. Request from recipient's company: _____	-	-	-	-	-
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	14,595	6,743	-	21,338	100.0
PERCENT	68.4	31.6	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	20,193	94.7
Individuals by name only _____	1,137	5.3
Titles or functions only _____	6	-
Company names only _____	2	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	21,338	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	74		Kentucky _____	288	
New Hampshire _____	82		Tennessee _____	487	
Vermont _____	38		Alabama _____	308	
Massachusetts _____	267		Mississippi _____	192	
Rhode Island _____	37		EAST SO. CENTRAL	1,275	6.0
Connecticut _____	150		Arkansas _____	267	
NEW ENGLAND	648	3.0	Louisiana _____	391	
New York _____	801		Oklahoma _____	398	
New Jersey _____	446		Texas _____	2,009	
Pennsylvania _____	711		WEST SO. CENTRAL	3,065	14.4
MIDDLE ATLANTIC	1,958	9.2	Montana _____	123	
Ohio _____	985		Idaho _____	147	
Indiana _____	487		Wyoming _____	51	
Illinois _____	1,104		Colorado _____	457	
Michigan _____	807		New Mexico _____	112	
Wisconsin _____	627		Arizona _____	361	
EAST NO. CENTRAL	4,010	18.8	Utah _____	215	
Minnesota _____	639		Nevada _____	212	
Iowa _____	351		MOUNTAIN	1,678	7.8
Missouri _____	716		Alaska _____	42	
North Dakota _____	108		Washington _____	491	
South Dakota _____	96		Oregon _____	318	
Nebraska _____	176		California _____	1,751	
Kansas _____	363		Hawaii _____	54	
WEST NO. CENTRAL	2,449	11.5	PACIFIC	2,656	12.4
Delaware _____	49		UNITED STATES	21,253	99.6
Maryland _____	279		U.S. Territories _____	68	
Washington, DC _____	8		Canada _____	6	
Virginia _____	343		Mexico _____	-	
West Virginia _____	72		Other International _____	9	
North Carolina _____	543		APO/FPO _____	2	
South Carolina _____	257		TOTAL QUALIFIED CIRCULATION	21,338	100.0
Georgia _____	643				
Florida _____	1,320				
SOUTH ATLANTIC	3,514	16.5			

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: _____	21,681	21,378	21,345	21,433	21,378	21,338
Qualified Non-Paid: ____	21,425	21,195	21,198	21,307	21,275	21,247
Qualified Paid: _____	256	183	147	126	103	91
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: 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

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, 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 July 15, 2011

State Pennsylvania

City Bucks

Received by BPA Worldwide July 15, 2011

Type PD

ID Number S197P0J1