

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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# WEARABLES

Advertising Specialty Institute  
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[www.wearablesbusiness.com](http://www.wearablesbusiness.com)  
[wearablesbusiness@asicentral.com](mailto: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 _____	5
Advertiser and Agency _____	541
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	214
Digital _____	-
All Other _____	341
<b>TOTAL</b>	<b>1,101</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,052	100.0	15,052	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,052</b>	<b>100.0</b>	<b>15,052</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	219	102	15,013
February _____	9	33	15,037
March _____	63	73	15,047
April/May _____	63	66	15,050
June _____	33	97	15,114
<b>TOTAL</b>	<b>387</b>	<b>371</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011****This issue is -% or 3 copies below 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 _____	9,176	61.0	4,390	1,332	866	2,188	194	206
Promotional/Marketing Company and/or Agency _____	709	4.7	346	95	96	139	22	11
Other _____	5,165	34.3	3,451	503	422	561	69	159
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,050</b>	<b>100.0</b>	<b>8,187</b>	<b>1,930</b>	<b>1,384</b>	<b>2,888</b>	<b>285</b>	<b>376</b>
<b>PERCENT</b>	<b>100.0</b>		<b>54.4</b>	<b>12.8</b>	<b>9.2</b>	<b>19.2</b>	<b>1.9</b>	<b>2.5</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	<b>4,951</b>	<b>10,099</b>	-	<b>15,050</b>	<b>100.0</b>
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> – 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>4,951</b>	<b>10,099</b>	-	<b>15,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>32.9</b>	<b>67.1</b>	-	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	15,033	99.9
Individuals by name only _____	12	0.1
Titles or functions only _____	4	-
Company names only _____	1	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,050</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2011**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	38		Kentucky _____	198	
New Hampshire _____	42		Tennessee _____	290	
Vermont _____	24		Alabama _____	184	
Massachusetts _____	145		Mississippi _____	101	
Rhode Island _____	25		<b>EAST SO. CENTRAL</b>	<b>773</b>	<b>5.1</b>
Connecticut _____	128		Arkansas _____	141	
<b>NEW ENGLAND</b>	<b>402</b>	<b>2.7</b>	Louisiana _____	288	
New York _____	594		Oklahoma _____	246	
New Jersey _____	343		Texas _____	1,607	
Pennsylvania _____	377		<b>WEST SO. CENTRAL</b>	<b>2,282</b>	<b>15.2</b>
<b>MIDDLE ATLANTIC</b>	<b>1,314</b>	<b>8.7</b>	Montana _____	63	
Ohio _____	625		Idaho _____	69	
Indiana _____	412		Wyoming _____	17	
Illinois _____	1,038		Colorado _____	278	
Michigan _____	543		New Mexico _____	48	
Wisconsin _____	491		Arizona _____	245	
<b>EAST NO. CENTRAL</b>	<b>3,109</b>	<b>20.6</b>	Utah _____	136	
Minnesota _____	397		Nevada _____	116	
Iowa _____	230		<b>MOUNTAIN</b>	<b>972</b>	<b>6.5</b>
Missouri _____	402		Alaska _____	25	
North Dakota _____	73		Washington _____	236	
South Dakota _____	49		Oregon _____	174	
Nebraska _____	109		California _____	1,207	
Kansas _____	186		Hawaii _____	43	
<b>WEST NO. CENTRAL</b>	<b>1,446</b>	<b>9.6</b>	<b>PACIFIC</b>	<b>1,685</b>	<b>11.2</b>
Delaware _____	41		<b>UNITED STATES</b>	<b>15,002</b>	<b>99.7</b>
Maryland _____	211		U.S. Territories _____	47	
Washington, DC _____	6		Canada _____	1	
Virginia _____	282		Mexico _____	-	
West Virginia _____	44		Other International _____	-	
North Carolina _____	394		APO/FPO _____	-	
South Carolina _____	172		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,050</b>	<b>100.0</b>
Georgia _____	488				
Florida _____	1,381				
<b>SOUTH ATLANTIC</b>	<b>3,019</b>	<b>20.1</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	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: _____	13,907	15,304	15,105	15,086	15,164	15,052
Qualified Non-Paid: _	13,907	15,304	15,105	15,086	15,164	15,052
Qualified Paid: _____	-	-	-	-	-	-
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 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

County Bucks

Received by BPA Worldwide July 15, 2011

Type PD

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