

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2008  
(Including Supplementary Data)**

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Official Publication of: None  
Established: 1993  
Issues Per Year: 12



**FIELD SERVED**

MULTICHANNEL MERCHANT serves catalog companies and on-line merchants, as well as retailers, manufacturers and wholesale/distributors who sell goods via print, catalogs and/or e-commerce sites.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include: Corporate/General Management, Marketing & Merchandising Management, Operations/Fulfillment & Distribution Management, Production & Design Management.

**PURPOSE**

Reported in this statement is an analysis of recipients who responded to multiple services. See qualification questionnaire.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	115
Advertiser and Agency _____	943
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,385
All Other _____	1,205
<b>TOTAL</b>	<b>3,648</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,509	100.0	32,386	99.6	123	0.4
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,509</b>	<b>100.0</b>	<b>32,386</b>	<b>99.6</b>	<b>123</b>	<b>0.4</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	20	236			32,500	April _____	266	314			32,548
February _____	155	161			32,506	May _____	9,601	9,553			32,500
March _____	418	412			32,500	June _____	-	-			32,500
						<b>TOTAL</b>	<b>10,460</b>	<b>10,676</b>			

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>							
<b>This issue is -% or 11 copies below the average of the other 5 issues reported in Paragraph two.</b>							
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	1. Corp/Gen Mgmt	2. Mktg/ Merch Mgmt	3. Ops/Fulf Mgmt	4. Prod/Des Mgmt	5. Other
Multichannel Merchants: Catalog Marketing/ Online Merchant, Retailer _____	20,876	64.2	11,386	4,758	3,682	614	436
Manufacturer _____	4,545	14.0	1,726	1,136	1,169	369	145
Wholesaler/Distributor _____	5,223	16.1	2,818	809	1,306	169	121
3rd Party Logistics/Fulfillment, Contact Center, Direct Response _____	85	0.3	38	17	15	15	-
Other _____	1,771	5.4	734	519	206	66	246
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,500</b>	<b>100.0</b>	<b>16,702</b>	<b>7,239</b>	<b>6,378</b>	<b>1,233</b>	<b>948</b>
<b>PERCENT</b>	<b>100.0</b>		<b>51.4</b>	<b>22.3</b>	<b>19.6</b>	<b>3.8</b>	<b>2.9</b>

<b>SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2008</b>									
<b>See questionnaire used to elicit these data on the back of this report. This is an analysis of the 28,090 or 86.4% of the respondents to multiple services. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.</b>									
BUSINESS/INDUSTRY	TOTAL	PERCENT OF TOTAL	Catalog	Transactional Website	Retail/ Outlet Store	Telemarketing	Direct Sales Force	DRTV	Other
Multichannel Merchants: Catalog Marketing/Online Merchant, Retailer _____	20,876	61.4	13,122	13,540	10,295	3,453	5,587	2,340	374
Manufacturer _____	4,545	16.8	2,713	3,126	1,592	962	2,371	494	157
Wholesaler/Distributor _____	5,223	16.1	2,639	2,923	1,547	1,047	2,226	446	120
3rd Party Logistics/Fulfillment, Contact Center, Direct Response _____	85	0.3	39	50	32	19	43	28	1
Other _____	1,771	5.4	1,064	1,310	552	511	800	246	147
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,500</b>	<b>100.0</b>	<b>19,577</b>	<b>20,949</b>	<b>14,018</b>	<b>5,992</b>	<b>11,027</b>	<b>3,554</b>	<b>799</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>26,468</b>	<b>6,029</b>	-			<b>32,497</b>	<b>100.0</b>
a. Written _____	1,701	216	-			1,917	5.9
b. Telecommunication _____	19,754	5,444	-			25,198	77.5
c. Electronic _____	5,013	369	-			5,382	16.6
II. <b>TOTAL</b> – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,468</b>	<b>6,029</b>	-			<b>32,497</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.4</b>	<b>18.6</b>	-			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			32,500	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>32,500</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	277		400-427 Kentucky _____	458	
030-038 New Hampshire _____	308		370-385 Tennessee _____	633	
050-059 Vermont _____	208		350-369 Alabama _____	334	
010-027 Massachusetts _____	1,135		386-397 Mississippi _____	162	
028-029 Rhode Island _____	166		<b>EAST SO. CENTRAL</b>	<b>1,587</b>	<b>4.9</b>
060-069 Connecticut _____	651		716-729 Arkansas _____	238	
<b>NEW ENGLAND</b>	<b>2,745</b>	<b>8.4</b>	700-714 Louisiana _____	138	
100-149 New York _____	2,217		730-749 Oklahoma _____	232	
070-089 New Jersey _____	1,126		750-799 Texas _____	1,539	
150-196 Pennsylvania _____	1,787		<b>WEST SO. CENTRAL</b>	<b>2,147</b>	<b>6.6</b>
<b>MIDDLE ATLANTIC</b>	<b>5,130</b>	<b>15.8</b>	590-599 Montana _____	98	
430-459 Ohio _____	1,907		832-838 Idaho _____	150	
460-479 Indiana _____	664		820-831 Wyoming _____	65	
600-629 Illinois _____	1,956		800-816 Colorado _____	478	
480-499 Michigan _____	993		870-884 New Mexico _____	128	
530-549 Wisconsin _____	1,169		850-865 Arizona _____	350	
<b>EAST NO. CENTRAL</b>	<b>6,689</b>	<b>20.6</b>	840-847 Utah _____	285	
550-567 Minnesota _____	893		889-898 Nevada _____	136	
500-528 Iowa _____	450		<b>MOUNTAIN</b>	<b>1,690</b>	<b>5.2</b>
630-658 Missouri _____	730		995-999 Alaska _____	23	
580-588 North Dakota _____	113		980-994 Washington _____	467	
570-577 South Dakota _____	105		970-979 Oregon _____	450	
680-693 Nebraska _____	367		900-961 California _____	2,781	
660-679 Kansas _____	324		967-968 Hawaii _____	37	
<b>WEST NO. CENTRAL</b>	<b>2,982</b>	<b>9.2</b>	<b>PACIFIC</b>	<b>3,758</b>	<b>11.6</b>
197-199 Delaware _____	81		<b>UNITED STATES</b>	<b>32,424</b>	<b>99.8</b>
206-219 Maryland _____	507		969 & 004-009 U.S. Territories _____	18	
200-205 Washington, DC _____	44		Canada _____	26	
220-246 Virginia _____	805		Mexico _____	-	
247-268 West Virginia _____	161		Other International _____	30	
270-289 North Carolina _____	1,002		AP0/FPO _____	2	
290-299 South Carolina _____	383		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,500</b>	<b>100.0</b>
300-319 Georgia _____	924				
320-349 Florida _____	1,789				
<b>SOUTH ATLANTIC</b>	<b>5,696</b>	<b>17.5</b>			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified	15,377	25,167	32,184	32,398	32,509
Qualified Non-Paid Total	15,370	24,951	31,943	32,228	32,386
Qualified Paid Total	7	216	241	170	123
Post Expire Copies included in Paid Circulation	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price	***NC	***NC	***NC	***NC	***NC

\* NOTE: The audited average qualified circulation for January - June 2007 = 32,408. The unaudited average qualified circulation for July - December 2007 = 32,388. Yielding an average qualified circulation of 32,398.  
 \*\* 2008 data is unaudited.  
 \*\*\*NC = None Claimed.

10. PAID CIRCULATION DATA	
***NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

# Free Subscription Offer

**1** Do you wish to receive/continue to receive Multichannel Merchant FREE?  YES  NO

**2** If Multichannel Merchant launches a digital edition in the future, would you like to receive your issues in this format rather than print?  YES  NO

**3** Does your company market products directly to consumers and/or businesses through a print catalog and/or transactional website?

**4** If yes, please indicate all the channels your company markets through (check all that apply):

**5** Your company's primary business classification is (check only one):

**6** The type of marketing my company does is primarily:

**7** Your job function is (check only one):



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**8** Your company's annual gross sales: (check only one)

**9** Do you recommend/approve/influence the purchase of any of the following? (check all that apply):

<b>Print Channel:</b>	<b>Operations &amp; Fulfillment:</b>
01 <input type="checkbox"/> Online Services	30 <input type="checkbox"/> Bar coding Equipment
02 <input type="checkbox"/> Internet/Email/Intranet	31 <input type="checkbox"/> Call Center Services
03 <input type="checkbox"/> Fulfillment Services Mail	32 <input type="checkbox"/> Equipment/Systems
04 <input type="checkbox"/> Printing - offset/digital/variable	33 <input type="checkbox"/> Content Services/Support
05 <input type="checkbox"/> Paper	34 <input type="checkbox"/> Delivery Services
06 <input type="checkbox"/> Call Center Services	35 <input type="checkbox"/> Fulfillment Warehousing/Storage
07 <input type="checkbox"/> Call Center Equipment/Systems	36 <input type="checkbox"/> Fulfillment Warehousing/Storage
<b>Web Channel:</b>	37 <input type="checkbox"/> Logistics/Manufacturing
10 <input type="checkbox"/> Web Design Services	38 <input type="checkbox"/> Equipment
11 <input type="checkbox"/> E-Mail Marketing	39 <input type="checkbox"/> Order Management Software
12 <input type="checkbox"/> E-Mail Advertising/Banner Ads	40 <input type="checkbox"/> Production Materials & Supplies
13 <input type="checkbox"/> E-Commerce Software Solutions	41 <input type="checkbox"/> Payment Processing
14 <input type="checkbox"/> Search Engine Marketing Optimization Services	42 <input type="checkbox"/> Warehouse Distribution
15 <input type="checkbox"/> Web Analytics	
<b>Good Channel:</b>	
20 <input type="checkbox"/> Database Management Services	
21 <input type="checkbox"/> Data Processing (incl. Merge/Range, Out-Drop) Technology	
22 <input type="checkbox"/> Direct Mail Consumer	
23 <input type="checkbox"/> Labels/Tags Business	
24 <input type="checkbox"/> Loyalty/Retention/Incentive Programs	
25 <input type="checkbox"/> Information Services/Lists	
26 <input type="checkbox"/> Merchandise	
27 <input type="checkbox"/> Digital Asset Mgmt.	

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Leslie Bacon, Publisher	Date signed	August 13, 2008
Seth Olson, Audience Marketing Manager	State	Kansas
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Johnson
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	August 13, 2008
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	PSJ
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