

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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



Penton Media, Inc.  
11 River Bend Drive South  
Stamford, CT 06907-0949  
Tel.: (203) 358-9900  
Fax: (203) 358-5812  
[www.multichannelmerchant.com](http://www.multichannelmerchant.com)

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



**FIELD SERVED**

MULTIHANNEL 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.

| AVERAGE NON-QUALIFIED CIRCULATION               |              |
|---|--------------|
| NON-QUALIFIED Not Included Elsewhere            | Copies       |
| Other Paid Circulation _____                    | 123          |
| Advertiser and Agency _____                     | 1,015        |
| Rotated or Occasional _____                     | -            |
| Allocated for Trade Shows and Conventions _____ | 1,221        |
| All Other _____                                 | 1,228        |
| <b>TOTAL</b>                                    | <b>3,587</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |             |                |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                                     | 32,408          | 100.0        | 32,224             | 99.4        | 184            | 0.6        |
| Sponsored Individually Addressed _____               | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____                             | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____                      | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales _____                              | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>32,408</b>   | <b>100.0</b> | <b>32,224</b>      | <b>99.4</b> | <b>184</b>     | <b>0.6</b> |

| 2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD |                |              |                    |                |                 |              |                |               |                    |                |                 |
|---|----------------|--------------|--------------------|----------------|-----------------|--------------|----------------|---------------|--------------------|----------------|-----------------|
| 2007 Issue  | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified | 2007 Issue   | Number Removed | Number Added  | Qualified Non-Paid | Qualified Paid | Total Qualified |
| January _____   | 4,978          | 5,255        |                    |                | 32,608          | April _____  | 569            | 427           |                    |                | 32,383          |
| February _____  | 6,004          | 5,722        |                    |                | 32,326          | May _____    | 3,663          | 3,583         |                    |                | 32,303          |
| March _____   | 31             | 230          |                    |                | 32,525          | June _____   | -              | -             |                    |                | 32,303          |
|   |                |              |                    |                |                 | <b>TOTAL</b> | <b>15,245</b>  | <b>15,217</b> |                    |                |                 |

## 3a. BUSINESS/OCCUPATION BREAK OUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is 0.4% or 126 copies below the average of the other 5 issues reported in Paragraph two.

| 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   |
|---|-----------------|------------------|------------------|---------------------|------------------|------------------|------------|
| Multi-channel Merchants: Catalog Marketing/ Online Merchant, Retailer _____ | 22,804          | 70.6             | 11,053           | 6,442               | 4,322            | 594              | 393        |
| Manufacturer _____  | 3,543           | 11.0             | 1,134            | 1,252               | 942              | 122              | 93         |
| Wholesaler/Distributor _____  | 4,316           | 13.4             | 1,785            | 1,095               | 1,228            | 138              | 70         |
| 3rd Party Logistics/Fulfillment, Contact Center, Direct Response ___        | 633             | 2.0              | 270              | 152                 | 113              | 80               | 18         |
| Other _____   | 1,007           | 3.1              | 349              | 112                 | 218              | 69               | 259        |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>32,303</b>   | <b>100.0</b>     | <b>14,591</b>    | <b>9,053</b>        | <b>6,823</b>     | <b>1,003</b>     | <b>833</b> |
| <b>PERCENT</b>  | <b>100.0</b>    | <b>-</b>         | <b>45.2</b>      | <b>28.0</b>         | <b>21.1</b>      | <b>3.1</b>       | <b>2.6</b> |

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**

| QUALIFICATION SOURCE  | Qualified Within |              |          | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|---|------------------|--------------|----------|--------------------|----------------|-----------------|--------------|
|   | 1 year           | 2 years      | 3 years  |                    |                |                 |              |
| I. TOTAL - Personal direct request from the recipient: _____                                | 26,796           | 5,507        | -        |                    |                | 32,303          | 100.0        |
| a. Written _____  | 1,693            | 202          | -        |                    |                | 1,895           | 5.8          |
| b. Telecommunication _____  | 20,345           | 5,118        | -        |                    |                | 25,463          | 78.8         |
| c. Internet and E-Mail _____  | 4,758            | 187          | -        |                    |                | 4,945           | 15.3         |
| II. TOTAL - Request from recipient's company: _____   | -                | -            | -        |                    |                | -               | -            |
| a. Written _____  | -                | -            | -        |                    |                | -               | -            |
| b. Telecommunication _____  | -                | -            | -        |                    |                | -               | -            |
| c. Internet and E-Mail _____  | -                | -            | -        |                    |                | -               | -            |
| III. TOTAL - Membership Benefit: _____  | -                | -            | -        |                    |                | -               | -            |
| a. Individual _____   | -                | -            | -        |                    |                | -               | -            |
| b. Organizational _____   | -                | -            | -        |                    |                | -               | -            |
| IV. TOTAL - Communication from recipient or recipient's company (other than request): _____ | -                | -            | -        |                    |                | -               | -            |
| a. Written _____  | -                | -            | -        |                    |                | -               | -            |
| b. Telecommunication _____  | -                | -            | -        |                    |                | -               | -            |
| c. Internet and E-Mail _____  | -                | -            | -        |                    |                | -               | -            |
| V. TOTAL - 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. TOTAL - Single Copy Sales: _____  | -                | -            | -        |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>26,796</b>    | <b>5,507</b> | <b>-</b> |                    |                | <b>32,303</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>83.0</b>      | <b>17.0</b>  | <b>-</b> |                    |                | <b>100.0</b>    | <b>-</b>     |

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**

| MAILING ADDRESS                                     | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|---|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function _____ |                    |                | 32,303          | 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>32,303</b>   | <b>100.0</b> |

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**

| State & Zip Code             | Total Qualified | Percent     | State & Zip Code                     | Total Qualified | Percent      |
|------------------------------|-----------------|-------------|--------------------------------------|-----------------|--------------|
| 039-049 Maine _____          | 246             |             | 400-427 Kentucky _____               | 476             |              |
| 030-038 New Hampshire _____  | 305             |             | 370-385 Tennessee _____              | 632             |              |
| 050-059 Vermont _____        | 211             |             | 350-369 Alabama _____                | 307             |              |
| 010-027 Massachusetts _____  | 1,114           |             | 386-397 Mississippi _____            | 134             |              |
| 028-029 Rhode Island _____   | 163             |             | <b>EAST SO. CENTRAL</b>              | <b>1,549</b>    | <b>4.7</b>   |
| 060-069 Connecticut _____    | 668             |             | 716-729 Arkansas _____               | 203             |              |
| <b>NEW ENGLAND</b>           | <b>2,707</b>    | <b>8.3</b>  | 700-714 Louisiana _____              | 115             |              |
| 100-149 New York _____       | 2,240           |             | 730-749 Oklahoma _____               | 216             |              |
| 070-089 New Jersey _____     | 1,123           |             | 750-799 Texas _____                  | 1,500           |              |
| 150-196 Pennsylvania _____   | 1,707           |             | <b>WEST SO. CENTRAL</b>              | <b>2,034</b>    | <b>6.2</b>   |
| <b>MIDDLE ATLANTIC</b>       | <b>5,070</b>    | <b>15.6</b> | 590-599 Montana _____                | 87              |              |
| 430-459 Ohio _____           | 1,967           |             | 832-838 Idaho _____                  | 159             |              |
| 460-479 Indiana _____        | 637             |             | 820-831 Wyoming _____                | 60              |              |
| 600-629 Illinois _____       | 2,077           |             | 800-816 Colorado _____               | 531             |              |
| 480-499 Michigan _____       | 1,048           |             | 870-884 New Mexico _____             | 115             |              |
| 530-549 Wisconsin _____      | 1,181           |             | 850-865 Arizona _____                | 365             |              |
| <b>EAST NO. CENTRAL</b>      | <b>6,910</b>    | <b>21.3</b> | 840-847 Utah _____                   | 285             |              |
| 550-567 Minnesota _____      | 882             |             | 889-898 Nevada _____                 | 129             |              |
| 500-528 Iowa _____           | 371             |             | <b>MOUNTAIN</b>                      | <b>1,731</b>    | <b>5.3</b>   |
| 630-658 Missouri _____       | 684             |             | 995-999 Alaska _____                 | 23              |              |
| 580-588 North Dakota _____   | 75              |             | 980-994 Washington _____             | 470             |              |
| 570-577 South Dakota _____   | 85              |             | 970-979 Oregon _____                 | 440             |              |
| 680-693 Nebraska _____       | 339             |             | 900-961 California _____             | 2,880           |              |
| 660-679 Kansas _____         | 261             |             | 967-968 Hawaii _____                 | 37              |              |
| <b>WEST NO. CENTRAL</b>      | <b>2,697</b>    | <b>8.3</b>  | <b>PACIFIC</b>                       | <b>3,850</b>    | <b>11.9</b>  |
| 197-199 Delaware _____       | 75              |             | <b>UNITED STATES</b>                 | <b>32,249</b>   | <b>99.8</b>  |
| 206-219 Maryland _____       | 521             |             | 969 & 004-009 U.S. Territories _____ | 13              |              |
| 200-205 Washington, DC _____ | 67              |             | Canada _____                         | 19              |              |
| 220-246 Virginia _____       | 773             |             | Mexico _____                         | 1               |              |
| 247-268 West Virginia _____  | 132             |             | Other International _____            | 21              |              |
| 270-289 North Carolina _____ | 977             |             | AP0/FPO _____                        | -               |              |
| 290-299 South Carolina _____ | 358             |             | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>32,303</b>   | <b>100.0</b> |
| 300-319 Georgia _____        | 959             |             |                                      |                 |              |
| 320-349 Florida _____        | 1,839           |             |                                      |                 |              |
| <b>SOUTH ATLANTIC</b>        | <b>5,701</b>    | <b>17.6</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 |
|---|--------------|--------------|--------------|-------------------|-------------------|
|   | 2003         | 2004         | 2005         | *2006             | **2007            |
| Total Audit Average Qualified _____                   | 15,338       | 15,377       | 25,167       | 32,184            | 32,409            |
| Qualified Paid Total _____                            | 2            | 7            | 216          | 241               | 184               |
| Qualified Non-Paid Total _____                        | 15,336       | 15,370       | 24,951       | 31,943            | 32,225            |
| Post Expire Copies included in Paid Circulation _____ | ***NC        | ***NC        | ***NC        | ***NC             | ***NC             |
| Average Annual Order Price _____                      | ***NC        | ***NC        | ***NC        | ***NC             | ***NC             |

\*The audited average qualified circulation for January-June 2006 = 32,184. The unaudited average qualified circulation for July-December 2006 = 32,487. Yielding an average qualified circulation of 32,336.

\*\*NOTE: 2007 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****PUBLISHING COMPANY NAME CHANGE:**

Effective with the February 2007 issue, Prism Business Media changed its name to Penton Media. There has been no change in ownership.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

**PUBLISHER'S AFFIDAVIT**

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

Leslie Bacon, Group Publisher

Len Roberto, Audience Marketing 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 June 29, 2007

State Conn

County Fairfield

Received by BPA Worldwide June 29, 2007

Type PJ

ID Number 0071P0J7