

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2013

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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ABOUT ORACLE MAGAZINE

FLAGSHIP ORACLE MAGAZINE is a consumer publication targeted at individuals with broad-based technology and business interests across a wide spectrum of industries. The content and editorial scope includes news and industry commentary and round-ups, in-depth technical articles, and special features. The brand content of each issue is also available to subscribers worldwide via the publication's digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

MARKET SERVED

ORACLE MAGAZINE serves the following industries: Aerospace and Defense Manufacturing; Application Service Provider; Automotive Manufacturing; Chemicals; Media and Entertainment (formerly Communications and Media); Construction/ Engineering; Consumer Sector/Consumer Packaged Goods; Education; Financial Services/Insurance; Health Care; High Technology Manufacturing/OEM; Industrial Manufacturing; Independent Software Vendor; Life Sciences (Biotech, Pharmaceuticals); Natural Resources (formerly Mining); Oil and Gas; Professional Services; Public Sector (formerly Government (civil) and Government (military)); Retail/Wholesale/Distribution; Systems Integrator/VAR/VAD; Telecommunications; Travel and Transportation; Utilities (electric, gas, sanitation, water); and Other Business and Services (includes former category Chemicals, Oil, and Gas; Agriculture/Mining/Natural Resources; Consulting/Training; Data Processing; Manufacturing (non-computer); Research & Development). Qualified recipients are Executive Management (President, Chair, CEO, CFO, Owner, Partner, Principal); Finance/Administrative Management (VP/Director/ Manager/Controller, Purchasing, Administration); Sales/Marketing Management (VP/Director/Manager); Computer Systems/Operations Management (CIO/VP/Director/Manager MIS, Operations); Systems Development/Programming Management and Staff; Consultants; DBA/System Administrator; Education/Training; Technical Support Director/ Manager; Other Technical Staff; and others as listed in Paragraph 3.

Channels Include:



ORACLE MAGAZINE
3 issues in period
470,059 average circulation
Pages 2 - 4



ORACLE MAGAZINE SOCIAL MEDIA
12,285 average Twitter followers
21,435 average Facebook likes
932 LinkedIn group members
Page 5

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Oracle Magazine (3 Issues in the period)	470,059	-	470,059
a. Print	334,134	-	334,134
b. Digital	135,925	-	135,925
1. Requested	118,576	-	118,576
2. Non-Requested	17,349	-	17,349
Oracle Magazine Social Media			
a. Twitter followers	12,285	-	12,285
b. Facebook likes	21,435	-	21,435
c. LinkedIn group members	932	-	932

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE
MAGAZINE**



Official Publication of: None
Established: 1987

PRICE AND FREQUENCY	
**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD	
Total Qualified	470,059
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	470,059

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	454,059	96.6	454,059	96.6
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	16,000	3.4	16,000	3.4
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	-	-	470,059	100.0	470,059	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	-	-	470,059	100.0	470,059	100.0

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	318,134	95.2	318,134	95.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	16,000	4.8	16,000	4.8
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	-	-	334,134	100.0	334,134	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	-	-	334,134	100.0	334,134	100.0

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	135,925	100.0	135,925	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	-	-	135,925	100.0	135,925	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	-	-	135,925	100.0	135,925	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2013 Issue	Print	Digital	Total Qualified
January/February	351,271	146,806	498,077
March/April	354,653	146,614	501,267
May/June	296,479	114,355	410,834

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED)
SOCIAL MEDIA

2013	Oracle Magazine Social Media		
	 Twitter followers http://twitter.com/oraclemagazine	 Facebook likes http://www.facebook.com/OracleMagazine	 LinkedIn group members http://www.linkedin.com/group/Oracle-Magazine-3685950
January	10,377	16,498	824
February	10,920	18,329	870
March	11,637	20,059	909
April	12,201	22,109	980
May	13,517	24,032	993
June	15,060	27,581	1,013
AVERAGE:	12,285	21,435	932

GEOGRAPHIC DISTRIBUTION*

Region	Oracle Magazine for Issue of May/June 2013			
	Print	Digital	Total	Percent
Maine	700	93	793	
New Hampshire	1,261	218	1,479	
Vermont	352	59	411	
Massachusetts	8,437	1,314	9,751	
Rhode Island	719	98	817	
Connecticut	3,882	543	4,425	
NEW ENGLAND	15,351	2,325	17,676	4.3
New York	31,558	1,923	33,481	
New Jersey	10,189	1,810	11,999	
Pennsylvania	9,942	1,455	11,397	
MIDDLE ATLANTIC	51,689	5,188	56,877	13.8
Ohio	9,203	1,394	10,597	
Indiana	3,655	462	4,117	
Illinois	11,479	1,847	13,326	
Michigan	6,011	970	6,981	
Wisconsin	4,177	557	4,734	
EAST NO. CENTRAL	34,525	5,230	39,755	9.7
Minnesota	5,020	876	5,896	
Iowa	2,004	235	2,239	
Missouri	4,439	681	5,120	
North Dakota	396	37	433	
South Dakota	425	31	456	
Nebraska	1,594	223	1,817	
Kansas	2,155	288	2,443	
WEST NO. CENTRAL	16,033	2,371	18,404	4.5
Delaware	709	105	814	
Maryland	7,036	1,031	8,067	
Washington, DC	2,985	282	3,267	
Virginia	10,210	1,885	12,095	
West Virginia	732	74	806	
North Carolina	6,121	988	7,109	
South Carolina	1,974	286	2,260	
Georgia	7,523	1,424	8,947	
Florida	10,920	1,793	12,713	
SOUTH ATLANTIC	48,210	7,868	56,078	13.6
Kentucky	2,109	254	2,363	
Tennessee	5,059	531	5,590	
Alabama	2,354	276	2,630	
Mississippi	871	84	955	
EAST SO. CENTRAL	10,393	1,145	11,538	2.8
Arkansas	1,223	131	1,354	
Louisiana	1,524	167	1,691	
Oklahoma	1,935	251	2,186	
Texas	16,114	3,027	19,141	
WEST SO. CENTRAL	20,796	3,576	24,372	5.9
Montana	447	58	505	
Idaho	767	103	870	
Wyoming	244	17	261	
Colorado	4,639	1,012	5,651	
New Mexico	687	164	851	
Arizona	3,714	649	4,363	
Utah	1,638	386	2,024	
Nevada	395	149	544	
MOUNTAIN	12,531	2,538	15,069	3.7
Alaska	79	38	117	
Washington	1,680	822	2,502	
Oregon	793	412	1,205	
California	12,667	9,895	22,562	
Hawaii	166	61	227	
PACIFIC	15,385	11,228	26,613	6.5
UNITED STATES	224,913	41,469	266,382	64.8
U.S. Territories	217	73	290	
Canada	5,121	4,430	9,551	
Mexico	1,595	2,337	3,932	
APO/FPO	20	18	38	
ASIA				
Afghanistan	3	7	10	
Armenia	11	3	14	
Azerbaijan	20	11	31	
Bangladesh	73	189	262	

Region	Oracle Magazine for Issue of May/June 2013			
	Print	Digital	Total	Percent
Bhutan	2	2	4	
Brunei Darussalam	2	4	6	
Cambodia	7	6	13	
China	246	575	821	
East Timor (Timor-Leste)	-	1	1	
Georgia	10	9	19	
Hong Kong - SAR	399	616	1,015	
India	16,422	20,361	36,783	
Indonesia	862	1,496	2,358	
Japan	125	218	343	
Kazakhstan	15	33	48	
Korea, Republic Of	168	254	422	
Kyrgyzstan	3	4	7	
Laos	-	4	4	
Macao	9	5	14	
Malaysia	637	570	1,207	
Maldives	4	7	11	
Mongolia	8	30	38	
Myanmar	4	5	9	
Nepal	47	56	103	
Pakistan	1,391	1,050	2,441	
Philippines	730	509	1,239	
Singapore	779	771	1,550	
Sri Lanka	321	351	672	
Taiwan	145	249	394	
Tajikistan	3	5	8	
Thailand	274	376	650	
Turkmenistan	-	2	2	
Uzbekistan	10	11	21	
Vietnam	66	120	186	
Subtotal	22,796	27,910	50,706	12.3
MIDDLE EAST				
Bahrain	138	106	244	
Israel	346	303	649	
Jordan	137	132	269	
Kuwait	134	132	266	
Lebanon	100	107	207	
Oman	217	110	327	
Qatar	165	141	306	
Saudi Arabia	663	654	1,317	
United Arab Emirates	905	660	1,565	
Yemen	45	62	107	
unspecified Middle East	22	12	34	
Subtotal	2,872	2,419	5,291	1.3
EUROPE				
Albania	13	24	37	
Andorra	5	3	8	
Austria	377	265	642	
Belarus	47	45	92	
Belgium	972	849	1,821	
Bosnia and Herzegovina	64	41	105	
Bulgaria	80	139	219	
Croatia	109	142	251	
Cyprus	37	31	68	
Czech Republic	320	283	603	
Denmark	404	393	797	
Estonia	50	57	107	
Faroe Islands	6	1	7	
Finland	450	335	785	
France	1,541	1,534	3,075	
Germany	3,355	2,325	5,680	
Greece	486	487	973	
Greenland	1	-	1	
Hungary	235	216	451	
Iceland	24	34	58	
Ireland	334	298	632	
Italy	1,920	1,935	3,855	
Latvia	62	62	124	
Liechtenstein	3	1	4	
Lithuania	50	61	111	

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

GEOGRAPHIC DISTRIBUTION (CONTINUED)*

Region	Oracle Magazine for Issue of May/June 2013			
	Print	Digital	Total	Percent
Luxembourg	55	58	113	
Macedonia	44	29	73	
Malta	38	24	62	
Moldova	6	13	19	
Monaco	1	1	2	
Montenegro	8	11	19	
Netherlands	1,737	1,583	3,320	
Norway	310	409	719	
Poland	729	610	1,339	
Portugal	431	404	835	
Romania	306	428	734	
Russian Federation	638	644	1,282	
Serbia	132	130	262	
Slovakia	153	102	255	
Slovenia	143	123	266	
Spain	1,981	1,658	3,639	
Sweden	593	559	1,152	
Switzerland	707	660	1,367	
Turkey	479	616	1,095	
Ukraine	162	204	366	
United Kingdom	5,355	4,516	9,871	
unspecified Europe	-	9	9	
Subtotal	24,953	22,351	47,304	11.5
AFRICA				
Algeria	123	128	251	
Angola	11	13	24	
Benin	6	8	14	
Botswana	23	26	49	
Burkina Faso	7	8	15	
Burundi	3	2	5	
Cameroon	37	56	93	
Cape Verde	5	5	10	
Chad	2	1	3	
Congo	5	4	9	
Cote D'Ivoire	18	34	52	
Djibouti	2	4	6	
Egypt	460	478	938	
Eritrea	4	4	8	
Ethiopia	51	57	108	
Gabon	4	4	8	
Gambia	1	7	8	
Ghana	161	173	334	
Guinea	1	1	2	
Kenya	287	245	532	
Lesotho	1	2	3	
Liberia	-	4	4	
Libyan Arab Jamahiriya	6	13	19	
Madagascar	7	13	20	
Malawi	21	18	39	
Mali	4	3	7	
Mauritius	107	70	177	
Morocco	121	122	243	
Mozambique	9	7	16	
Namibia	8	15	23	
Niger	1	4	5	
Nigeria	2,035	922	2,957	
Reunion	3	2	5	
Rwanda	3	5	8	
Senegal	10	22	32	
Seychelles	1	3	4	
Sierra Leone	1	5	6	
Somalia	-	1	1	
South Africa	578	806	1,384	
Sudan	9	34	43	
Swaziland	1	2	3	
Tanzania	74	37	111	
Togo	9	8	17	
Tunisia	108	97	205	
Uganda	81	54	135	

*See Additional Data

Region	Oracle Magazine for Issue of May/June 2013			
	Print	Digital	Total	Percent
Zambia	54	25	79	
Zimbabwe	67	49	116	
unspecified Africa	5	1	6	
Subtotal	4,528	3,602	8,130	2.0
CARIBBEAN				
Anguilla	7	6	13	
Antigua and Barbuda	2	1	3	
Aruba	4	12	16	
Bahamas	4	10	14	
Barbados	7	11	18	
Bermuda	3	1	4	
Cayman Islands	7	2	9	
Dominican Republic	43	78	121	
Grenada	1	4	5	
Guadeloupe	1	2	3	
Haiti	4	9	13	
Jamaica	33	27	60	
Martinique	1	2	3	
Netherlands Antilles	12	17	29	
Saint Lucia	2	4	6	
Saint Vincent and the Trinidad and Tobago	1	-	1	
Trinidad and Tobago	39	36	75	
Turks and Caicos Islands	1	1	2	
Virgin Islands, British	5	3	8	
Subtotal	177	226	403	0.1
CENTRAL AMERICA				
Belize	2	10	12	
Costa Rica	134	186	320	
El Salvador	121	113	234	
Guatemala	78	105	183	
Honduras	36	49	85	
Nicaragua	40	52	92	
Panama	21	59	80	
Subtotal	432	574	1,006	0.2
SOUTH AMERICA				
Argentina	1,605	1,081	2,686	
Bolivia	82	119	201	
Brazil	2,786	2,628	5,414	
Chile	659	709	1,368	
Colombia	794	1,049	1,843	
Ecuador	92	198	290	
Falkland Islands (Malvinas)	1	1	2	
Guyana	2	3	5	
Paraguay	41	47	88	
Peru	434	552	986	
Suriname	2	11	13	
Uruguay	161	113	274	
Venezuela	120	202	322	
Subtotal	6,779	6,713	13,492	3.3
ASIA PACIFIC				
Australia	1,826	1,941	3,767	
Fiji	10	8	18	
French Polynesia	1	3	4	
Kiribati	1	-	1	
Nauru	-	1	1	
New Caledonia	3	5	8	
New Zealand	225	251	476	
Palau	-	1	1	
Papua New Guinea	9	17	26	
Solomon Islands	-	1	1	
Tonga	-	1	1	
Western Samoa	-	1	1	
Subtotal	2,075	2,230	4,305	1.0
TOTAL QUALIFIED CIRCULATION	296,479	114,355	410,834	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:
Copies addressed to individuals in the United States are mailed via Periodicals Class. Copies addressed to individuals outside the United States are distributed via Pitney Bowes International Mail Services. All qualified circulation conforms to the market served and method of distribution, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available via Texterity. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

STATEMENT OF CONTENT PLATFORM:
Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:
PARAGRAPH 3a:
The May/June 2013 issue is 17.8% or 88,838 copies below the average of the other 2 issues reported in Paragraph two.

PARAGRAPH 4:
Rosters and directories include 2 sources of circulation for quantities of 10,750 copies or 2.6% to 102,791 copies or 25.0%, including InfoUSA. Other sources include 1 source of circulation for a quantity of 10,067 copies or 2.5%.

GEOGRAPHIC DISTRIBUTION:
Geographical data not available for Social Media and therefore, is not reported herein.

ANNUAL TRADE SHOW COPY DISTRIBUTION			
Trade Show Distribution	Locations	Issue	Quantity
Oracle DB12c Launch Event	Poland	January/February 2013	300
Oracle Cloud World	South Africa	January/February 2013	700
Oracle User Group Leaders Summit	Redwood Shores	January/February 2013	200
Oracle Cloud Infrastructure Management Event	Finland	January/February 2013	100
Oracle Team USA; America's Cup World Series Naples	Italy	March/April 2013	100
Oracle Cloud Forum	Poland	March/April 2013	300
Oracle Applications Summit Jordan	United Arab Emirates	March/April 2013	2,000
Oracle Applications Day Istanbul	Turkey	March/April 2013	600
Collaborate 2013	Denver	March/April 2013	2,000
Oracle DB12c Launch Event	Greece	May/June 2013	200
Oracle Cloud Forum	Austria	May/June 2013	150
Oracle Applications Days	South Africa	May/June 2013	1,750
TOTAL			8,400

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
Karin Kinnear, Director Audience Development

Jennifer Hamilton Bingo, Publisher
(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 22, 2013
State California
County San Mateo
Received by BPA Worldwide August 22, 2013
Type CBJ
ID Number 0046B0J3

About BPA Worldwide:
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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY/JUNE 2013

This issue is 17.8% or 88,838 copies below the average of the other 2 issues reported in Paragraph two. (See Additional data)

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Executive Management (Pr/Chm/CEO/CFO/Owner/Partner, Principal)	Finance/Administrative Management (VP,Dir,Mgr)	Sales/ Marketing Management	Computer System/Oper. Management	Application Development/ Program Management	Application Develop/ Program Staff	Software Architect	Enterprise Architect	Consulting	DBA/ System Administrator	Education/ Training	Technical Support Dir./ Mgr.	Other Technical Management Staff	Other
Aerospace & Defense Manufacturing _____	3,814	0.9	2,247	1,567	239	116	44	295	583	580	259	191	175	779	54	143	244	112
Application Service Provider _____	12,832	3.1	6,988	5,844	1,095	199	246	1,013	2,679	2,384	1,105	599	879	1,712	132	367	298	124
Automotive Manufacturing _____	2,519	0.6	1,367	1,152	141	101	59	261	366	280	177	126	193	437	50	121	146	61
Chemicals _____	1,440	0.4	758	682	94	67	53	161	209	143	89	61	101	236	51	62	81	32
Media and Entertainment _____	4,562	1.1	2,585	1,977	607	137	181	482	494	486	300	188	262	754	111	230	230	100
Construction/Engineering _____	4,816	1.2	2,445	2,371	513	249	95	584	521	493	293	165	407	650	115	289	330	112
Cons Sector/Cons Pkg Goods _____	2,705	0.7	1,479	1,226	189	116	99	365	313	266	145	111	207	488	44	139	156	67
Education _____	18,907	4.6	10,248	8,659	849	450	153	1,514	1,663	1,966	702	424	976	3,282	5,066	617	676	569
Financial Services/Insurance _____	23,339	5.7	13,288	10,051	936	1,019	264	2,341	3,150	3,163	1,672	1,308	1,561	5,234	219	817	1,041	614
Health Care _____	9,951	2.4	5,802	4,149	567	280	121	997	1,137	1,330	582	396	609	2,457	158	428	549	340
High Technology Manufacturing _____	7,406	1.8	3,856	3,550	519	215	406	767	874	752	601	406	558	1,282	107	348	415	156
Industrial Manufacturing _____	6,508	1.6	3,540	2,968	382	292	133	951	874	759	292	240	291	1,236	87	365	419	187
Independent Software Vendor _____	14,500	3.5	7,995	6,505	1,955	157	503	1,104	2,501	2,288	1,669	531	1,095	1,700	120	357	369	151
Life Sciences _____	2,075	0.5	1,205	870	111	62	45	273	260	213	142	97	133	399	32	84	128	96
Natural Resources _____	869	0.2	442	427	46	35	27	93	109	88	50	37	82	168	24	47	41	22
Oil and Gas _____	3,247	0.8	1,855	1,392	119	126	52	353	372	343	169	150	297	706	41	185	217	117
Professional Services _____	23,958	5.9	13,307	10,651	3,865	484	667	1,880	2,313	1,937	1,614	1,056	4,681	3,453	265	767	698	278
Public Sector _____	15,260	3.7	9,014	6,246	422	427	110	1,421	1,910	2,198	634	685	760	4,404	176	657	991	465
Research _____	3,426	0.8	1,798	1,628	266	62	48	282	444	470	322	113	280	473	260	111	172	123
Retail/Wholesale/Distribution _____	7,301	1.8	4,307	2,994	671	278	255	986	891	851	320	325	391	1,365	76	358	342	192
Systems Integrator/VAR/VAD _____	11,475	2.8	6,346	5,129	1,991	138	788	1,105	1,019	609	821	737	1,792	1,451	58	470	318	178
Telecommunications _____	13,694	3.3	7,549	6,145	537	240	290	1,361	1,463	1,469	1,126	696	1,015	3,210	163	839	942	343
Travel and Transportation _____	4,177	1.0	2,397	1,780	220	131	55	473	576	504	268	211	194	944	57	179	250	115
Utilities _____	4,176	1.0	2,462	1,714	138	141	39	421	423	597	222	188	270	1,065	28	179	316	149
*Other Business and Services _____	191,877	46.7	167,199	24,678	1,492	432	435	1,422	1,699	1,828	868	334	1,967	3,127	260	602	917	176,494
Sub-Total	394,834	96.1	280,479	114,355	17,964	5,954	5,168	20,905	26,843	25,997	14,442	9,375	19,176	41,012	7,754	8,761	10,286	181,197
GROUP TOTALS								49,991						344,843				
GROUP PERCENTAGES								12.2						83.9				
Multi-copy Same Addressee _____	16,000	3.9	16,000	-														
Single Copy Sales _____	-	-	-	-														
TOTAL QUALIFIED CIRCULATION	410,834	100.0	296,479	114,355														

*Other Business/Services include: Agriculture/Mining/natural Resources; Consulting/Training; Data Processing; Manufacturing (non-computer); Research & development.

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2013

QUALIFICATION SOURCE	Qualified Within			Print (A)	Digital (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	119,007	98,166	-	120,017	97,156	217,173	52.8
II. Request from recipient's company: _____	1,345	1,084	-	2,354	75	2,429	0.6
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	16,000	-	-	16,000	-	16,000	3.9
V. TOTAL - Sources other than above (listed alphabetically): _____	10,067	165,165	-	158,108	17,124	175,232	42.7
*Rosters and directories _____	-	132,908	-	132,908	-	132,908	32.4
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	10,067	32,257	-	25,200	17,124	42,324	10.3
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	146,419	264,415	-	296,479	114,355	410,834	100.0
PERCENT	35.6	64.4	-	72.2	27.8	100.0	

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2010	January - June 2011	July - December 2011	January - June 2012	July - December 2012*	January - June 2013*
Total Audit Average Qualified: _____	516,766	532,338	523,637	550,000	483,330	470,059
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid: _____	-	-	-	-	-	-
Subscriptions _____	-	-	-	-	-	-
Sponsored _____	-	-	-	-	-	-
Single-Copy Sales _____	-	-	-	-	-	-
Qualified Non-Paid: _____	516,766	532,338	523,637	550,000	483,330	470,059
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: July 2012 - June 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.