

WIDGET Widget Gazette

ISSUE	Qualified Non-Paid			Paid to non-paid transfers (e)	Qualified Paid				Total Removals (b+g)	Total Additions (c+h)		
	Previous issue (a)	Removals (b)	Additions (c)		Previous issue (f)	Removals (g)	Additions (h)	This issue f-g+h-e=l				
	a-b+c+e=d											
JUL/AUG 07	49	0	0	49	0	15	2	0	13	62	2	0
SEP/OCT 07	49	0	15	64	0	13	0	1	14	78	0	16
NOV/DEC 07	64	0	0	64	0	14	2	0	12	76	2	0
JAN/FEB 08	64	3	0	61	0	12	0	0	12	73	3	0
MAR/APR 08	61	0	9	70	0	12	0	4	16	86	0	13
MAY/JUN 08	70	0	4	74	0	16	3	0	13	87	3	4
TOTALS	357	3	28	382	0	82	7	5	80	462	10	33
AVERAGES				64					13			23

	Qualified Non-Paid						Verified			Total Non-Paid & Verified
	NPI	NPB	NPA	NPM	NPL	NPR	VI	VPP	Total Qualified Non-paid	
JUL/AUG 07	49	0	0	0	0	0	0	0	0	49
SEP/OCT 07	64	0	0	0	0	0	0	0	0	64
NOV/DEC 07	64	0	0	0	0	0	0	0	0	64
JAN/FEB 08	61	0	0	0	0	0	0	0	0	61
MAR/APR 08	70	0	0	0	0	0	0	0	0	70
MAY/JUN 08	74	0	0	0	0	0	0	0	0	74
TOTALS	382	0	0	0	0	0	0	0	0	382
AVERAGES	64	0	0	0	0	0	0	0	0	64

	Qualified Paid												Total Paid
	PI	PC	PS	PA	PAN	PM	PMN	PB	PD	PL	PP	PPN	
JUL/AUG 07	13	0	0	0	0	0	0	0	0	0	0	0	13
SEP/OCT 07	14	0	0	0	0	0	0	0	0	0	0	0	14
NOV/DEC 07	12	0	0	0	0	0	0	0	0	0	0	0	12
JAN/FEB 08	12	0	0	0	0	0	0	0	0	0	0	0	12
MAR/APR 08	16	0	0	0	0	0	0	0	0	0	0	0	16
MAY/JUN 08	13	0	0	0	0	0	0	0	0	0	0	0	13
TOTALS	80	0	0	0	0	0	0	0	0	0	0	0	80
AVERAGES	13	0	0	0	0	0	0	0	0	0	0	0	13

	Non-Qualified					Total Nonqual	Total Bound
	NQA	NQP	NQR	NQS	NQO		
JUL/AUG 07	4	5	0	0	0	9	71
SEP/OCT 07	4	5	0	0	0	9	87
NOV/DEC 07	4	4	0	0	0	8	84
JAN/FEB 08	4	4	0	0	0	8	81
MAR/APR 08	4	4	0	0	0	8	94
MAY/JUN 08	4	4	0	0	0	8	95
TOTALS	24	26	0	0	0	50	512
AVERAGES	4	4	0	0	0	8	85

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Average Non-qualified circulation

Average Qualified Circulation Breakout for Period

		<u>Total Qualified</u>		<u>Qualified Non-Paid</u>		<u>Qualified Paid</u>	
		<u>Copies</u>	<u>Percent</u>	<u>Copies</u>	<u>Percent</u>	<u>Copies</u>	<u>Percent</u>
Advertiser and Agency	4	77	100.0%	64	83.1%	13	16.9%
Rotated or Occasional	0	0	0.0%	0	0.0%	0	0.0%
Trade Shows/Conventions	0	0	0.0%	0	0.0%	0	0.0%
Non-qualified Paid	4	0	0.0%	0	0.0%	0	0.0%
All Other	0	0	0.0%	0	0.0%	0	0.0%
Total	8	77	100.0%	64	83.1%	13	16.9%
		Total Qualified Circulation					

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<u>Issue</u>	<u>Number Removed</u>	<u>Number Added</u>	<u>Qualified Non-paid</u>	<u>Qualified Paid</u>	<u>Total Qualified</u>
JUL/AUG 07	2	0	49	13	62
SEP/OCT 07	0	16	64	14	78
NOV/DEC 07	2	0	64	12	76
JAN/FEB 08	3	0	61	12	73
MAR/APR 08	0	13	70	16	86
MAY/JUN 08	3	4	74	13	87