

WIDGET Widget Gazette

ISSUE	Qualified Non-Paid				Qualified Paid				Total (d+l=m)	Total Removals (b+f)	Total Additions (c+g)
	Previous issue	Removals	Additions	This issue	Previous issue	Removals	Additions	This issue			
	(a)	(b)	(c)	(a-b+c=d)	(e)	(f)	(g)	(e-f+g=l)			
JAN/FEB 04	64	3	0	61	12	0	0	12	73	3	0
MAR/APR 04	61	0	9	70	12	0	4	16	86	0	13
MAY/JUN 04	70	0	4	74	16	3	0	13	87	3	4
TOTALS	195	3	13	205	40	3	4	41	246	6	17
AVERAGES				68				14			11

	Qualified Non-Paid						Verified				Total Non-Paid & Verified
	NPI	NPB	NPA	NPM	NPL	NPR	Total Qualified Non-paid	VI	VPP	Total Verified	
	JAN/FEB 04	61	0	0	0	0	0	61	0	0	
MAR/APR 04	70	0	0	0	0	0	70	0	0	0	70
MAY/JUN 04	74	0	0	0	0	0	74	0	0	0	74
TOTALS	205	0	0	0	0	0	205	0	0	0	205
AVERAGES	68	0	0	0	0	0	68	0	0	0	68

	Qualified Paid											Total Paid	
	PI	PC	PS	PA	PAN	PM	PMN	PB	PD	PL	PP		PPN
	JAN/FEB 04	12	0	0	0	0	0	0	0	0	0		0
MAR/APR 04	16	0	0	0	0	0	0	0	0	0	0	0	16
MAY/JUN 04	13	0	0	0	0	0	0	0	0	0	0	0	13
TOTALS	41	0	0	0	0	0	0	0	0	0	0	0	41
AVERAGES	14	0	0	0	0	0	0	0	0	0	0	0	14

	Non-Qualified					Total Nonqual	Total Bound
	NQA	NQP	NQR	NQS	NQO		
	JAN/FEB 04	4	4	0	0		
MAR/APR 04	4	4	0	0	0	8	94
MAY/JUN 04	4	4	0	0	0	8	95
TOTALS	12	12	0	0	0	24	270
AVERAGES	4	4	0	0	0	8	90

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TOTAL AVERAGE QUALIFIED PAID & NON_PAID CIRCULATION 82

1(a) AVERAGE PAID CIRCULATION

Individual	14	
Association	0	
Sponsored Individually Addressed	0	
Multi-Copy Same Addressee	0	
Single Copy Sales	0	
	<hr/>	
Total Average Qualified Paid Circulation		14

1(b) AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	68	
Association	0	
Multi-Copy Same Addressee	0	
	<hr/>	
Total Average Qualified Non-Paid Circulation		68

1(c) AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	0	
Allocated for Shows & Conventions	0	
Advertisers and Agencies	4	
Miscellaneous	0	
Non-qualified Paid	4	
	<hr/>	
Total Average Non-Qualified Circulation		8

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<u>Issue</u>	<u>Total</u>	<u>Paid</u>	<u>Qualified Non-Paid</u>	<u>Qualified Non-paid Removed</u>	<u>Qualified Non-paid Added</u>
JAN/FEB 04	73	12	61	3	0
MAR/APR 04	86	16	70	0	9
MAY/JUN 04	87	13	74	0	4
			TOTALS	3	13

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<u>Title</u>	<u>Total</u>	<u>Percent</u>	<u>Paid</u>	<u>Qualified Non-Paid Individual</u>	<u>Qualified Multi-Copy Same Addr</u>	<u>Total Qualified Non-Paid</u>
President/CEO	11	12.64%	0	11	0	11
Vice President	9	10.34%	0	9	0	9
Comptroller	9	10.34%	1	8	0	8
Purchasing Manager	0	0.00%	0	0	0	0
Sales Manager	10	11.49%	1	9	0	9
Account Manager	24	27.59%	4	20	0	20
Production Manager	2	2.30%	0	2	0	2
Systems Analyst	22	25.29%	7	15	0	15
Other	0	0.00%	0	0	0	0
Did not respond	0	0.00%	0	0	0	0
Older than 3 years	0	0.00%	0	0	0	0
Subscriptions	0	0.00%	0	0	0	0
Total qualified	87	100.00%	13	74	0	74

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SOURCE	Qualified within				Total	Percent
	1 year	2 years	3 years	> 3 yrs		
PAID CIRCULATION	10	3	0	0	13	
Percent	76.92%	23.08%	0.00%	0.00%	100.00%	
QUALIFIED NON-PAID CIRCULATION						
Direct request from recipient						
Written	42	32	0	0	74	100.00%
Telecommunication	0	0	0	0	0	0.00%
Internet and E-Mail	0	0	0	0	0	0.00%
Direct request from recipient's company						
Written	0	0	0	0	0	0.00%
Telecommunication	0	0	0	0	0	0.00%
Internet and E-Mail	0	0	0	0	0	0.00%
Communication other than request						
Written	0	0	0	0	0	0.00%
Telecommunication	0	0	0	0	0	0.00%
Internet and E-Mail	0	0	0	0	0	0.00%
Association	0	0	0	0	0	0.00%
Business Directories	0	0	0	0	0	0.00%
Lists	0	0	0	0	0	0.00%
Other Sources	0	0	0	0	0	0.00%
Unknown Source	0	0	0	0	0	0.00%
Total Qualified Non-Paid Circulation	42	32	0	0	74	100.00%
Percent	56.76%	43.24%	0.00%	0.00%	100.00%	
TOTAL PAID & QUALIFIED NON-PAID CIRCULATION	52	35	0	0	87	
Percent	59.77%	40.23%	0.00%	0.00%	100.00%	

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	<u>Total</u>	<u>Percent</u>	<u>Paid</u>	<u>Qualified Non-Paid</u>
Individuals by name and title and/or occupation	87	100.00%	13	74
Individuals by name only	0	0.00%	0	0
Title or occupation only	0	0.00%	0	0
Company name only	0	0.00%	0	0
Multi-copy same addressee	0	0.00%	0	0
TOTALS	87	100.00%	13	74

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		<u>Total</u>	<u>Percent</u>	<u>Paid</u>	<u>Qualified Non-Paid</u>
039-049	Maine	4		0	4
030-038	New Hampshire	3		0	3
050-059	Vermont	1		0	1
010-027	Massachusetts	6		0	6
028-029	Rhode Island	0		0	0
060-069	Connecticut	1		0	1
NEW ENGLAND		15	17.24%	0	15
100-149	New York	5		0	5
070-089	New Jersey	1		0	1
150-196	Pennsylvania	3		0	3
MIDDLE ATLANTIC		9	10.34%	0	9
430-458	Ohio	4		0	4
460-479	Indiana	1		0	1
600-629	Illinois	2		0	2
480-499	Michigan	1		0	1
530-549	Wisconsin	1		0	1
EAST NO. CENTRAL		9	10.34%	0	9
550-567	Minnesota	0		0	0
500-528	Iowa	1		0	1
630-658	Missouri	1		0	1
580-588	North Dakota	1		0	1
570-577	South Dakota	1		0	1
680-693	Nebraska	1		0	1
660-679	Kansas	0		0	0
WEST NO. CENTRAL		5	5.75%	0	5
197-199	Delaware	0		0	0
206-219	Maryland	2		0	2
200,202-205	Dist. of Columbia	0		0	0
201,220-246	Virginia	4		0	4
247-268	West Virginia	1		0	1
270-289	North Carolina	0		0	0
290-299	South Carolina	1		0	1
300-319	Georgia	2		0	2
320-349	Florida	2		0	2
SOUTH ATLANTIC		12	13.79%	0	12
400-427	Kentucky	2		0	2
370-385	Tennessee	2		0	2
350-369	Alabama	0		0	0
386-397	Mississippi	2		0	2
EAST SO. CENTRAL		6	6.90%	0	6
716-729	Arkansas	2		0	2
700-714	Louisiana	0		0	0
730-749	Oklahoma	1		0	1
750-799	Texas	3		0	3
WEST SO. CENTRAL		6	6.90%	0	6
590-599	Montana	0		0	0
832-838	Idaho	1		0	1
820-831	Wyoming	0		0	0
800-816	Colorado	0		0	0
870-884	New Mexico	2		0	2
850-865	Arizona	1		0	1
840-847	Utah	0		0	0
889-898	Nevada	0		0	0
MOUNTAIN		4	4.60%	0	4

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		<u>Total</u>	<u>Percent</u>	<u>Paid</u>	<u>Qualified Non-Paid</u>
995-999	Alaska	0		0	0
980-994	Washington	0		0	0
970-979	Oregon	0		0	0
900-961	California	8		0	8
967-968	Hawaii	0		0	0
PACIFIC		8	9.20%	0	8
UNITED STATES		74	85.06%	0	74
006-009	U.S. Territories	0		0	0
967	American Samoa	0		0	0
969	Guam	0		0	0
TERRITORIES		0	0.00%	0	0
U.S. AND TERRITORIES		74	85.06%	0	74
	Newfoundland	0		0	0
	Nova Scotia	0		0	0
	Prince Edward Island	0		0	0
	New Brunswick	0		0	0
	Quebec	0		0	0
	Ontario	0		0	0
	Manitoba	0		0	0
	Saskatchewan	0		0	0
	Alberta	0		0	0
	British Columbia	0		0	0
	Northwest Territories	0		0	0
	Nunavut	0		0	0
	Yukon	0		0	0
CANADA		0	0.00%	0	0
	Mexico	0		0	0
	Foreign	13		13	0
	APO/FPO	0		0	0
	Invalid state codes	0		0	0
TOTALS		87	100.00%	13	74

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	<u>Copies</u>	<u>Dollars</u>
6 months ending 06/30/03		
Gross production	48	\$576.00
Less cancels for nonpayment	0	0.00
Less premium values		0.00
Net	48	\$576.00
Average per-issue price		\$12.00
Average annualized price		\$72.00
6 months ending 12/31/03		
Gross production	36	\$432.00
Less cancels for nonpayment	0	0.00
Less premium values		0.00
Net	36	\$432.00
Average per-issue price		\$12.00
Average annualized price		\$72.00
Entire 12 month period		
Gross production	84	\$1,008.00
Less cancels for nonpayment	0	0.00
Less premium values		0.00
Net	84	\$1,008.00
Average per-issue price		\$12.00
Average annualized price		\$72.00

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<u>Issues</u>	<u>Price</u>	<u>Per Issue</u>	<u>Per Year</u>	<u>Copies</u>	<u>Percent</u>
6	\$72.00	\$12.00	\$72.00	9	100.00%
All others				0	0.00%

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<u>Length of Subscriptions</u>	<u>Copies</u>	<u>Percent</u>	<u>Length of Subscriptions</u>	<u>Copies</u>	<u>Percent</u>
3 years or more	0	0.00%	Over 2 years	0	0.00%
2 years or more	0	0.00%	2 years or less	0	0.00%
1 year or more	9	100.00%	1 year	9	100.00%
Less than 1 year	0	0.00%	7 to 11 months	0	0.00%
			6 months or less	0	0.00%
TOTAL	9	100.00%	TOTAL	9	100.00%

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<u>Channels</u>		<u>Copies</u>	<u>Percent</u>
Unknown sales channel		5	55.56%
Direct by mail	MAIL	4	44.44%
	TOTAL	9	100.00%

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<u>Premiums</u>	<u>Copies</u>	<u>Percent</u>
Sold without premium	9	100.00%
TOTAL	9	100.00%

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<u>Issue</u>	<u>Paid</u>	<u>Graced</u>	<u>Percent</u>
JAN/FEB 04	12	0	0.00%
MAR/APR 04	16	0	0.00%
MAY/JUN 04	13	0	0.00%
Average	14	0	0.00%

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	<u>Single</u>	<u>Bulk</u>	<u>Assn</u>	<u>Total</u>
Number of expirations	16	0	0	16
Renewals of those expirations	10	0	0	10
Renewal percentage	62.50%	0.00%	0.00%	62.50%