

WIDGET Widget Gazette

ISSUE	Analyzed Non-Paid and Verified				Paid				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 08	64	3	0	61	12	0	0	12	73	3	0
MAR/APR 08	61	0	9	70	12	0	4	16	86	0	13
MAY/JUN 08	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

ISSUE	Analyzed Non-Paid						Verified				
	NPI	NPB	NPA	NPM	NPL	NPR	Total Analyzed Non-paid	VI	VPP	Total Verified	Total Non-Paid & Verified
	JAN/FEB 08	61	0	0	0	0	0	61	0	0	0
MAR/APR 08	70	0	0	0	0	0	70	0	0	0	70
MAY/JUN 08	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

ISSUE	Paid												Total Paid
	PI	PC	PS	PA	PAN	PM	PMN	PB	PD	PL	PP	PPN	
	JAN/FEB 08	12	0	0	0	0	0	0	0	0	0	0	
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	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

ISSUE	Non-Qualified					Total Nonqual	Total Bound
	NQA	NQP	NQR	NQS	NQO		
	JAN/FEB 08	4	4	0	0		
MAR/APR 08	4	4	0	0	0	8	94
MAY/JUN 08	4	4	0	0	0	8	95
TOTALS	12	12	0	0	0	24	270
AVERAGES	4	4	0	0	0	8	90

ISSUE	Verified individual use by request type										
	CRD	CHD	CLM	CON	EDU	EVP	EXE	INR	LCH	MBY	ORM
	JAN/FEB 08	0	0	0	0	0	0	0	0	0	0
MAR/APR 08	0	0	0	0	0	0	0	0	0	0	0
MAY/JUN 08	0	0	0	0	0	0	0	0	0	0	0
TOTALS	0	0	0	0	0	0	0	0	0	0	0
AVERAGES	0	0	0	0	0	0	0	0	0	0	0

ISSUE	Verified individual use by request type (continued)											Total VI
	PPR	PRO	SUB	PDB	SPH	SBY	SRE	TKB	WRE	OIU	Other	
	JAN/FEB 08	0	0	0	0	0	0	0	0	0	0	
MAR/APR 08	0	0	0	0	0	0	0	0	0	0	0	0
MAY/JUN 08	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	0	0	0	0	0	0	0	0	0	0	0	0
AVERAGES	0	0	0	0	0	0	0	0	0	0	0	0

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	Verified public place by request type						
	DHC	PCS	FRF	EDL	BPR	AUT	TRA
JAN/FEB 08	0	0	0	0	0	0	0
MAR/APR 08	0	0	0	0	0	0	0
MAY/JUN 08	0	0	0	0	0	0	0
TOTALS	0	0	0	0	0	0	0
AVERAGES	0	0	0	0	0	0	0

	Verified public place by request type (continued)						Total VPP
	GOV	HTL	SPR	IRH	OPP	Other	
JAN/FEB 08	0	0	0	0	0	0	0
MAR/APR 08	0	0	0	0	0	0	0
MAY/JUN 08	0	0	0	0	0	0	0
TOTALS	0	0	0	0	0	0	0
AVERAGES	0	0	0	0	0	0	0

	Analyzed non-paid individual by request type								
	PDW	PDT	PDI	CDW	CDT	CDI	MI	MO	NRW
JAN/FEB 08	61	0	0	0	0	0	0	0	0
MAR/APR 08	70	0	0	0	0	0	0	0	0
MAY/JUN 08	74	0	0	0	0	0	0	0	0
TOTALS	205	0	0	0	0	0	0	0	0
AVERAGES	68	0	0	0	0	0	0	0	0

	Analyzed non-paid individual by request type (continued)									Total NPI
	NRT	NRI	AR	BD	FR	LIC	LIS	OTH	Other	
JAN/FEB 08	0	0	0	0	0	0	0	0	0	61
MAR/APR 08	0	0	0	0	0	0	0	0	0	70
MAY/JUN 08	0	0	0	0	0	0	0	0	0	74
TOTALS	0	0	0	0	0	0	0	0	0	205
AVERAGES	0	0	0	0	0	0	0	0	0	68

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Paid, Verified & Analyzed Non-Paid Circulation

Subscriptions		
Paid	14	17.1%
Verified	68	82.9%
Total Paid & Verified Subscriptions	82	100.0%
Single Copy Sales	0	0.0%
Total Paid & Verified Circulation	82	100.0%
Total Average Analyzed Non-Paid Circulation	0	0.0%
Total Average Paid, Verified & Analyzed Non-Paid Circulation	82	100.0%

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	<u>Copies</u>	<u>Dollars</u>
6 months ending 06/30/03		
Gross production	48	\$648.00
Less foreign orders	-48	-648.00
Less sponsored & nondeductible subs	0	0.00
Less cancels for nonpayment	0	0.00
Less premium values		0.00
Net	0	\$0.00
Average per-issue price		\$0.00
Average annualized price		\$0.00
6 months ending 12/31/03		
Gross production	36	\$486.00
Less foreign orders	-36	-486.00
Less sponsored & nondeductible subs	0	0.00
Less cancels for nonpayment	0	0.00
Less premium values		0.00
Net	0	\$0.00
Average per-issue price		\$0.00
Average annualized price		\$0.00
Entire 12 month period		
Gross production	84	\$1,134.00
Less foreign orders	-84	-1,134.00
Less sponsored & nondeductible subs	0	0.00
Less cancels for nonpayment	0	0.00
Less premium values		0.00
Net	0	\$0.00
Average per-issue price		\$0.00
Average annualized price		\$0.00

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<u>Issue</u>	<u>Paid Subscriptions</u>	<u>Verified Subscriptions</u>	<u>Total Paid & Verified Subscriptions</u>	<u>Single Copy Sales</u>	<u>Total Paid & Verified Circulation</u>	<u>Analyzed Non-Paid</u>	<u>Total Paid, Verified & Analyzed Non-Paid</u>
JAN/FEB 08	12	61	73	0	73	0	73
MAR/APR 08	16	70	86	0	86	0	86
MAY/JUN 08	13	74	87	0	87	0	87

WIDGET Widget Gazette

	Average for Period	Percent of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions	14	17.1%
Combination Subscriptions Association	0	0.0%
Deductible	0	0.0%
Non-Deductible	0	0.0%
Club Membership		
Deductible	0	0.0%
Non-Deductible	0	0.0%
Deferred	0	0.0%
Loyalty/Award Point	0	0.0%
Partnership		
Deductible	0	0.0%
Non-Deductible	0	0.0%
Sponsored Sales	0	0.0%
TOTAL PAID SUBSCRIPTIONS	14	17.1%
VERIFIED SUBSCRIPTIONS		
Public Place	0	0.0%
Individual Use	68	82.9%
TOTAL VERIFIED SUBSCRIPTIONS	68	82.9%
TOTAL PAID & VERIFIED SUBSCRIPTIONS	82	100.0%
TOTAL SINGLE COPY SALES	0	0.0%
TOTAL PAID & VERIFIED CIRCULATION	82	100.0%
ANALYZED NON-PAID		
List Source	0	0.0%
Market Coverage	0	0.0%
Non-Paid Bulk	0	0.0%
TOTAL ANALYZED NON-PAID	0	0.0%
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	82	100.0%

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

	Total
Verified public place	0

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

	Individually requested	Other	Total
Verified individual use	68	0	68

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		Paid	Verified	Paid & Verified	Analyzed Non-Paid	Total
350-369	Alabama	0	0	0	0	0
850-865	Arizona	0	1	1	0	1
716-729	Arkansas	0	2	2	0	2
900-961	California	0	8	8	0	8
800-816	Colorado	0	0	0	0	0
060-069	Connecticut	0	1	1	0	1
197-199	Delaware	0	0	0	0	0
200,202-205	Dist. of Columbia	0	0	0	0	0
320-349	Florida	0	2	2	0	2
300-319	Georgia	0	2	2	0	2
832-838	Idaho	0	1	1	0	1
600-629	Illinois	0	2	2	0	2
460-479	Indiana	0	1	1	0	1
500-528	Iowa	0	1	1	0	1
660-679	Kansas	0	0	0	0	0
400-427	Kentucky	0	2	2	0	2
700-714	Louisiana	0	0	0	0	0
039-049	Maine	0	4	4	0	4
206-219	Maryland	0	2	2	0	2
010-027	Massachusetts	0	6	6	0	6
480-499	Michigan	0	1	1	0	1
550-567	Minnesota	0	0	0	0	0
386-397	Mississippi	0	2	2	0	2
630-658	Missouri	0	1	1	0	1
590-599	Montana	0	0	0	0	0
680-693	Nebraska	0	1	1	0	1
889-898	Nevada	0	0	0	0	0
030-038	New Hampshire	0	3	3	0	3
070-089	New Jersey	0	1	1	0	1
870-884	New Mexico	0	2	2	0	2
100-149	New York	0	5	5	0	5
270-289	North Carolina	0	0	0	0	0
580-588	North Dakota	0	1	1	0	1
430-458	Ohio	0	4	4	0	4
730-749	Oklahoma	0	1	1	0	1
970-979	Oregon	0	0	0	0	0
150-196	Pennsylvania	0	3	3	0	3
028-029	Rhode Island	0	0	0	0	0
290-299	South Carolina	0	1	1	0	1
570-577	South Dakota	0	1	1	0	1
370-385	Tennessee	0	2	2	0	2
750-799	Texas	0	3	3	0	3
840-847	Utah	0	0	0	0	0
050-059	Vermont	0	1	1	0	1
201,220-246	Virginia	0	4	4	0	4
980-994	Washington	0	0	0	0	0
247-268	West Virginia	0	1	1	0	1
530-549	Wisconsin	0	1	1	0	1
820-831	Wyoming	0	0	0	0	0
48 CONTERMINOUS STATES		0	74	74	0	74
995-999	Alaska	0	0	0	0	0
967-968	Hawaii	0	0	0	0	0
ALASKA & HAWAII		0	0	0	0	0
006-009	U.S. Territories	0	0	0	0	0
967	American Samoa	0	0	0	0	0
969	Guam	0	0	0	0	0
TERRITORIES		0	0	0	0	0
U.S. AND TERRITORIES		0	74	74	0	74

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	<u>Paid</u>	<u>Verified</u>	<u>Paid & Verified</u>	<u>Analyzed Non-Paid</u>	<u>Total</u>
Newfoundland	0	0	0	0	0
Nova Scotia	0	0	0	0	0
Prince Edward Island	0	0	0	0	0
New Brunswick	0	0	0	0	0
Quebec	0	0	0	0	0
Ontario	0	0	0	0	0
Manitoba	0	0	0	0	0
Saskatchewan	0	0	0	0	0
Alberta	0	0	0	0	0
British Columbia	0	0	0	0	0
Northwest Territories	0	0	0	0	0
Nunavut	0	0	0	0	0
Yukon	0	0	0	0	0
CANADA	0	0	0	0	0
Mexico	0	0	0	0	0
Foreign	13	0	13	0	13
Invalid state codes	0	0	0	0	0
APO/FPO	0	0	0	0	0
TOTALS	13	74	87	0	87

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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	0.0%	Over 2 years	0	0.0%
2 years or more	0	0.0%	2 years or less	0	0.0%
1 year or more	9	100.0%	1 year	9	100.0%
Less than 1 year	0	0.0%	7 to 11 months	0	0.0%
			6 months or less	0	0.0%
TOTAL	9	100.0%	TOTAL	9	100.0%

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<u>Premiums</u>	<u>Copies</u>	<u>Percent</u>
Sold without premium	9	100.0%
TOTAL	9	100.0%

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<u>Channels</u>		<u>Copies</u>	<u>Percent</u>
Unknown sales channel		5	55.6%
Unknown sales channel	MAIL	4	44.4%
	Subtotal	9	100.0%
	TOTAL	9	100.0%

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<u>Issue</u>	<u>Paid</u>	<u>Graced</u>	<u>Percent</u>
JAN/FEB 08	12	0	0.0%
MAR/APR 08	16	0	0.0%
MAY/JUN 08	13	0	0.0%
Average	14	0	0.0%

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Primary Job Function

<u>Title</u>	<u>Total</u>	<u>Percent</u>	<u>Paid</u>	<u>Verified Indiv</u>	<u>Analyzed Non-Paid</u>	<u>Research & developmt</u>	<u>Design</u>	<u>Production</u>
President/CEO	11	12.6%	0	11	0	8	1	1
Vice President	9	10.3%	0	9	0	5	2	0
Comptroller	9	10.3%	1	8	0	0	0	0
Purchasing Manager	0	0.0%	0	0	0	0	0	0
Sales Manager	10	11.5%	1	9	0	0	0	0
Account Manager	24	27.6%	4	20	0	1	0	1
Production Manager	2	2.3%	0	2	0	0	0	2
Systems Analyst	22	25.3%	7	15	0	7	9	4
Other	0	0.0%	0	0	0	0	0	0
Did not respond	0	0.0%	0	0	0	0	0	0
Older than 3 years	0	0.0%	0	0	0	0	0	0
Subscriptions	0	0.0%	0	0	0	0	0	0
Total qualified	87	100.0%	13	74	0	21	12	8

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	<u>Sales</u>	<u>Other</u>	<u>Did not respond</u>
President/CEO	0	1	0
Vice President	2	0	0
Comptroller	1	8	0
Purchasing Manager	0	0	0
Sales Manager	10	0	0
Account Manager	21	1	0
Production Manager	0	0	0
Systems Analyst	1	1	0
Other	0	0	0
Did not respond	0	0	0
Older than 3 years	0	0	0
Subscriptions	0	0	0
Total qualified	<u>35</u>	<u>11</u>	<u>0</u>