

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											
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
<b>TOTALS</b>	<b>195</b>	<b>3</b>	<b>13</b>	<b>205</b>	<b>0</b>	<b>40</b>	<b>3</b>	<b>4</b>	<b>41</b>	<b>246</b>	<b>6</b>	<b>17</b>
<b>AVERAGES</b>				<b>68</b>					<b>14</b>			<b>11</b>

	Qualified Non-Paid						Verified				Total Non-Paid & Verified
	NPI	NPB	NPA	NPM	NPL	NPR	VI	VPP	Total Verified		
	Total Qualified Non-paid										
JAN/FEB 08	61	0	0	0	0	0	61	0	0	0	61
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
<b>TOTALS</b>	<b>205</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>205</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>205</b>
<b>AVERAGES</b>	<b>68</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>68</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>68</b>

	Qualified 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	0	0	12
MAR/APR 08	16	0	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	0	13
<b>TOTALS</b>	<b>41</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41</b>
<b>AVERAGES</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14</b>

	Non-Qualified					Total Nonqual	Total Bound
	NQA	NQP	NQR	NQS	NQO		
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
<b>TOTALS</b>	<b>12</b>	<b>12</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>270</b>
<b>AVERAGES</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>90</b>

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<u>Average Non-qualified circulation</u>		<u>Average Qualified Circulation Breakout for Period</u>						
		<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	Individual	82	100.0%	68	82.9%	14	17.1%
Rotated or Occasional	0	Sponsored/Indiv Addr	0	0.0%	0	0.0%	0	0.0%
Trade Shows/Conventions	0	Membership Benefit	0	0.0%	0	0.0%	0	0.0%
Non-qualified Paid	4	Multicopy/Same Addr	0	0.0%	0	0.0%	0	0.0%
All Other	0	Single Copy Sales	0	0.0%	0	0.0%	0	0.0%
<b>Total</b>	<b>8</b>	<b>Total Qualified Circulation</b>	<b>82</b>	<b>100.0%</b>	<b>68</b>	<b>82.9%</b>	<b>14</b>	<b>17.1%</b>

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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>
JAN/FEB 08	3	0	61	12	73
MAR/APR 08	0	13	70	16	86
MAY/JUN 08	3	4	74	13	87

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Primary Job Function

<u>Title</u>	<u>Total Qualified</u>	<u>Percent of Total</u>	<u>Qualified Non-paid</u>	<u>Qualified Paid</u>	<u>Research &amp; developmt</u>	<u>Design</u>	<u>Production</u>	<u>Sales</u>
President/CEO	11	12.6%	11	0	8	1	1	0
Vice President	9	10.3%	9	0	5	2	0	2
Comptroller	9	10.3%	8	1	0	0	0	1
Purchasing Manager	0	0.0%	0	0	0	0	0	0
Sales Manager	10	11.5%	9	1	0	0	0	10
Account Manager	24	27.6%	20	4	1	0	1	21
Production Manager	2	2.3%	2	0	0	0	2	0
Systems Analyst	22	25.3%	15	7	7	9	4	1
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%	74	13	21	12	8	35

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

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	Qualified within				Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years	> 3 yrs				
Personal direct request from the recipient								
Written	62	25	0	0	74	13	87	100.0%
Telecommunication	0	0	0	0	0	0	0	0.0%
Internet/E-mail	0	0	0	0	0	0	0	0.0%
Request from recipient's company								
Written	0	0	0	0	0	0	0	0.0%
Telecommunication	0	0	0	0	0	0	0	0.0%
Internet/E-mail	0	0	0	0	0	0	0	0.0%
Association or society membership								
Individual	0	0	0	0	0	0	0	0.0%
Organizational	0	0	0	0	0	0	0	0.0%
Non-request communication from recipient or company								
Written	0	0	0	0	0	0	0	0.0%
Telecommunication	0	0	0	0	0	0	0	0.0%
Internet/E-mail	0	0	0	0	0	0	0	0.0%
Sources other than above (listed alphabetically)								
Association rosters and directories	0	0	0	0	0	0	0	0.0%
Business directories	0	0	0	0	0	0	0	0.0%
Independent field reports	0	0	0	0	0	0	0	0.0%
Licensees - Federal, State or Local Government	0	0	0	0	0	0	0	0.0%
Manufacturer's, distributors and wholesaler's lists	0	0	0	0	0	0	0	0.0%
Other sources	0	0	0	0	0	0	0	0.0%
Unknown source	0	0	0	0	0	0	0	0.0%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>74</b>	<b>13</b>	<b>87</b>	<b>100.0%</b>
<b>PERCENT</b>	<b>71.3%</b>	<b>28.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>85.1%</b>	<b>14.9%</b>	<b>100.0%</b>	

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	<u>Qualified Non-paid</u>	<u>Qualified Paid</u>	<u>Total Qualified</u>	<u>Percent</u>
Individuals by name and title and/or function	74	13	87	100.0%
Individuals by name only	0	0	0	0.0%
Titles or functions only	0	0	0	0.0%
Company names only	0	0	0	0.0%
Multiple copy, same addressee	0	0	0	0.0%
	<hr/>	<hr/>	<hr/>	<hr/>
<b>TOTALS</b>	<b>74</b>	<b>13</b>	<b>87</b>	<b>100.0%</b>

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		Qualified Non-paid	Qualified Paid	Total Qualified	Percent
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	
<b>NEW ENGLAND</b>		<b>15</b>	<b>0</b>	<b>15</b>	<b>17.2%</b>
100-149	New York	5	0	5	
070-089	New Jersey	1	0	1	
150-196	Pennsylvania	3	0	3	
<b>MIDDLE ATLANTIC</b>		<b>9</b>	<b>0</b>	<b>9</b>	<b>10.3%</b>
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	
<b>EAST NO. CENTRAL</b>		<b>9</b>	<b>0</b>	<b>9</b>	<b>10.3%</b>
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	
<b>WEST NO. CENTRAL</b>		<b>5</b>	<b>0</b>	<b>5</b>	<b>5.7%</b>
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	
<b>SOUTH ATLANTIC</b>		<b>12</b>	<b>0</b>	<b>12</b>	<b>13.8%</b>
400-427	Kentucky	2	0	2	
370-385	Tennessee	2	0	2	
350-369	Alabama	0	0	0	
386-397	Mississippi	2	0	2	
<b>EAST SO. CENTRAL</b>		<b>6</b>	<b>0</b>	<b>6</b>	<b>6.9%</b>
716-729	Arkansas	2	0	2	
700-714	Louisiana	0	0	0	
730-749	Oklahoma	1	0	1	
750-799	Texas	3	0	3	
<b>WEST SO. CENTRAL</b>		<b>6</b>	<b>0</b>	<b>6</b>	<b>6.9%</b>

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		Qualified Non-paid	Qualified Paid	Total Qualified	Percent
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	
<b>MOUNTAIN</b>		<b>4</b>	<b>0</b>	<b>4</b>	<b>4.6%</b>
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	
<b>PACIFIC</b>		<b>8</b>	<b>0</b>	<b>8</b>	<b>9.2%</b>
<b>UNITED STATES</b>		<b>74</b>	<b>0</b>	<b>74</b>	<b>85.1%</b>
006-009	U.S. Territories	0	0	0	
967	American Samoa	0	0	0	
969	Guam	0	0	0	
<b>TERRITORIES</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
<b>U.S. AND TERRITORIES</b>		<b>74</b>	<b>0</b>	<b>74</b>	<b>85.1%</b>
	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	
<b>CANADA</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
	Mexico	0	0	0	
	Foreign	0	13	13	
	APO/FPO	0	0	0	
	Invalid state codes	0	0	0	
<b>TOTALS</b>		<b>74</b>	<b>13</b>	<b>87</b>	<b>100.0%</b>

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	<u>Copies</u>	<u>Dollars</u>
Gross production	54	\$648.00
Less cancels for nonpayment	0	0.00
Net	54	\$648.00
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	0.0%	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%
<b>TOTAL</b>	<b>9</b>	<b>100.0%</b>	<b>TOTAL</b>	<b>9</b>	<b>100.0%</b>

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

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<u>How ordered</u>	<u>Copies</u>	<u>Percent</u>
Ordered by individuals	9	100.0%
Ordered by sponsors, indiv addressed	0	0.0%
Membership benefit	0	0.0%
Ordered as multi-copy, same addressee	0	0.0%
Ordered with other product or service	0	0.0%
<b>TOTAL</b>	<b>9</b>	<b>100.0%</b>

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<u>Issue</u>	<u>Qualified</u>	<u>Non-Paid</u>	<u>Paid</u>	<u>Graced</u>	<u>Percent</u>
JAN/FEB 08	73	61	12	0	0.0%
MAR/APR 08	86	70	16	0	0.0%
MAY/JUN 08	87	74	13	0	0.0%
<b>Average</b>	<b>82</b>	<b>68</b>	<b>14</b>	<b>0</b>	<b>0.0%</b>

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	<u>Single</u>	<u>Bulk</u>	<u>Assn</u>	<u>Total</u>
Number of expirations	11	0	0	11
Renewals of those expirations	6	0	0	6
Renewal percentage	54.5%	0.0%	0.0%	54.5%