

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

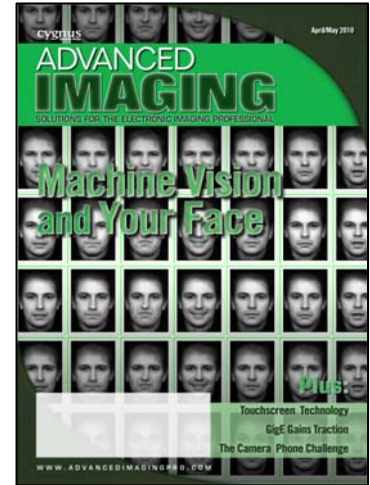
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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ADVANCED IMAGING

Cygnus Business Media, Inc.
3030 Salt Creek Lane
Suite 200
Arlington Heights, IL 60005
Tel. No.: 847-454-2700
FAX No.: 847-454-2759
www.advancedimagingpro.com

Official Publication of: None
Established: 1986
Issues per Year: 9
(See Paragraph 8)



FIELD SERVED

ADVANCED IMAGING serves users of imaging products, equipment and systems in Industrial Firms, Commercial Firms, Law Enforcement, Forensics, Security, Government, Military, Universities, Educational Institutions, Research Laboratories and Medicine. Also served are Manufacturers and Resellers of imaging products, equipment or systems, such as Original Equipment Manufacturers (including Manufacturers of imaging products, equipment or systems; OEM incorporating imaging or related products, equipment or components; other manufacturers of components, supplies and equipment), Systems Integrators, Consultants, VARs, Dealers, Distributors and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, engineering management, operations & production management; research & development, developer and design engineering staff; application, manufacturing & production engineering staff; consultant, educator, trainer; technical & creative imaging support staff and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	168
Advertiser and Agency _____	359
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	110
Digital _____	-
All Other _____	247
TOTAL	884

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,976	100.0	35,976	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,976	100.0	35,976	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	290	279	31,409	3,973	35,382
March _____	1,561	1,889	31,408	4,302	35,710
April/May _____	1,112	1,765	31,407	4,956	36,363
June _____	312	399	31,409	5,041	36,450
TOTAL	3,275	4,332			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010

This issue is 1.4% or 516 copies above the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE						
					Corporate Management (Note 1)	Engineering Management (Note 2)	Operations & Production Management (Note 3)	R & D, Developer & Design Engineering Staff (Note 4)	Application, Manufacturing & Production Engineering Staff (Note 5)	Consultant, Educator, Trainer (Note 6)	Technical & Creative Imaging Support Staff (Note 7)
Industrial Firm (including, but not limited to, aerospace, defense/military contractor, electronics, semi-conductor, process industry, automotive)	5,948	16.3	5,319	629	3,059	886	651	720	226	141	265
Commercial Firm (including, but not limited to, publishing, media services, financial services)	5,754	15.8	4,973	781	3,700	365	686	220	92	178	513
Government, Military, Law Enforcement, Forensics, Security	6,711	18.5	6,215	496	3,426	515	1,054	568	193	296	659
University, Educational Institution, Research Laboratory	2,821	7.8	2,143	678	482	142	218	653	48	965	313
Medicine (including teaching and research)	2,554	7.0	2,216	338	1,187	124	329	237	50	195	432
Original Equipment Manufacturers (including Mfrs of imaging products, equipment or systems; OEM incorporating imaging or related products, equipment or components, other manufacturers of components, supplies and equipment)	5,991	16.5	5,034	957	2,271	878	682	862	386	301	611
Systems Integrator, Consultant, VAR, Dealer, Distributor	6,584	18.1	5,507	1,077	3,113	654	608	597	256	825	531
TOTAL QUALIFIED CIRCULATION	36,363	100.0	31,407	4,956	17,238	3,564	4,228	3,857	1,251	2,901	3,324
PERCENT	100.0		86.4	13.6	47.4	9.8	11.6	10.6	3.4	8.0	9.2

Note 1: Corporate Management (incl. CEO, President, Owner, VP, CEO, COO, CFO, Chairman, Director & related personnel)

Note 2: Engineering Management (incl. VP of Engineering, Senior, Principal, Chief or Managing Engineer and related personnel)

Note 3: Operations & Production Management (incl. VP, Manager, Supervisor or Head of Operations, Production or Manufacturing, General Manager, Dpt/Div. Head & related personnel)

Note 4: Research & Development, Developer & Design Engineering Staff (incl. R&D or Design Engineer, Designer, Scientist, Analyst, Researcher & related personnel)

Note 5: Application, Manufacturing & Production Engineering Staff (incl. Application, Manufacturing or Production Engineer & related personnel)

Note 6: Consultant, Educator, Trainer (incl. related personnel)

Note 7: Technical and Creative Imaging Support Staff (incl. Technician, Imaging Specialist & related personnel)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	23,283	9,091	-	27,418	4,956	32,374	89.0
II. Request from recipient's company: _____	69	-	-	69	-	69	0.2
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,920	-	-	3,920	-	3,920	10.8
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	3,920	-	-	3,920	-	3,920	10.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,272	9,091	-	31,407	4,956	36,363	100.0
PERCENT	75.0	25.0	-	86.4	13.6	100.0	-

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	31,407	4,956	36,363	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,407	4,956	36,363	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	135	8	143		400-427 Kentucky _____	322	28	350	
030-038 New Hampshire _____	228	22	250		370-385 Tennessee _____	517	41	558	
050-059 Vermont _____	66	2	68		350-369 Alabama _____	444	37	481	
010-027 Massachusetts _____	1,091	100	1,191		386-397 Mississippi _____	221	10	231	
028-029 Rhode Island _____	139	12	151		EAST SO. CENTRAL	1,504	116	1,620	4.4
060-069 Connecticut _____	463	32	495		716-729 Arkansas _____	202	15	217	
NEW ENGLAND	2,122	176	2,298	6.3	700-714 Louisiana _____	330	21	351	
100-149 New York _____	1,986	228	2,214		730-749 Oklahoma _____	357	22	379	
070-089 New Jersey _____	1,047	112	1,159		750-799 Texas _____	2,196	201	2,397	
150-196 Pennsylvania _____	1,258	101	1,359		WEST SO. CENTRAL	3,085	259	3,344	9.2
MIDDLE ATLANTIC	4,291	441	4,732	13.0	590-599 Montana _____	92	6	98	
430-459 Ohio _____	1,244	118	1,362		832-838 Idaho _____	122	10	132	
460-479 Indiana _____	557	49	606		820-831 Wyoming _____	49		49	
600-629 Illinois _____	1,316	105	1,421		800-816 Colorado _____	493	62	555	
480-499 Michigan _____	1,006	81	1,087		870-884 New Mexico _____	188	26	214	
530-549 Wisconsin _____	579	55	634		850-865 Arizona _____	534	75	609	
EAST NO. CENTRAL	4,702	408	5,110	14.1	840-847 Utah _____	230	24	254	
550-567 Minnesota _____	525	49	574		889-898 Nevada _____	197	26	223	
500-528 Iowa _____	273	13	286		MOUNTAIN	1,905	229	2,134	5.9
630-658 Missouri _____	516	48	564		995-999 Alaska _____	62	3	65	
580-588 North Dakota _____	79	3	82		980-994 Washington _____	561	72	633	
570-577 South Dakota _____	60	6	66		970-979 Oregon _____	378	48	426	
680-693 Nebraska _____	160	15	175		900-961 California _____	4,224	473	4,697	
660-679 Kansas _____	300	25	325		967-968 Hawaii _____	70	12	82	
WEST NO. CENTRAL	1,913	159	2,072	5.7	PACIFIC	5,295	608	5,903	16.2
197-199 Delaware _____	85	7	92		UNITED STATES	30,736	2,933	33,669	92.6
206-219 Maryland _____	740	75	815		969 & 004-009 U.S. Territories _____	57	15	72	
200-205 Washington, DC _____	245	17	262		Canada _____	593	201	794	
220-246 Virginia _____	948	83	1,031		Mexico _____	-	57	57	
247-268 West Virginia _____	150	7	157		Other International _____	-	1,748	1,748	
270-289 North Carolina _____	761	62	823		APO/FPO _____	21	2	23	
290-299 South Carolina _____	364	25	389		TOTAL QUALIFIED CIRCULATION	31,407	4,956	36,363	100.0
300-319 Georgia _____	773	87	860						
320-349 Florida _____	1,853	174	2,027						
SOUTH ATLANTIC	5,919	537	6,456	17.8					

8. ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, 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.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

CHANGE IN FREQUENCY:

Effective with the January/February issue, Advanced Imaging changed its frequency from 10 to 9 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,920 copies or 10.8%, including InfoUSA.

Paragraph 3c reported at the option of the publisher.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,408	100.0	31,408	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,408	100.0	31,408	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,568	100.0	4,568	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,568	100.0	4,568	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 21, 2010
Jack Johnson, Associate Publisher	State	Wisconsin
Angela Kelty, Audience Development Manager	County	Jefferson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 21, 2010
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	A015Y0J0
It will be included in the annual audit made by BPA Worldwide.		