

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.

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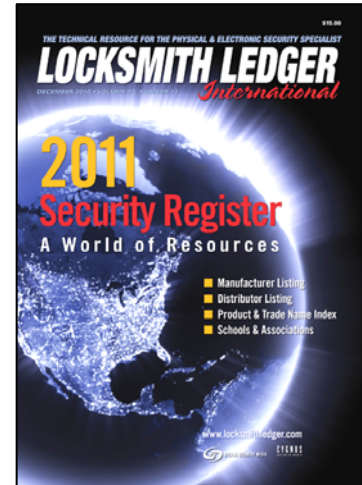
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

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Official Publication of: None  
Established: 1939  
Issues Per Year: 13



**FIELD SERVED**

LOCKSMITH LEDGER serves the field of locksmith shops, institutional (facilities), security and maintenance, hardware, wholesalers, distributors, manufacturers, architects, specifiers, consultants. Also included are others allied to the field and other paid circulation.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Corporate Management (includes owner, president, vice president, general manager), Other Management (includes director, manager, supervisor), Support Personnel (includes locksmith, installation/service staff, technician, office staff), Apprentice, Trainee, Student, Facility Management (includes maintenance mgr/dir/supv/coord, facility mgr/dir/supv/coord, security/property/service mgr), related personnel and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	371
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	218
Digital _____	-
All Other _____	471
<b>TOTAL</b>	<b>1,060</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,375	99.6	5,028	44.0	6,347	55.6
Sponsored Individually Addressed _____	48	0.4	-	-	48	0.4
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	4	-	-	-	4	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,427</b>	<b>100.0</b>	<b>5,028</b>	<b>44.0</b>	<b>6,399</b>	<b>56.0</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	4,712	6,717	11,429
August _____	4,933	6,491	11,424
September _____	5,039	6,392	11,431
October _____	5,040	6,384	11,424
November _____	5,019	6,405	11,424
December _____	5,161	6,263	11,424
December Directory _____	5,289	6,136	11,425

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**  
 This issue is -% or 2 copies below the average of the other 6 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Locksmith shop or individual involved in locksmithing _____	6,947	60.8	1,989	4,958
Institutional (Facilities) (See Note 1) _____	2,979	26.1	2,415	564
Hardware _____	606	5.3	547	59
Wholesaler/Distributor _____	169	1.5	53	116
Manufacturer _____	105	0.9	8	97
Architect/Specifier/Consultant _____	62	0.5	7	55
Other Paid Circulation _____	556	4.9	-	556
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,424</b>	<b>100.0</b>	<b>5,019</b>	<b>6,405</b>
<b>PERCENT</b>	<b>100.0</b>		<b>43.9</b>	<b>56.1</b>

Note 1: Institutional includes Security and Maintenance.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct Request:	<b>4,428</b>	<b>2,797</b>	<b>1,177</b>	<b>2,078</b>	<b>6,324</b>	<b>8,402</b>	<b>73.5</b>
a. Written _____	2,168	1,762	688	1,240	3,378	4,618	40.4
b. Telecommunication _____	1,881	793	449	838	2,285	3,123	27.3
c. Electronic _____	379	242	40	-	661	661	5.8
II. <b>TOTAL</b> - Request from recipient's company:	<b>13</b>	<b>33</b>	<b>35</b>	<b>-</b>	<b>81</b>	<b>81</b>	<b>0.7</b>
a. Written _____	10	29	35	-	74	74	0.7
b. Telecommunication _____	-	2	-	-	2	2	-
c. Electronic _____	3	2	-	-	5	5	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,941</b>	-	-	<b>2,941</b>	-	<b>2,941</b>	<b>25.8</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	2,941	-	-	2,941	-	2,941	25.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,382</b>	<b>2,830</b>	<b>1,212</b>	<b>5,019</b>	<b>6,405</b>	<b>11,424</b>	<b>100.0</b>
<b>PERCENT</b>	<b>64.6</b>	<b>24.8</b>	<b>10.6</b>	<b>43.9</b>	<b>56.1</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	5,019	5,925	10,944	95.8
Individuals by name only _____	-	350	350	3.1
Titles or functions only _____	-	85	85	0.7
Company names only _____	-	41	41	0.4
Multi-Copy Same Addressee copies _____	-	4	4	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,019</b>	<b>6,405</b>	<b>11,424</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	23	30	53		400-427 Kentucky _____	64	67	131	
030-038 New Hampshire _____	30	41	71		370-385 Tennessee _____	102	106	208	
050-059 Vermont _____	9	20	29		350-369 Alabama _____	91	66	157	
010-027 Massachusetts _____	120	150	270		386-397 Mississippi _____	47	33	80	
028-029 Rhode Island _____	19	20	39		<b>EAST SO. CENTRAL</b>	<b>304</b>	<b>272</b>	<b>576</b>	<b>5.0</b>
060-069 Connecticut _____	62	69	131		716-729 Arkansas _____	63	52	115	
<b>NEW ENGLAND</b>	<b>263</b>	<b>330</b>	<b>593</b>	<b>5.2</b>	700-714 Louisiana _____	101	68	169	
100-149 New York _____	294	350	644		730-749 Oklahoma _____	57	96	153	
070-089 New Jersey _____	119	167	286		750-799 Texas _____	358	324	682	
150-196 Pennsylvania _____	137	259	396		<b>WEST SO. CENTRAL</b>	<b>579</b>	<b>540</b>	<b>1,119</b>	<b>9.8</b>
<b>MIDDLE ATLANTIC</b>	<b>550</b>	<b>776</b>	<b>1,326</b>	<b>11.6</b>	590-599 Montana _____	29	30	59	
430-459 Ohio _____	142	223	365		832-838 Idaho _____	28	33	61	
460-479 Indiana _____	104	138	242		820-831 Wyoming _____	8	28	36	
600-629 Illinois _____	195	247	442		800-816 Colorado _____	83	137	220	
480-499 Michigan _____	156	168	324		870-884 New Mexico _____	36	61	97	
530-549 Wisconsin _____	94	138	232		850-865 Arizona _____	94	131	225	
<b>EAST NO. CENTRAL</b>	<b>691</b>	<b>914</b>	<b>1,605</b>	<b>14.0</b>	840-847 Utah _____	29	59	88	
550-567 Minnesota _____	116	102	218		889-898 Nevada _____	39	47	86	
500-528 Iowa _____	66	81	147		<b>MOUNTAIN</b>	<b>346</b>	<b>526</b>	<b>872</b>	<b>7.6</b>
630-658 Missouri _____	102	118	220		995-999 Alaska _____	18	23	41	
580-588 North Dakota _____	11	14	25		980-994 Washington _____	94	123	217	
570-577 South Dakota _____	20	9	29		970-979 Oregon _____	69	75	144	
680-693 Nebraska _____	39	45	84		900-961 California _____	604	714	1,318	
660-679 Kansas _____	68	62	130		967-968 Hawaii _____	33	35	68	
<b>WEST NO. CENTRAL</b>	<b>422</b>	<b>431</b>	<b>853</b>	<b>7.5</b>	<b>PACIFIC</b>	<b>818</b>	<b>970</b>	<b>1,788</b>	<b>15.7</b>
197-199 Delaware _____	9	20	29		<b>UNITED STATES</b>	<b>5,019</b>	<b>5,861</b>	<b>10,880</b>	<b>95.2</b>
206-219 Maryland _____	56	110	166		969 & 004-009 U.S. Territories _____	-	18	18	
200-205 Washington, DC _____	5	14	19		Canada _____	-	387	387	
220-246 Virginia _____	80	132	212		Mexico _____	-	4	4	
247-268 West Virginia _____	25	38	63		Other International _____	-	131	131	
270-289 North Carolina _____	176	181	357		APO/FPO _____	-	4	4	
290-299 South Carolina _____	99	109	208		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,019</b>	<b>6,405</b>	<b>11,424</b>	<b>100.0</b>
300-319 Georgia _____	200	154	354						
320-349 Florida _____	396	344	740						
<b>SOUTH ATLANTIC</b>	<b>1,046</b>	<b>1,102</b>	<b>2,148</b>	<b>18.8</b>					

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified: _____	12,448	12,417	12,036	11,324	11,436	11,427
Qualified Non-Paid: _____	3,777	4,363	4,189	3,834	4,205	5,028
Qualified Paid: _____	8,671	8,054	7,847	7,490	7,231	6,399
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$41.13	\$42.35	\$41.15	\$41.77	\$41.59	\$42.06

**\*NOTE: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 2,941 copies or 25.8%, including InfoUSA.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 10, 2011
Nancy Levenson-Brokamp, 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	February 10, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	L120P0D0
It will be included in the annual audit made by BPA Worldwide.		