

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 06484-6259  
Phone: +1 203.447.2800  
FAX: +1 203.447.2900  
[www.bpaww.com](http://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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



Cygnus Publishing  
3 Huntington Quadrangle  
Suite 301N  
Melville, NY 11747  
Tel.: (631) 845-2700  
Fax.: (631) 249-5774  
[www.wide-formatimaging.com](http://www.wide-formatimaging.com)

Official Publication of: None  
Established: 1993  
Issues Per Year: 12

**FIELD SERVED**

WIDE-FORMAT IMAGING serves digital color shops, digital printers, reprographics shops (including blueprint shops and in-house imaging departments), architectural and engineering firms, quick printers, commercial printers, in-plant printers, sign companies/shops and outdoor advertising, screen printers, service bureaus, photo labs and photography, VARs, VADs, wholesalers, distributors, suppliers, exhibit builders and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include owners, partners, presidents, CEO's, managers, directors, designers, equipment operators, production personnel, sales/ customer service/ marketing personnel and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	58
Advertiser and Agency _____	472
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	208
All Other _____	187
<b>TOTAL</b>	<b>925</b>

\*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,607	100.0	17,607	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,607</b>	<b>100.0</b>	<b>17,607</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	274	276			17,607	October _____	40	42			17,602
August _____	90	92			17,609	November _____	879	893			17,616
September _____	1,992	1,983			17,600	December _____	254	246			17,608
						<b>TOTAL</b>	<b>3,529</b>	<b>3,532</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

This issue is 0.1% or 11 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Owners/ Partners	Presidents/ CEOs	Managers/ Administrators/ Directors	Designers	Equipment Operators/ Production	Sales/Cust. Service/ Marketing
Digital Color Shops/Digital Printers _	4,827	27.4	2,160	765	1,305	121	139	337
Reprographics Firms (including Blueprint Shops and In-House Imaging Dept.) _____	1,583	9.0	535	228	590	45	62	123
Architectural/Engineering Firms _____	144	0.8	70	17	32	9	4	12
Quick/Commercial/In-Plant Printers _	4,687	26.6	1,758	1,049	1,651	42	60	127
Sign Co./Outdoor Advertising _____	3,547	20.1	1,835	483	696	190	112	231
Screen Printers _____	785	4.5	352	124	240	17	12	40
Photo Labs/Photography _____	356	2.0	244	53	49	-	3	7
Service Bureaus _____	302	1.7	137	57	81	8	3	16
VAR, VAD, Wholesalers, Distributors, Suppliers _____	1,200	6.8	336	199	372	8	10	275
Exhibit Builders _____	185	1.1	61	32	69	6	9	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,616</b>	<b>100.0</b>	<b>7,488</b>	<b>3,007</b>	<b>5,085</b>	<b>446</b>	<b>414</b>	<b>1,176</b>
<b>PERCENT</b>	<b>100.0</b>		<b>42.5</b>	<b>17.1</b>	<b>28.8</b>	<b>2.5</b>	<b>2.4</b>	<b>6.7</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>13,707</b>	<b>3,186</b>	-			<b>16,893</b>	<b>95.9</b>
a. Written _____	3,374	537	-			3,911	22.2
b. Telecommunication _____	7,466	2,190	-			9,656	54.8
c. Electronic _____	2,867	459	-			3,326	18.9
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>723</b>	-	-			<b>723</b>	<b>4.1</b>
a. Written _____	513	-	-			513	2.9
b. Telecommunication _____	17	-	-			17	0.1
c. Electronic _____	193	-	-			193	1.1
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): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,430</b>	<b>3,186</b>	-			<b>17,616</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.9</b>	<b>18.1</b>	-			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			17,616	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>17,616</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	65		400-427 Kentucky _____	175	
030-038 New Hampshire _____	99		370-385 Tennessee _____	313	
050-059 Vermont _____	55		350-369 Alabama _____	202	
010-027 Massachusetts _____	381		386-397 Mississippi _____	93	
028-029 Rhode Island _____	59		<b>EAST SO. CENTRAL</b>	<b>783</b>	<b>4.4</b>
060-069 Connecticut _____	227		716-729 Arkansas _____	120	
<b>NEW ENGLAND</b>	<b>886</b>	<b>5.0</b>	700-714 Louisiana _____	138	
100-149 New York _____	938		730-749 Oklahoma _____	127	
070-089 New Jersey _____	538		750-799 Texas _____	869	
150-196 Pennsylvania _____	678		<b>WEST SO. CENTRAL</b>	<b>1,254</b>	<b>7.1</b>
<b>MIDDLE ATLANTIC</b>	<b>2,154</b>	<b>12.2</b>	590-599 Montana _____	57	
430-459 Ohio _____	651		832-838 Idaho _____	87	
460-479 Indiana _____	344		820-831 Wyoming _____	24	
600-629 Illinois _____	1,016		800-816 Colorado _____	328	
480-499 Michigan _____	499		870-884 New Mexico _____	92	
530-549 Wisconsin _____	557		850-865 Arizona _____	526	
<b>EAST NO. CENTRAL</b>	<b>3,067</b>	<b>17.4</b>	840-847 Utah _____	221	
550-567 Minnesota _____	612		889-898 Nevada _____	249	
500-528 Iowa _____	236		<b>MOUNTAIN</b>	<b>1,584</b>	<b>9.0</b>
630-658 Missouri _____	372		995-999 Alaska _____	23	
580-588 North Dakota _____	40		980-994 Washington _____	288	
570-577 South Dakota _____	67		970-979 Oregon _____	181	
680-693 Nebraska _____	105		900-961 California _____	2,009	
660-679 Kansas _____	193		967-968 Hawaii _____	27	
<b>WEST NO. CENTRAL</b>	<b>1,625</b>	<b>9.2</b>	<b>PACIFIC</b>	<b>2,528</b>	<b>14.5</b>
197-199 Delaware _____	42		<b>UNITED STATES</b>	<b>17,388</b>	<b>98.7</b>
206-219 Maryland _____	309		969 & 004-009 U.S. Territories _____	25	
200-205 Washington, DC _____	38		Canada _____	193	
220-246 Virginia _____	315		Mexico _____	10	
247-268 West Virginia _____	36		Other International _____	-	
270-289 North Carolina _____	425		AP0/FPO _____	-	
290-299 South Carolina _____	208		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,616</b>	<b>100.0</b>
300-319 Georgia _____	483				
320-349 Florida _____	1,651				
<b>SOUTH ATLANTIC</b>	<b>3,507</b>	<b>19.9</b>			

**9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	17,606	17,606	17,611	17,608	17,607
Qualified Non-Paid: _	17,606	17,606	17,611	17,608	17,607
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA****AVERAGE NON-QUALIFIED CIRCULATION:**

Issue	Copies	Event
October 2008 ___	500	Graph Expo - Chicago, IL
October 2008 ___	750	SGIA 2008 - Atlanta, GA

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

David Nathenson, Publisher

Jackie Dandoy, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 15, 2009

State Wisconsin

County Jefferson

Received by BPA Worldwide January 15, 2009

Type PD

ID Number M224P0D8