VERIFIED AUDIT CIRCULATION
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ANNUAL AUDIT REPORT
OCTOBER 1, 2009 – SEPTEMBER 30, 2010

Response Magazine

Established 1992
Issues Per Year: 12
Issues This Report: 12

QUESTEX MEDIA

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PUBLICATION DESCRIPTION

RESPONSE reaches interactive and direct marketing professionals who are the decision-makers for the production of DRTV and interactive (ITV) programming. *Response* offers quality editorial focused on the industry's most important issues. The publication's editorial team actively participates in industry associations and features the Response Advisory Board comprised of a "Who's Who" of industry experts. *Response* takes the lead when it comes to providing quality, expert analysis of industry news, trends, strategies and more.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

RESPONSE serves the field of direct response marketing including consumer products or services (manufacturers, marketers, or advertisers) in banking/finance/insurance, healthcare, pharmaceuticals, books/videos/CDs, computer or consumer electronics, travel services, diet/nutrition or wellness products, fitness/exercise equipment, beauty/personal care products, homeware/cookware products, general merchandise, consumer products or services, hardware, and other packaged goods/direct marketer. Also served are advertising, direct marketing agencies or creative services including direct marketing agencies, Hispanic agencies, general advertising agencies, interactive agencies, media buying services, and creative services. Also direct marketing media including broadcast or cable TV, radio, online/Internet, entertainment and print. Also served are catalogers or retailers including business-to-business catalogs, business-to-consumer catalogs, retailers/virtual retailers. Also served are suppliers of direct marketing products or services including list brokers/compilers/managers, fulfillment houses, telemarketing, audio/video duplicators, new media/Internet/multimedia, computer/data processing services, payment processing and others allied to the field.

Qualified recipients are CEOs/presidents, marketing executives, sales executives, advertising executives, creative services, media executives, new product or business development managers, programmers, operations managers, and other titled personnel.

AVERAGE MONTHLY CIRCULATION: OCTOBER 1, 2009 – SEPTEMBER 30, 2010

QUALIFIED CIRCULATION	Non-Paid Print	Non-Paid Digital*	Paid Print	Paid Digital	Print & Digital Unduplicated	Total Qualified
Individual Subscription	13,025	2,646	72	-	-	15,743
Association/Group/Directory Lists	115	3,708	-	-	-	3,823
TOTAL QUALIFIED CIRCULATION	**13,140**	**6,354**	**72**	**-**	**-**	**19,566**

TOTAL NON-QUALIFIED CIRCULATION	**1,318**

* Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Digital Qualified Association/Group/Directory lists meet the publisher's Definition of Recipient Qualification, but have not opted-in to receive the digital edition. Please see Explanation for additional details.

Please see the following pages for Integrated Audience Engagement, Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Web Activity, Explanation, Audit of Internal Records, and Affidavit.

INTEGRATED AUDIENCE ENGAGEMENT BY INFORMATION PRODUCT

INFORMATION PRODUCT	Reach
Response Magazine	16,594
Response This Week E-Newsletter	14,970
Response Expo	1,746
TOTAL DUPLICATED REACH	**33,310**

DEFINITION OF INTEGRATED AUDIENCE: The audience database analyzed within this audit report consists of individuals who receive content associated with the Response brand in one or more of 3 information products, including magazines and e-newsletters. Above are the gross numbers of individuals for each information product (analyzed October 14, 2010). Since any one individual may receive more than one product, the sum is the Total Duplicated Reach. Please see the Integrated Audience Engagement for additional details.

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INTEGRATED AUDIENCE ENGAGEMENT

Business Type	Total Unduplicated Reach	Total Reach	Response Magazine	Response This Week ENews	Response Expo
1. Consumer Product or Services					
a. Banking, Insurance or Finance Services	1,213	1,552	1,126	370	56
b. Healthcare	778	1,029	687	258	84
c. Pharmaceuticals	174	231	171	55	5
d. Books, Video or CDs	493	692	433	226	33
e. Computer or Consumer Electronics	696	919	664	238	17
f. Travel Services	980	1,065	943	111	11
g. Diet, Nutrition or Wellness Products	352	509	293	166	50
h. Fitness or Exercise Equipment	222	318	196	90	32
i. Beauty or Personal Care Products	339	459	297	119	43
j. Homeware or Cookware Products	161	211	148	49	14
k. General Merchandise	652	828	619	188	21
l. Consumer Products or Services	1,750	2,284	1,631	559	94
m. Hardware	356	419	353	63	3
n. Other Packaged Goods/Direct Marketer	1,484	1,738	1,468	254	16
Subtotal 1a – 1n	**9,650**	**12,254**	**9,029**	**2,746**	**479**
2. Advertising, Direct Marketing Agency or Creative Services					
a. Direct Marketing Agency	1,574	2,213	1,349	597	267
b. Hispanic Agency	18	26	15	11	-
c. General Advertising Agency	715	938	661	224	53
d. Interactive Agency	102	128	78	32	18
e. Media Buying Service	285	415	198	133	84
f. Creative Services (Writing, Directing, Producing)	482	688	426	206	56
Subtotal 2a – 2f	**3,176**	**4,408**	**2,727**	**1,203**	**478**
3. Direct Marketing Media					
a. Broadcast or Cable TV	607	851	554	250	47
b. Radio	170	209	166	40	3
c. Online/Internet	663	931	601	320	10
d. Entertainment	133	193	109	65	19
e. Print	637	800	492	172	136
f. Hispanic Media	23	37	20	17	-
Subtotal 3a – 3f	**2,233**	**3,021**	**1,942**	**864**	**215**
4. Catalog or Retailer					
a. Business to Business Catalog	282	360	265	82	13
b. Business to Consumer Catalog	211	268	202	66	-
c. Retailer or Virtual Retailer	350	458	320	123	15
Subtotal 4a – 4c	**843**	**1,086**	**787**	**271**	**28**
5. Suppliers of Direct Marketing Products or Services					
a. List Broker/Compiler/Manager	230	299	206	79	14
b. Fulfillment House	187	255	147	74	34
c. Telemarketing	301	430	208	125	97
d. Audio/Video Duplicator	63	87	50	23	14
e. New media/Internet/Multimedia	440	594	357	189	48
f. Computer/Data Processing Services	219	301	207	84	10
g. Payment Processing	73	98	58	29	11
Subtotal 5a – 5g	**1,513**	**2,064**	**1,233**	**603**	**228**
Others Allied to the Field	928	1,037	847	176	14
Total Number of Respondents	**18,343**	**23,870**	**16,565**	**5,863**	**1,442**
Non-Respondents	9,430	9,440	29	9,107	304
TOTAL AUDIENCE	**27,773**	**33,310**	**16,594**	**14,970**	**1,746**

This is an analysis of the 27,773 unique audience members of the Response brand of products as of October 14, 2010. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletter and the Response Expo registration process. The Total Duplicated Reach is the sum of the number of recipients of all products associated with the Response brand. The Total Unduplicated Reach is the number of unique recipients of Response products.

The method used for identifying duplicate records was by selecting a match rule comprised of a set of match criteria, wherein the match rule is selected based on a category associated with the record, and wherein the set of match criteria identifies one or more attributes of the record and one or more match operators for matching the record and determining, based on the match rule, whether the record matches any records. Name, address, phone number and email were the four match criteria used to determine potential duplicate records in the database.

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RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent
Individual by Name and Title and/or Company	11,172	53	5,323	16,548	99.8%
Individual by Name Only	5	12	-	17	0.1%
Title Only	-	-	-	-	-
Company Name Only	-	9	-	9	0.1%
Total Qualified Circulation	**11,177**	**74**	**5,323**	**16,574**	**100.0%**

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Paid Print	Digital	Renewed, Requested, or Updated Within 1 Year	2 Years	3 Years	3+ Years	Total Qualified	Percent
Direct Request from the Recipient	11,168	57	3,652	8,372	5,215	1,290	N/A	14,877	89.8%
Request from Recipient's Company	-	17	-	12	5	-	N/A	17	0.1%
Association/Group/Directory Lists*	9	-	1,671	1,680	-	-	-	1,680	10.1%
Total Qualified Circulation	**11,177**	**74**	**5,323**	**10,064**	**5,220**	**1,290**	**-**	**16,574**	**100.0%**

* Please see Explanation for additional details regarding the source of digital Association/Group/Directory lists.

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BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Paid Print	Digital	CEOs/ Pres.	Marketing Executives	Sales Executives	Advertising Executives	Creative Services	Media Executives	New Product or Bus Devel. Managers	Programmers	Operations Managers	Other	Total	Percent
A. Consumer Products or Services (Mfg, Marketer or Advertiser)															
1. Banking, Insurance or Finance Services	815	-	305	375	447	103	21	18	10	44	10	17	75	1,120	6.8%
2. Healthcare	501	1	145	206	228	59	6	16	12	35	3	48	34	647	3.9%
3. Pharmaceuticals	116		52	31	83	20	6	5	-	8	-	9	6	168	1.0%
4. Books, Videos or CDs	269	2	156	200	90	27	14	12	6	13	1	17	47	427	2.6%
5. Computers or Consumer Electronics	442	-	226	245	168	70	10	17	14	37	19	42	46	668	4.0%
6. Travel Services	165	-	775	72	135	593	6	6	2	17	-	16	93	940	5.7%
7. Diet, Nutrition or Wellness Products	195	-	70	128	60	22	6	3	7	11	-	9	19	265	1.6%
8. Fitness or Exercise Equipment	132	-	53	88	42	13	-	1	14	7	-	4	16	185	1.1%
9. Beauty or Personal Care Products	232	2	54	131	74	20	8	9	3	12	1	8	22	288	1.7%
10. Homeware or Cookware Products	106	-	45	50	38	20	4	3	1	13	-	5	17	151	0.9%
11. General Merchandise	483	1	138	274	160	84	11	12	8	19	2	40	12	622	3.8%
12. Consumer Products or Services	1,183	8	433	619	561	191	20	29	23	55	2	57	67	1,624	9.8%
13. Hardware	301	-	49	151	98	45	5	4	2	14	5	12	14	350	2.1%
14. Other Packaged Goods/Direct Marketer	1,202	2	259	491	541	195	22	22	19	54	5	44	70	1,463	8.8%
Subtotal A	**6,142**	**16**	**2,760**	**3,061**	**2,725**	**1,462**	**139**	**157**	**121**	**339**	**48**	**328**	**538**	**8,918**	**53.8%**
B. Advertising, Direct Marketing Agency or Creative Services															
1. Direct Marketing Agency	977	5	311	542	371	122	50	30	67	49	5	27	30	1,293	7.8%
2. Hispanic Agency	6	-	10	10	2	1	1	-	-	1	-	-	1	16	0.1%
3. General Advertising Agency	470	-	182	259	165	53	60	34	36	12	2	16	15	652	3.9%
4. Interactive Agency	56	-	17	19	23	15	2	1	3	4	-	2	4	73	0.4%
5. Media Buying Service	130	1	61	66	49	15	13	1	36	5	-	4	3	192	1.2%
6. Creative Services (Writing, Directing, Producing)	288	-	140	200	75	30	9	65	10	8	2	10	19	428	2.6%
Subtotal B	**1,927**	**6**	**721**	**1,096**	**685**	**236**	**135**	**131**	**152**	**79**	**9**	**59**	**72**	**2,654**	**16.0%**
C. Direct Marketing Media															
1. Broadcast or Cable TV	449	5	150	188	113	134	31	14	40	16	13	34	21	604	3.6%
2. Radio	131	-	39	37	35	32	3	5	16	6	9	23	4	170	1.0%
3. Online/Internet	365	-	241	305	143	46	12	17	11	23	11	18	20	606	3.7%
4. Entertainment	63	-	48	49	34	2	1	7	3	2	2	4	7	111	0.7%
5. Print	362	-	124	103	129	81	36	23	39	19	3	26	27	486	2.9%
6. Hispanic Media	9	-	11	3	6	4	-	-	1	-	-	-	6	20	0.1%
Subtotal C	**1,379**	**5**	**613**	**685**	**460**	**299**	**83**	**66**	**110**	**66**	**38**	**105**	**85**	**1,997**	**12.0%**
D. Catalog or Retailer															
1. Business to Business Catalog	203	1	72	60	126	42	6	5	2	11	3	4	17	276	1.7%
2. Business to Consumer Catalog	152	-	58	73	70	22	3	6	4	9	4	8	11	210	1.3%
3. Retailer or Virtual Retailer	222	1	95	154	84	24	7	6	7	8	1	17	10	318	1.9%
Subtotal D	**577**	**2**	**225**	**287**	**280**	**88**	**16**	**17**	**13**	**28**	**8**	**29**	**38**	**804**	**4.9%**
E. Supplier of Direct Marketing Products or Services															
1. List Broker/Compiler/Manager	174	-	34	78	49	40	5	2	2	15	1	11	5	208	1.3%
2. Fulfillment House	116	-	45	51	40	27	5	3	6	12	-	6	11	161	1.0%
3. Telemarketing	169	1	46	85	41	49	3	5	5	13	2	8	5	216	1.3%
4. Audio/Video Duplicator	40	-	10	20	16	5	-	1	1	3	-	4	-	50	0.3%
5. New Media/Internet/Multimedia	264	1	104	181	75	47	10	13	6	15	5	10	7	369	2.2%
6. Computer/Data Processing Services	134	-	70	60	47	32	4	8	3	15	14	12	9	204	1.2%
7. Payment Processing	46	-	12	22	11	15	-	-	-	7	-	3	-	58	0.3%
Subtotal E	**943**	**2**	**321**	**497**	**279**	**215**	**27**	**32**	**23**	**80**	**22**	**54**	**37**	**1,266**	**7.6%**
Others Allied to the Field	209	13	683	113	228	305	6	7	21	44	4	6	171	905	5.5%
No Response	-	30	-	-	-	-	-	-	-	-	-	-	30	30	0.2%
Total Qualified Circulation	**11,177**	**74**	**5,323**	**5,739**	**4,657**	**2,605**	**406**	**410**	**440**	**636**	**129**	**581**	**971**	**16,574**	**100.0%**

Source: Business Description – *Response Magazine*

CEO/President (CEOs/Pres.) includes owners, partners, presidents, COOs, and CFOs. Marketing Executives includes marketing senior vice presidents, vice presidents, CMOs, directors, managers, supervisors, brand managers, and product managers. Sales Executives includes sales senior vice presidents, vice presidents, directors, managers, supervisors and regional or territory managers. Other includes others allied to the field. Advertising Executives includes advertising senior vice presidents, vice presidents, directors, managers, and supervisors. Creative Services includes writers, directors, producers and creative directors. Media Executives includes media buyers, planners, managers, interactive media managers and account managers. New Product or Business Development Managers (New Product or Bus Devel Managers) includes new product/business development managers. Other Titled Personnel (Other) includes other titled personnel.

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U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent
Maine	58	-	19	77	0.5%
New Hampshire	58	-	27	85	0.5%
Vermont	30	-	15	45	0.3%
Massachusetts	306	-	90	396	2.4%
Rhode Island	37	-	19	56	0.3%
Connecticut	212	3	68	283	1.7%
New England	**701**	**3**	**238**	**942**	**5.7%**
New York	913	13	319	1,245	7.5%
New Jersey	429	3	149	581	3.5%
Pennsylvania	531	2	177	710	4.3%
Mid Atlantic	**1,873**	**18**	**645**	**2,536**	**15.3%**
Delaware	33	-	11	44	0.3%
Maryland	160	1	63	224	1.4%
D.C.	34	-	24	58	0.3%
Virginia	207	1	116	324	2.0%
West Virginia	28	-	14	42	0.3%
North Carolina	262	-	91	353	2.1%
South Carolina	108	-	25	133	0.8%
Georgia	294	-	146	440	2.7%
Florida	707	3	323	1,033	6.2%
S. Atlantic	**1,833**	**5**	**813**	**2,651**	**16.0%**
Ohio	456	-	170	626	3.8%
Indiana	227	-	78	305	1.8%
Illinois	628	3	239	870	5.2%
Michigan	314	1	107	422	2.5%
Wisconsin	325	1	77	403	2.4%
E. N. Central	**1,950**	**5**	**671**	**2,626**	**15.8%**
Minnesota	302	3	104	409	2.5%
Iowa	138	1	38	177	1.1%
Missouri	212	1	70	283	1.7%
North Dakota	29	-	13	42	0.3%
South Dakota	19	-	11	30	0.2%
Nebraska	122	-	34	156	0.9%
Kansas	117	-	42	159	1.0%
W. N. Central	**939**	**5**	**312**	**1,256**	**7.6%**

REGION	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent
Kentucky	119	-	47	166	1.0%
Tennessee	193	-	59	252	1.5%
Alabama	90	-	33	123	0.7%
Mississippi	43	-	12	55	0.3%
E. S. Central	**445**	**-**	**151**	**596**	**3.6%**
Arkansas	66	-	21	87	0.5%
Louisiana	66	-	24	90	0.5%
Oklahoma	103	-	26	129	0.8%
Texas	638	-	269	907	5.5%
W. S. Central	**873**	**-**	**340**	**1,213**	**7.3%**
Montana	26	-	14	40	0.2%
Idaho	37	-	19	56	0.3%
Wyoming	9	-	6	15	0.1%
Colorado	198	-	80	278	1.7%
New Mexico	30	-	11	41	0.2%
Arizona	184	4	76	264	1.6%
Utah	126	5	37	168	1.0%
Nevada	81	-	44	125	0.8%
Mountain	**691**	**9**	**287**	**987**	**6.0%**
Alaska	5	-	4	9	0.1%
Washington	173	1	73	247	1.5%
Oregon	137	-	53	190	1.1%
California	1,511	8	674	2,193	13.2%
Hawaii	11	-	12	23	0.1%
Pacific	**1,837**	**9**	**816**	**2,662**	**16.1%**
U.S. Territories	9	-	5	14	0.1%
U.S. Total	**11,151**	**54**	**4,278**	**15,483**	**93.4%**
Canada	21	8	125	154	0.9%
Foreign	5	12	920	937	5.7%
Foreign Total	**26**	**20**	**1,045**	**1,091**	**6.6%**
Total Qualified	**11,177**	**74**	**5,323**	**16,574**	**100.0%**

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QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Digital	Total Qualified
October 2009	12,923	70	7,435	20,428
November 2009	12,974	70	7,389	20,433
December 2009	13,052	71	6,382	19,505
January 2010	13,155	72	6,356	19,583
February 2010	13,349	68	6,134	19,551
March 2010	13,561	70	6,144	19,775
April 2010	13,535	73	6,068	19,676
May 2010	13,754	74	6,157	19,985
June 2010	13,403	74	6,193	19,670
July 2010	13,456	76	6,270	19,802
August 2010	13,340	74	6,391	19,805
September 2010	11,177	74	5,323	16,574
6 Month Average	**13,169**	**70**	**6,640**	**19,879**
12 Month Average	**13,140**	**72**	**6,354**	**19,566**

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

	Additions			Removals					
ISSUE	Non-Paid Print	Paid Print	Non-Paid Digital	Non-Paid Print	Paid Print	Non-Paid Digital	Total Additions	Total Removals	Net
October 2009	14	4	14	43	2	1	32	46	(14)
November 2009	39	2	45	79	2	-	86	81	5
December 2009	1	3	42	380	3	592	46	975	(929)
January 2010	90	3	19	29	1	3	112	33	79
February 2010	187	-	25	11	4	229	212	244	(32)
March 2010	237	2	128	48	1	93	367	142	225
April 2010	3	7	4	62	4	47	14	113	(99)
May 2010	224	3	213	35	2	93	440	130	310
June 2010	180	1	146	584	2	56	327	642	(315)
July 2010	42	5	142	48	3	6	189	57	132
August 2010	83	-	154	232	2	-	237	234	3
September 2010	1,251	6	2,346	3,383	4	3,445	3,603	6,832	(3,229)
6 Month Total	**568**	**14**	**273**	**590**	**30**	**918**	**855**	**1,538**	**(683)**
6 Month Average	**95**	**2**	**46**	**98**	**3**	**153**	**143**	**254**	**(111)**
12 Month Total	**2,351**	**36**	**3,278**	**4,934**	**30**	**4,565**	**5,665**	**9,529**	**(3,864)**
12 Month Average	**196**	**3**	**273**	**411**	**3**	**380**	**472**	**794**	**(322)**

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WEB VISITOR ACTIVITY – www.responsemagazine.com

VISITOR ACTIVITY	
Visits	139,731
Absolute Unique Visitors	92,814
Pageviews	497,862
Unique Pageviews	367,213
Average Pageviews	3.56
Average Time on Site	00:02:51

TOP 20 REQUESTED WEB PAGES – www.responsemagazine.com

	REQUESTED PAGES	Pageviews	Unique Pageviews	Avg. Time on Page
1.	/ (www.responsemagazine.com)	45,512	34,243	00:01:57
2.	/response-expo/home-page	21,750	16,033	00:01:43
3.	/response-expo/attendee-registration	5,052	4,118	00:03:52
4.	/response-expo/exhibitor-list	4,936	3,467	00:02:28
5.	/the-direct-response-marketing-alliance-drma	4,514	3,474	00:01:43
6.	/subscriber-services	2,898	2,200	00:03:21
7.	/response-expo/conference-progam	2,742	2,197	00:02:34
8.	/resources/legal-resources/legal-review-how-handle-counterfeiters-alibabacom-804	2,699	2,639	00:00:04
9.	/response-expo/hilton-san-diego-bayfront	2,539	1,975	00:03:48
10.	/allstar-marketing-wins-drma-marketer-year-award	2,421	2,043	00:03:10
11.	/author-tracking?nodetitle=Legal Review: How to Handle Counterfeiters on Alibaba.com&nid=804&authorname=Response Contributor&author_id=28	2,292	2,235	00:01:14
12.	/contact-us	2,211	1,916	00:02:44
13.	/listing/180/breaking-news	2,190	1,736	00:00:57
14.	/digital-edition	2,170	1,718	00:00:34
15.	/author-tracking?nodetitle=The IMS Top 50 Infomercials and Short-Form Spots of 2009&nid=2214&authorname=Jennifer Muniz&author_id=2217	1,872	666	00:00:22
16.	/author-tracking?nodetitle=The IMS Top 50 Infomercials and Short-Form Spots of 2009&nid=2214&authorname=IMS &author_id=79	1,870	666	00:00:07
17.	/author-tracking?nodetitle=The IMS Top 50 Infomercials and Short-Form Spots of 2009&nid=2214&authorname=Peter Zalla&author_id=2216	1,869	666	00:00:07
18.	/author-tracking?nodetitle=The IMS Top 50 Infomercials and Short-Form Spots of 2009&nid=2214&authorname=Robert Hoffman&author_id=2215	1,869	666	00:00:29
19.	/response-expo/inventors-pavilion	1,853	1,443	00:01:56
20.	/response-expo/networking-events	1,844	1,568	00:01:57

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period October 1, 2009 – September 30, 2010. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

Definitions:

Visit – A series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.
Unique Visitors (or Absolute Unique Visitors) – This represents the number of unduplicated (counted only once) visitors to a website over the course of a specified time period.
Pageview – An instance of a page being loaded by a browser.
Unique Pageview – This represents the number of sessions during which that page was viewed one or more times.
Average Pageviews – The total number of pageviews divided by the total number of visits during the same timeframe.
Average Time on Site – The total time on site for all visits divided by the total number of visits during the same timeframe.

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EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Digital Qualified Association/Group/Directory lists meet the publisher's Definition of Recipient Qualification, but have not opted-in to receive the digital edition. Digital Qualified Association/Group/Directory includes qualified direct request print subscribers to whom the publisher serves the digital edition.

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	# of Copies
DMA 09 Conference & Exhibition	10/15/09	San Diego, CA	300
Great Ideas Summit 2010	02/01/10 - 02/03/10	New Orleans, LA	150
2010 International Home & Housewares Show	03/14/10 - 03/16/10	Chicago, IL	1,500
Response Expo	05/11/10 - 05/13/10	San Diego, CA	2,250
Electronic Retailing Association - 18th Annual Convention 2010	09/21/10 - 09/23/10	Las Vegas NV	250
TOTAL			**4,450**

Source for Association/Group/Directory Distribution Lists (Print):

	Date(s) Added to File
Questex marketing list	08/2010

Audit of Records & Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.

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