BPA WORLDWIDE℠ BUSINESS

# BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2007

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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## GLOBAL LOGISTICS & SUPPLY CHAIN STRATEGIES

Keller International Pub Corp.
150 Great Neck Road
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Tel.: (516) 829-9210
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supplychainbrain.com

Official Publication of: Global Logistics & Supply Chain Strategies
Established: 1997
Issues Per Year: 12




FIELD SERVED

GLOBAL LOGISTICS & SUPPLY CHAIN STRATEGIES serves manufacturing, wholesale/ retail trade, third party logistics, freight forwarding and transportation/ warehousing firms in the US and in select countries worldwide as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled individuals in the areas of Supply Chain/ Logistics, Executive Management, Operations, Finance, and Consultants , Other Titled & Non-titled Personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|---|
| Other Paid Circulation | 86 |
| Advertiser and Agency | 938 |
| Rotated or Occasional | - |
| Allocated for Trade Shows and Conventions | 167 |
| All Other | 487 |
| TOTAL | 1,678 |

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|---|---|---|---|---|---|---|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 50,148 | 100.0 | 50,148 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 50,148 | 100.0 | 50,148 | 100.0 | - | - |

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

| 2007 Issue | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified |
|---|---|---|---|---|---|
| January | - | - | | | 50,148 |
| February | - | - | | | 50,148 |
| March | 2,156 | 2,156 | | | 50,148 |
| April | - | - | | | 50,148 |
| May | 9,578 | 9,578 | | | 50,148 |
| June | - | - | | | 50,148 |
| TOTAL | 11,734 | 11,734 | | | |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is equal to the average of the other 5 issues reported in Paragraph two.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Senior Supply Chain; Logistics; Operations Management (Note 1) | Executive Management and Finance (Note 2) | Consultants and Other (Note 3) |
|---|---|---|---|---|---|
| Industrial Machinery | 2,440 | 4.9 | 2,083 | 333 | 24 |
| Electronics | 2,826 | 5.6 | 2,482 | 300 | 44 |
| Chemicals | 2,682 | 5.3 | 2,409 | 239 | 34 |
| Fabricated Metals | 2,138 | 4.3 | 1,764 | 356 | 18 |
| Transportation Equipment | 1,766 | 3.5 | 1,488 | 236 | 42 |
| Food | 3,570 | 7.1 | 3,091 | 440 | 39 |
| Rubber/Plastics | 1,397 | 2.8 | 1,206 | 177 | 14 |
| Primary Metals | 790 | 1.6 | 661 | 122 | 7 |
| Paper | 1,072 | 2.1 | 943 | 121 | 8 |
| Instruments | 890 | 1.8 | 778 | 95 | 17 |
| Apparel | 685 | 1.4 | 556 | 122 | 7 |
| Textiles | 527 | 1.1 | 435 | 85 | 7 |
| Print/Publishing | 985 | 2.0 | 786 | 178 | 21 |
| Stone, Glass & Clay | 627 | 1.3 | 521 | 98 | 8 |
| Furniture | 660 | 1.3 | 530 | 127 | 3 |
| Petroleum Refining | 191 | 0.4 | 172 | 14 | 5 |
| Wood | 791 | 1.6 | 588 | 192 | 11 |
| Crude Oil | 73 | 0.1 | 59 | 13 | 1 |
| Leather | 73 | 0.1 | 61 | 11 | 1 |
| Tobacco | 45 | 0.1 | 37 | 8 | - |
| Other Manufacturing | 1,412 | 2.8 | 1,126 | 252 | 34 |
| TOTAL MANUFACTURING | 25,640 | 51.1 | 21,776 | 3,519 | 345 |
| Third Party Logistics Providers including Freight Forwarders/Transportation | 8,486 | 16.9 | 6,441 | 1,876 | 169 |
| Wholesale/Retail Trade | 8,730 | 17.4 | 6,571 | 2,057 | 102 |
| Consulting | 2,328 | 4.6 | 1,030 | 1,079 | 219 |
| Financial/Insurance | 688 | 1.4 | 370 | 296 | 22 |
| Communications/Electric, Gas & Sanitary Services | 854 | 1.7 | 611 | 215 | 28 |
| Real Estate/Business Services | 2,312 | 4.6 | 1,423 | 828 | 61 |
| Others Allied to the Field | 1,110 | 2.2 | 878 | 180 | 52 |
| TOTAL QUALIFIED CIRCULATION | 50,148 | 100.0 | 39,100 | 10,050 | 998 |
| PERCENT | 100.0 | - | 78.0 | 20.0 | 2.0 |

Note 1: Senior Supply Chain; Logistics; Operations Management includes Vice President Global Supply Chain, Global Supply Chain Director, Global Supply Chain Manager, Executive Vice President of Supply Chain, Sr. Vice President of Supply Chain, Vice President of Supply Chain, Corporate Director of Supply Chain, Director of Supply Chain, Supply Chain Manager, Supply Chain Analyst, Supply Chain Supervisor, Supply Chain Consultant, Supply Chain Coordinator, Supply Chain Project Leader, Chief Logistics Officer, Executive Vice President of Logistics, Sr. Vice President of Logistics, Director of Logistics, Corporate Director of Logistics, Corporate Logistics Manager, Chief Operations Officer, Executive Vice President of Operations, Senior Vice President of Operations, Vice President of Operations, Senior Director of Operations, Director of Operations, Manager of Operations, Vice President of Transportation, Corporate Transportation Manager, Chief Information Officer, Manager Information Systems, Sr. Vice President of Information Technology, Vice Presidents/Directors/Supervisors/Managers of Distribution or Traffic, and other Senior Supply Chain; Logistics; and Operations Management Titles.
Note 2: Executive Management and Finance includes President, Chairman, Chief Executive Officer, Executive Director, Managing Director, Owner, Principal, other Executive Management Titles, Chief Financial Officer, Vice President of Finance, Finance Director, Controller, Treasurer and other Financial Titles.
Note 3: Other includes Senior Consultants, Principal Consultants, Directors of Consulting and other Titled and Non-Titled personnel.

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

| QUALIFICATION SOURCE | Qualified Within 1 year | Qualified Within 2 years | Qualified Within 3 years | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|---|---|---|---|---|---|---|
| I. TOTAL – Personal direct request from the recipient: | 45,750 | 4,388 | - | | | 50,138 | 99.9 |
| a. Written | 3,170 | 132 | - | | | 3,302 | 6.5 |
| b. Telecommunication | 29,998 | 3,425 | - | | | 33,423 | 66.6 |
| c. Internet and E-Mail | 12,582 | 831 | - | | | 13,413 | 26.7 |
| II. TOTAL– Request from recipient's company: | 10 | - | - | | | 10 | - |
| a. Written | 10 | - | - | | | 10 | - |
| b. Telecommunication | - | - | - | | | - | - |
| c. Internet and E-Mail | - | - | - | | | - | - |
| III. TOTAL – Membership Benefit: | - | - | - | | | - | - |
| a. Individual | - | - | - | | | - | - |
| b. Organizational | - | - | - | | | - | - |
| IV. TOTAL – Communication from recipient or recipient's company (other than request): | - | - | - | | | - | - |
| a. Written | - | - | - | | | - | - |
| b. Telecommunication | - | - | - | | | - | - |
| c. Internet and E-Mail | - | - | - | | | - | - |
| V. TOTAL – 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. TOTAL – Single Copy Sales: | - | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 45,760 | 4,388 | - | | | 50,148 | 100.0 |
| PERCENT | 91.2 | 8.7 | - | | | 100.0 | - |

## 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

| MAILING ADDRESS | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|---|---|---|---|
| Individuals by name and title and/or function | | | 50,146 | 99.9 |
| Individuals by name only | | | - | - |
| Titles or functions only | | | 2 | - |
| Company names only | | | - | - |
| Multi-Copy Same Addressee copies | | | - | - |
| Single Copy Sales | | | - | - |
| TOTAL QUALIFIED CIRCULATION | | | 50,148 | 100.0 |

## 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

| State & Zip Code | Total Qualified | Percent |
|---|---|---|
| 039-049 Maine | 177 | |
| 030-038 New Hampshire | 212 | |
| 050-059 Vermont | 100 | |
| 010-027 Massachusetts | 1,329 | |
| 028-029 Rhode Island | 199 | |
| 060-069 Connecticut | 669 | |
| NEW ENGLAND | 2,686 | 5.3 |
| 100-149 New York | 2,430 | |
| 070-089 New Jersey | 2,067 | |
| 150-196 Pennsylvania | 2,695 | |
| MIDDLE ATLANTIC | 7,192 | 14.3 |
| 430-459 Ohio | 2,802 | |
| 460-479 Indiana | 1,221 | |
| 600-629 Illinois | 3,411 | |
| 480-499 Michigan | 1,767 | |
| 530-549 Wisconsin | 1,767 | |
| EAST NO. CENTRAL | 10,968 | 21.8 |
| 550-567 Minnesota | 1,354 | |
| 500-528 Iowa | 671 | |
| 630-658 Missouri | 1,304 | |
| 580-588 North Dakota | 144 | |
| 570-577 South Dakota | 130 | |
| 680-693 Nebraska | 375 | |
| 660-679 Kansas | 645 | |
| WEST NO. CENTRAL | 4,623 | 9.2 |
| 197-199 Delaware | 140 | |
| 206-219 Maryland | 652 | |
| 200-205 Washington, DC | 128 | |
| 220-246 Virginia | 1,053 | |
| 247-268 West Virginia | 159 | |
| 270-289 North Carolina | 1,724 | |
| 290-299 South Carolina | 607 | |
| 300-319 Georgia | 1,903 | |
| 320-349 Florida | 2,028 | |
| SOUTH ATLANTIC | 8,394 | 16.7 |

| State & Zip Code | Total Qualified | Percent |
|---|---|---|
| 400-427 Kentucky | 527 | |
| 370-385 Tennessee | 1,280 | |
| 350-369 Alabama | 559 | |
| 386-397 Mississippi | 306 | |
| EAST SO. CENTRAL | 2,672 | 5.3 |
| 716-729 Arkansas | 546 | |
| 700-714 Louisiana | 263 | |
| 730-749 Oklahoma | 386 | |
| 750-799 Texas | 3,500 | |
| WEST SO. CENTRAL | 4,695 | 9.3 |
| 590-599 Montana | 110 | |
| 832-838 Idaho | 213 | |
| 820-831 Wyoming | 44 | |
| 800-816 Colorado | 683 | |
| 870-884 New Mexico | 153 | |
| 850-865 Arizona | 619 | |
| 840-847 Utah | 408 | |
| 889-898 Nevada | 185 | |
| MOUNTAIN | 2,415 | 4.8 |
| 995-999 Alaska | 26 | |
| 980-994 Washington | 880 | |
| 970-979 Oregon | 649 | |
| 900-961 California | 4,667 | |
| 967-968 Hawaii | 19 | |
| PACIFIC | 6,241 | 12.4 |
| UNITED STATES | 49,886 | 99.4 |
| 969 & 004-009 U.S. Territories | 71 | |
| Canada | 170 | |
| Mexico | - | |
| Other International | 21 | |
| APO/FPO | - | |
| TOTAL QUALIFIED CIRCULATION | 50,148 | 100.0 |

**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

| | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|---|---|---|---|---|---|
| | 2003 | 2004 | 2005 | *2006 | **2007 |
| Total Audit Average Qualified | 47,796 | 50,492 | 50,492 | 50,377 | 50,148 |
| Qualified Paid Total | - | - | - | - | - |
| Qualified Non-Paid Total | 47,796 | 50,492 | 50,492 | 50,377 | 50,148 |
| Post Expire Copies included in Paid Circulation | ***NC | ***NC | ***NC | ***NC | ***NC |
| Average Annual Order Price | ***NC | ***NC | ***NC | ***NC | ***NC |

*The audited average qualified circulation for January-June 2006 = 50,377. The unaudited average qualified circulation for July-December 2006 = 50,148. Yielding an average qualified circulation of 50,263.
**NOTE: 2007 data is unaudited.
***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

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.

PAM FUENTES, CIRCULATION DIRECTOR

BRAD BERGER, PUBLISHER

(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 | June 29, 2007 |
| State | New York |
| County | Nassau |
| Received by BPA Worldwide | June 29, 2007 |
| Type | PJ |
| ID Number | G092P0J7 |

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