

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Rodman Publishing
70 Hilltop Road
3rd Floor
Ramsey, NJ 07446
Tel.: (201) 825.2552
Fax: (201) 825.0553
www.labelandnarrowweb.com

Official Publication of: None
Established: 1996
Issues Per Year: 8

FIELD SERVED

LABEL AND NARROW WEB serves manufacturers of label and narrow web including labels, tags, tape, folding carton (narrow web), forms (narrow web), flexible packaging (narrow web), label stock, materials, substrates, machinery, and equipment, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in (including presidents and owners), corporate management, marketing/sales, graphic design, production, technical/engineering and other functions allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	146
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	69
Digital _____	-
All Other _____	380
TOTAL	595

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,019	100.0	10,001	99.8	18	0.2
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,019	100.0	10,001	99.8	18	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January/February _____	74	78	8,326	1,688	6	10,020
March _____	873	871	8,311	1,701	6	10,018
April _____	304	304	8,210	1,800	8	10,018
May/June _____	1,384	1,385	8,404	1,606	9	10,019
TOTAL	2,635	2,638				

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

This issue is equal to 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)	Both Print & Digital Version (Unduplicated) (C)	CORPORATE MANAGEMENT (Note 1)	MARKETING/ SALES	GRAPHIC DESIGN	TECHNICAL/ ENGINEERING	PRODUCTION	Other Functions
MANUFACTURERS OF LABEL AND NARROW WEB PRODUCTS (Note 2)	7,217	72.0	6,164	1,046	7	4,217	1,535	93	733	459	180
MACHINERY AND EQUIPMENT	1,427	14.3	1,168	258	1	677	512	8	177	31	22
OTHERS ALLIED TO THE FIELD	1,375	13.7	1,072	302	1	668	292	9	179	64	163
TOTAL QUALIFIED CIRCULATION	10,019	100.0	8,404	1,606	9	5,562	2,339	110	1,089	554	365
PERCENT	100.0		83.9	16.0	0.1	55.5	23.3	1.1	10.9	5.5	3.7

Note 1: Corporate Management includes presidents and owners.

Note 2: INCLUDING: LABELS, TAGS, TAPE, FOLDING CARTON (NARROW WEB), FLEXIBLE PACKAGING (NARROW WEB), FORMS (NARROW WEB), LABEL STOCK, MATERIALS AND SUBSTRATES

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF MAY/JUNE 2010

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	7,931	2,084	-	8,400	1,606	9	10,015	100.0
II. Request from recipient's company:	1	3	-	4	-	-	4	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,932	2,087	-	8,404	1,606	9	10,019	100.0
PERCENT	79.2	20.8	-	83.9	16.0	0.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function	8,202	1,498	9	9,709	96.9
Individuals by name only	197	107	-	304	3.0
Titles or functions only	4	1	-	5	0.1
Company names only	1	-	-	1	-
Multi-Copy Same Addressee copies	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,404	1,606	9	10,019	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Print & Digital (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine	20	2		22	
030-038 New Hampshire	77	8		85	
050-059 Vermont	18			18	
010-027 Massachusetts	245	24		269	
028-029 Rhode Island	47	3		50	
060-069 Connecticut	151	7		158	
NEW ENGLAND	558	44	-	602	6.0
100-149 New York	400	37		437	
070-089 New Jersey	415	47		462	
150-196 Pennsylvania	430	34		464	
MIDDLE ATLANTIC	1,245	118	-	1,363	13.6
430-459 Ohio	679	73		752	
460-479 Indiana	168	8		176	
600-629 Illinois	628	51		679	
480-499 Michigan	227	23		250	
530-549 Wisconsin	510	39		549	
EAST NO. CENTRAL	2,212	194	-	2,406	24.0
550-567 Minnesota	253	31		284	
500-528 Iowa	46	1		47	
630-658 Missouri	239	15		254	
580-588 North Dakota	7	1		8	
570-577 South Dakota	19	3		22	
680-693 Nebraska	44	4		48	
660-679 Kansas	111	12		123	
WEST NO. CENTRAL	719	67	-	786	7.9
197-199 Delaware	43	9		52	
206-219 Maryland	74	6		80	
200-205 Washington, DC	7			7	
220-246 Virginia	103	7		110	
247-268 West Virginia	18			18	
270-289 North Carolina	327	35		362	
290-299 South Carolina	109	10		119	
300-319 Georgia	305	29		334	
320-349 Florida	341	21		362	
SOUTH ATLANTIC	1,327	117	-	1,444	14.4

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Print & Digital (Unduplicated) (C)	Total Qualified	Percent
400-427 Kentucky	88	7		95	
370-385 Tennessee	151	11		162	
350-369 Alabama	48	3		51	
386-397 Mississippi	22			22	
EAST SO. CENTRAL	309	21	-	330	3.3
716-729 Arkansas	51	1		52	
700-714 Louisiana	29			29	
730-749 Oklahoma	46	1		47	
750-799 Texas	402	22		424	
WEST SO. CENTRAL	528	24	-	552	5.5
590-599 Montana	13			13	
832-838 Idaho	7			7	
820-831 Wyoming	2			2	
800-816 Colorado	75	2		77	
870-884 New Mexico	11			11	
850-865 Arizona	66	5		71	
840-847 Utah	37	2		39	
889-898 Nevada	21			21	
MOUNTAIN	232	9	-	241	2.4
995-999 Alaska	4			4	
980-994 Washington	123	7		130	
970-979 Oregon	77	11		88	
900-961 California	752	62	1	815	
967-968 Hawaii	4	1		5	
PACIFIC	960	81	1	1,042	10.4
UNITED STATES	8,090	675	1	8,766	87.5
969 & 004-009 U.S. Territories	15			15	
Canada	69	120	5	194	
Mexico	13	44		57	
Other International	217	766	3	986	
APO/FPO		1		1	
TOTAL QUALIFIED CIRCULATION	8,404	1,606	9	10,019	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2010

Region/Country	Print Version Only (A)	Digital Version Only (B)	Print & Digital (Unduplicated) Version (C)	Total Qualified	Percent
ASIA					
Subtotal	73	241	1	315	3.1
MIDDLE EAST					
Subtotal	20	67	1	88	0.9
EUROPE					
Subtotal	69	254	-	323	3.2
AFRICA					
Subtotal	6	35	-	41	0.4
NORTH AMERICA					
Canada	69	120	5	194	
United States	8,105	676	1	8,782	
Mexico	13	44	-	57	
Subtotal	8,187	840	6	9,033	90.2

Region/Country	Print Version Only (A)	Digital Version Only (B)	Print & Digital (Unduplicated) Version (C)	Total Qualified	Percent
CARIBBEAN					
Subtotal	-	7	-	7	0.1
CENTRAL AMERICA					
Subtotal	1	9	-	10	0.1
SOUTH AMERICA					
Subtotal	35	107	1	143	1.4
ASIA PACIFIC					
Subtotal	13	46	-	59	0.6
TOTAL QUALIFIED CIRCULATION	8,404	1,606	9	10,019	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	10,053	10,192	10,234	10,085	10,217	10,019
Qualified Non-Paid Total	10,034	10,173	10,217	10,069	10,201	10,001
Print Only	9,923	9,370	9,062	8,666	8,625	8,297
Digital Only	111	803	1,151	1,400	1,574	1,699
Print & Digital (Unduplicated)	-	-	4	3	2	5
Qualified Paid Total	19	19	17	16	16	18
Print Only	19	19	17	16	15	16
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	1	2
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served 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.

Paragraphs 3c and 7 are being reported at the publisher's option.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,313	100.0	8,297	99.8	16	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,313	100.0	8,297	99.8	16	0.2

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,699	100.0	1,699	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,699	100.0	1,699	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT + DIGITAL ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7	100.0	5	71.4	2	28.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7	100.0	5	71.4	2	28.6

PUBLISHER'S AFFIDAVIT

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

Richard DeVoto, Circulation Manager

Kathleen Scully, 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 17, 2010
State	New Jersey
County	Bergen
Received by BPA Worldwide	June 17, 2010
Type	PJ
ID Number	L081YOJO