

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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# GPN

## Government Product News

A Penton Media Publication  
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**FIELD SERVED**

GOVERNMENT PRODUCT NEWS serves Municipal/Metropolitan including cities, townships, authorities and commissions, County, State and Federal Government engaged in Administration/Info Sys/IT/MIS; Public Works including Highways; Public Buildings/Facilities; Public Safety, Police, Fire, Homeland Response; Parks and Recreation; Transportation, Fleet Terminals, Transit; Community Development, Health, Welfare; Federal government agencies listed in paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Directors, Department Heads, Supervisors, and Managers of Governmental Agencies, Administration and Operations; Engineering, Technical, and Information Systems; Purchasing, Finance, and Logistics; Executive Management and Legislative and Others Allied to the Field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	13
Advertiser and Agency _____	2,152
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	65
Digital _____	-
All Other _____	466
<b>TOTAL</b>	<b>2,696</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	71,676	100.0	71,676	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>71,676</b>	<b>100.0</b>	<b>71,676</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	212	196	69,228	5,779			75,007	October _____	686	656	64,296	5,710			70,006
August ____	59	54	69,260	5,742			75,002	November ____	19,729	19,723	62,348	7,652			70,000
September	5,164	198	64,521	5,515			70,036	December ____	19	22	62,410	7,593			70,003
								<b>TOTAL</b>	<b>25,869</b>	<b>20,849</b>					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	51,341	14,000	-	57,781	7,560			65,341	93.3
II. Request from recipient's company: _____	4,625	-	-	4,534	91			4,625	6.6
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	34	-	-	33	1			34	0.1
V. <b>TOTAL</b> - 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: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,000</b>	<b>14,000</b>	<b>-</b>	<b>62,348</b>	<b>7,652</b>			<b>70,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>89.1</b>	<b>10.9</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	62,348	7,652			70,000	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>62,348</b>	<b>7,652</b>			<b>70,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	517	54	571		400-427 Kentucky _____	1,084	116	1,200	
030-038 New Hampshire _____	398	33	431		370-385 Tennessee _____	1,150	146	1,296	
050-059 Vermont _____	167	17	184		350-369 Alabama _____	1,207	137	1,344	
010-027 Massachusetts _____	1,586	166	1,752		386-397 Mississippi _____	763	82	845	
028-029 Rhode Island _____	280	29	309		<b>EAST SO. CENTRAL</b>	<b>4,204</b>	<b>481</b>	<b>4,685</b>	<b>6.7</b>
060-069 Connecticut _____	901	86	987		716-729 Arkansas _____	733	72	805	
<b>NEW ENGLAND</b>	<b>3,849</b>	<b>385</b>	<b>4,234</b>	<b>6.0</b>	700-714 Louisiana _____	1,195	121	1,316	
100-149 New York _____	3,119	324	3,443		730-749 Oklahoma _____	1,009	131	1,140	
070-089 New Jersey _____	2,240	213	2,453		750-799 Texas _____	4,262	582	4,844	
150-196 Pennsylvania _____	2,288	223	2,511		<b>WEST SO. CENTRAL</b>	<b>7,199</b>	<b>906</b>	<b>8,105</b>	<b>11.6</b>
<b>MIDDLE ATLANTIC</b>	<b>7,647</b>	<b>760</b>	<b>8,407</b>	<b>12.0</b>	590-599 Montana _____	383	59	442	
430-459 Ohio _____	2,921	328	3,249		832-838 Idaho _____	469	69	538	
460-479 Indiana _____	1,267	164	1,431		820-831 Wyoming _____	342	44	386	
600-629 Illinois _____	2,793	294	3,087		800-816 Colorado _____	870	149	1,019	
480-499 Michigan _____	2,012	236	2,248		870-884 New Mexico _____	521	53	574	
530-549 Wisconsin _____	1,342	177	1,519		850-865 Arizona _____	836	149	985	
<b>EAST NO. CENTRAL</b>	<b>10,335</b>	<b>1,199</b>	<b>11,534</b>	<b>16.5</b>	840-847 Utah _____	559	82	641	
550-567 Minnesota _____	1,075	158	1,233		889-898 Nevada _____	320	51	371	
500-528 Iowa _____	936	93	1,029		<b>MOUNTAIN</b>	<b>4,300</b>	<b>656</b>	<b>4,956</b>	<b>7.1</b>
630-658 Missouri _____	1,459	180	1,639		995-999 Alaska _____	74	30	104	
580-588 North Dakota _____	335	41	376		980-994 Washington _____	950	168	1,118	
570-577 South Dakota _____	353	37	390		970-979 Oregon _____	605	115	720	
680-693 Nebraska _____	715	98	813		900-961 California _____	3,972	397	4,369	
660-679 Kansas _____	1,175	133	1,308		967-968 Hawaii _____	53	6	59	
<b>WEST NO. CENTRAL</b>	<b>6,048</b>	<b>740</b>	<b>6,788</b>	<b>9.7</b>	<b>PACIFIC</b>	<b>5,654</b>	<b>716</b>	<b>6,370</b>	<b>9.1</b>
197-199 Delaware _____	164	32	196		<b>UNITED STATES</b>	<b>62,269</b>	<b>7,648</b>	<b>69,917</b>	<b>99.9</b>
206-219 Maryland _____	1,248	171	1,419		969 & 004-009 U.S. Territories	24	3	27	
200-205 Washington, DC _____	1,740	226	1,966		Canada _____	42	-	42	
220-246 Virginia _____	1,909	266	2,175		Mexico _____	-	-	-	
247-268 West Virginia _____	524	54	578		Other International _____	1	-	1	
270-289 North Carolina _____	1,895	261	2,156		APO/FPO _____	12	1	13	
290-299 South Carolina _____	818	117	935		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,348</b>	<b>7,652</b>	<b>70,000</b>	<b>100.0</b>
300-319 Georgia _____	1,951	223	2,174						
320-349 Florida _____	2,784	455	3,239						
<b>SOUTH ATLANTIC</b>	<b>13,033</b>	<b>1,805</b>	<b>14,838</b>	<b>21.2</b>					

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
6-Month Period Ended:	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified	85,011	85,114	80,385	79,913	75,011	71,676
Qualified Non-Paid Total	85,011	85,113	80,384	79,913	75,011	71,676
Print Only	85,011	85,113	79,374	73,606	68,714	65,344
Digital Only	-	-	-	6,307	6,297	6,332
Print & Digital (Unduplicated)	-	-	1,010	-	-	-
Qualified Paid Total	-	1	1	-	-	-
Print Only	-	1	1	-	-	-
Digital Only	-	-	-	-	-	-
Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\* NOTE: January-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC = None Claimed.

**8. 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)

**9. 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 version are notified via email when the version is available.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**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	65,344	100.0	65,344	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,344</b>	<b>100.0</b>	<b>65,344</b>	<b>100.0</b>	-	-

**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	6,332	100.0	6,332	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,332</b>	<b>100.0</b>	<b>6,332</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

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

Gregg Herring, Market Leader

Sonja Trent, 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 14, 2010

State Kansas

County Johnson

Received by BPA January 14, 2010

Type PD

ID Number G026P0d9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**  
 This issue is 2.8% or 2,011 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY POPULATION SIZE								
					OVER 200,000	100,000-199,999	50,000-99,999	25,000-49,999	10,000-24,999	5,000-9,999	2,500-4,999	OTHER (Note 1)	
<b>1. MUNICIPAL/METROPOLITAN GOVERNMENT(CITIES, TOWNSHIPS, AUTHORITIES, COMMISSIONS)</b>													
a. Municipal Administration/ Info Sys/ IT/ MIS	14,093	20.1	12,457	1,636	1,518	892	921	1,103	1,731	1,282	462	6,184	
b. Public Works including Highways	6,866	9.8	6,188	678	683	534	528	737	1,005	652	373	2,354	
c. Public Buildings/ Facilities	848	1.2	736	112	187	98	71	104	99	44	32	213	
d. Public Safety, Police, Fire, Homeland Response	6,307	9.0	5,728	579	601	352	419	617	979	555	318	2,466	
e. Parks and Recreation	1,672	2.4	1,455	217	230	139	173	239	332	134	59	366	
f. Transportation, Terminals, Transit	807	1.2	695	112	241	97	95	90	64	38	9	173	
h. Other	5,662	8.1	5,341	321	706	356	454	583	840	411	366	1,946	
<b>Total Copies to Municipal Government</b>	<b>36,255</b>	<b>51.8</b>	<b>32,600</b>	<b>3,655</b>	<b>4,166</b>	<b>2,468</b>	<b>2,661</b>	<b>3,473</b>	<b>5,050</b>	<b>3,116</b>	<b>1,619</b>	<b>13,702</b>	
<b>2. COUNTY GOVERNMENT</b>													
a. County Administration/ Info Sys/ IT/ MIS	5,399	7.7	4,745	654	1,887	265	326	320	280	143	57	2,121	
b. Public Works including Highways	1,905	2.7	1,755	150	562	147	118	182	133	63	26	674	
c. Public Buildings/ Facilities	497	0.7	442	55	227	38	29	31	18	9	2	143	
d. Public Safety, Police, Fire, Homeland Response	3,530	5.1	3,173	357	696	153	175	185	168	74	41	2,038	
e. Parks and Recreation	437	0.6	395	42	204	39	40	34	21	9	4	86	
f. Transportation, Terminals, Transit	365	0.5	321	44	105	12	15	18	13	6	3	193	
h. Other	1,393	2.0	1,200	193	653	66	71	53	68	17	6	459	
<b>Total Copies to County Government</b>	<b>13,526</b>	<b>19.3</b>	<b>12,031</b>	<b>1,495</b>	<b>4,334</b>	<b>720</b>	<b>774</b>	<b>823</b>	<b>701</b>	<b>321</b>	<b>139</b>	<b>5,714</b>	
<b>3. STATE GOVERNMENT</b>													
a. State Administration/ Info Sys/ IT/ MIS	4,551	6.5	3,892	659									
b. Public Works including Highways	899	1.3	806	93									
c. Public Buildings/ Facilities	379	0.6	332	47									
d. Public Safety, Police, Fire, Homeland Response	1,476	2.1	1,311	165									
e. Parks and Recreation	438	0.6	380	58									
f. Transportation, Terminals, Transit	1,056	1.5	919	137									
h. Other	2,267	3.2	1,980	287									
<b>Total Copies to State Government</b>	<b>11,066</b>	<b>15.8</b>	<b>9,620</b>	<b>1,446</b>									
<b>4. FEDERAL GOVERNMENT</b>													
<b>A. EXECUTIVE BRANCH</b>													
1) Executive Office of the President	65	0.1	56	9									
<b>EXECUTIVE DEPARTMENTS</b>													
2) Department of Agriculture	959	1.4	838	121									
3) Department of Commerce	292	0.4	239	53									
4) Department of Defense (Office of the Secretary of Defense, U.S. Air Force, U.S. Army, U.S. Navy and Marine Corps)	2,565	3.7	2,296	269									
5) Department of Education	133	0.2	122	11									
6) Department of Energy	173	0.2	160	13									
7) Department of Health and Human Services	322	0.5	289	33									
8) Department of Homeland Security	673	1.0	589	84									
9) Department of Housing and Urban Development	146	0.2	127	19									
10) Department of the Interior	376	0.5	335	41									
11) Department of Justice	324	0.5	293	31									
12) Department of Labor	156	0.2	141	15									
13) Department of State	69	0.1	55	14									
14) Department of Transportation	505	0.7	439	66									
15) Department of the Treasury	102	0.1	90	12									
<b>16) INDEPENDENT AGENCIES</b>													
General Services Administration	290	0.4	252	38									
Post Office	138	0.2	126	12									
NASA (National Aeronautics & Space Administration)	50	0.1	44	6									
Veterans Administration	30	-	29	1									
Other Independent Agencies: Civil Aeronautics Board, Environmental Protection Agency, Federal Communications Comm., Occupational Safety & Health Comm., Small Business Admin., Tennessee Valley Authority, Other Independent Agencies and departments not indicated	1,233	1.8	1,087	146									
b. Legislative Branch	5	-	5	-									
<b>Total Copies to Federal Government</b>	<b>8,606</b>	<b>12.3</b>	<b>7,612</b>	<b>994</b>									
<b>Total Copies to Government (All Levels)</b>	<b>69,453</b>	<b>99.2</b>	<b>61,863</b>	<b>7,590</b>									
<b>5. -9. Independent Consultants, Engineers and Architects, Independent Contractors, Private Firms Performing Public Services; Dealers, Representatives and Distributors Industry, Associations &amp; Societies</b>	547	0.8	485	62									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,000</b>	<b>100.0</b>	<b>62,348</b>	<b>7,652</b>									
<b>PERCENT</b>	<b>100.0</b>		<b>89.1</b>	<b>10.9</b>									

Note 1: Subscribers in OTHER population category include individuals who are in regional authorities, special districts and commissions. Also included are a limited number of subscribers who might live in cities with less than 2500 individuals or who live in cities or counties for which population size data is not known.

ADDITIONAL DATA FOR ISSUE OF NOVEMBER 2009 - CLASSIFICATION BY TITLE									
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Directors, Dept. Heads, Mgrs or Supervisors of GOVERNMENTAL AGENCIES	Directors, Dept. Heads, Mgrs or Supervisors of ADMINISTRATIVE or OPERATIONS	VPs, Directors or Managers of ENGINEERING/ TECHNICAL/ INFORMATION SERVICE.	VPs, Directors or Managers of PURCHASING, FINANCE & LOGISTICS	Elected Govt Officials (including EXECUTIVE and LEGISLATIVE)	OTHER TITLED INDIVIDUALS	
1.MUNICIPAL/METROPOLITAN GOVERNMENT(cities, townships, authorities, commissions)	36,255	51.8	14,203	12,816	2,112	1,368	5,325	431	
2.COUNTY GOVERNMENT	13,526	19.3	6,542	3,813	548	527	1,873	223	
3.STATE GOVERNMENT	11,066	15.8	5,076	3,848	699	805	425	213	
4.FEDERAL GOVERNMENT	8,606	12.3	3,716	3,412	729	375	119	255	
<b>TOTAL COPIES TO GOVERNMENT</b>	<b>69,453</b>	<b>99.2</b>	<b>29,537</b>	<b>23,889</b>	<b>4,088</b>	<b>3,075</b>	<b>7,742</b>	<b>1,122</b>	
<b>TOTAL COPIES TO NON-GOVERNMENT</b>	<b>547</b>	<b>0.8</b>	<b>93</b>	<b>132</b>	<b>33</b>	<b>57</b>	<b>12</b>	<b>220</b>	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,000</b>	<b>100.0</b>	<b>29,630</b>	<b>24,021</b>	<b>4,121</b>	<b>3,132</b>	<b>7,754</b>	<b>1,342</b>	

MUNICIPAL/METROPOLITAN, COUNTY AND STATE DEPARTMENTS		
MUNICIPAL/METROPOLITAN, COUNTY AND STATE DEPARTMENTS	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Administration/ Info Sys/ IT/ MIS	24,043	39.5
2. Public Works including Highways	9,670	15.9
3. Public Buildings/ Facilities	1,724	2.8
4. Public Safety, Police, Fire, Homeland Response	11,313	18.6
5. Parks and Recreation	2,547	4.2
6. Transportation, Terminals, Transit	2,228	3.7
8. Other Departments including Unknown and Unanswered Responses	9,322	15.3
<b>TOTAL COPIES TO MUNICIPAL/METROPOLITAN (cities, townships, authorities, commissions), COUNTY and STATE GOV'T.</b>	<b>60,847</b>	<b>100.0</b>