

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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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.

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BRANDWEEK

The Nielsen Company
(See Paragraph 11)
770 Broadway 7th Floor
New York, NY 10003-9595
Tel.: (646) 654-5000
Fax: (646) 654-5886

Official Publication of: None
Established: 1992
Issues Per Year: 47



FIELD SERVED

BRANDWEEK serves the Advertising, Marketing, Sales Promotion, Merchandising Industry, Manufacturing, Public Relations, Media Buying Services, Newspaper, Magazine, Television, Radio, Graphic Design, Market Research/Service, Commercial Production, Public Utilities, Banks, Financial Underwriters and Investment Houses, Trade Associations and Promotional Groups, Retail Establishments, Schools and Colleges and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Chairmen and Vice Chairmen, Presidents, Partners, Owners, Vice Presidents, General Managers, Sales Managers, Advertising Managers, other executives, and Other Titled and Non-Titled Personnel Allied to the Field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	243
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	190
All Other _____	728
TOTAL	1,161

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,481	98.4	12,731	51.2	11,750	47.2
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	130	0.5	-	-	130	0.5
Multi-Copy Same Addressee _____	230	0.9	-	-	230	0.9
Single Copy Sales _____	45	0.2	-	-	45	0.2
TOTAL QUALIFIED CIRCULATION	24,886	100.0	12,731	51.2	12,155	48.8

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 9 _____	26	13	12,569	12,402	24,971	October 22 _____	9	-	12,463	12,148	24,611
July 23 _____	26	10	12,553	12,484	25,037	October 29 _____	8	4	12,459	12,189	24,648
August 6 _____	26	13	12,540	12,219	24,759	November 5 _____	6	24	12,477	12,000	24,477
August 20 _____	33	11	12,518	12,323	24,841	November 12 _____	10	7	12,474	12,119	24,593
September 3 _____	9	10	12,519	12,122	24,641	November 19 _____	2	5	12,477	12,154	24,631
September 10 _____	5	1	12,515	12,124	24,639	*November 26 _____	11	1,011	13,477	12,206	25,683
September 17 _____	7	7	12,515	12,160	24,675	December 3 _____	4	6	13,479	12,016	25,495
September 24 _____	3	3	12,515	12,236	24,751	December 10 _____	16	2	13,465	12,037	25,502
October 1 _____	32	3	12,486	12,011	24,497	December 17 _____	6	1	13,460	12,020	25,480
October 8 _____	4	6	12,488	12,087	24,575	December 31 _____	34	5	13,431	12,057	25,488
October 15 _____	19	3	12,472	12,147	24,619	TOTAL	296	1,145			

*Analyzed Issue

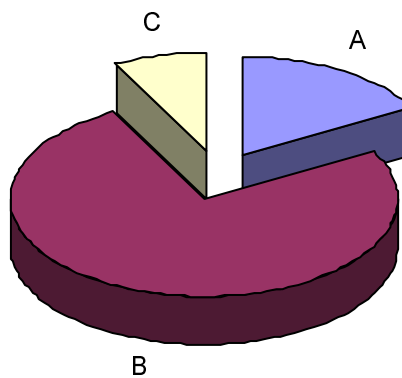
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 26, 2007

This issue is 3.4% or 836 copies above the average of the other 20 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Advertising Agencies, Media Buying Services and Other Advertising Services _____	5,095	19.8	1,515	3,580
Manufacturers and Product Marketers				
a. Chairmen, Vice Chairmen, Presidents, Partners, Owners _____	1,562	6.1	1,198	364
b. Vice Presidents _____	1,240	4.8	730	510
c. General Managers _____	126	0.5	95	31
d. Sales Managers _____	386	1.5	314	72
e. Advertising Managers including Sales Promotion Managers, Directors of Publicity, Directors of Public Relations, Marketing Manager, Marketing Director, Brand Manager, Product Manager and Manager of Product Division _____	6,393	24.9	5,335	1,058
f. Miscellaneous Executives and all Other Home Office Employees _____	2,250	8.8	486	1,764
I. Company name only _____	180	0.7	128	52
Manufacturers and Product Marketers Subtotal _____	12,137	47.3	8,286	3,851
Media including magazines, radio, radio and other media _____	2,430	9.5	469	1,961
Public Utilities (Electric, Gas, Telephone) also Local Transportation _____	35	0.1	20	15
Banks, Financial Underwriters, Investment Houses _____	707	2.8	363	344
Trade Associations, Promotional Groups, Chambers of Commerce _____	212	0.8	106	106
Retail Establishments including Chain Stores and Mail Order Houses, Local Service Companies _____	2,769	10.8	2,518	251
Advertisers and Marketers Sub total _____	18,290	88.8	11,762	6,528
Schools and Colleges _____	746	2.9	79	667
Others Allied to the Field _____	588	2.3	121	467
Other Paid Subscribers _____	919	3.6	-	919
Single Copy Sales _____	45	0.2	-	45
TOTAL QUALIFIED CIRCULATION	25,683	100.0	13,477	12,206

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Advertising Agencies _____	5,095	19.8
B. Advertisers and Marketers _____	18,290	88.8
C. All Others _____	2,298	9.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 26, 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	14,369	4,122	360	7,385	11,466	18,851	73.4
a. Written _____	11,318	3,008	291	3,223	11,394	14,617	56.9
b. Telecommunication _____	2,136	654	1	2,754	37	2,791	10.9
c. Internet and E-Mail _____	915	460	68	1,408	35	1,443	5.6
II. TOTAL - Request from recipient's company: _____	909	339	25	578	695	1,273	5.0
a. Written _____	700	90	5	100	695	795	3.1
b. Telecommunication _____	-	87	-	87	-	87	0.3
c. Internet and E-Mail _____	209	162	20	391	-	391	1.5
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	46	5	51	-	51	0.2
a. Written _____	-	46	5	51	-	51	0.2
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,204	257	2	5,463	-	5,463	21.3
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	1,518	-	-	1,518	-	1,518	5.9
Independent field reports _____	-	-	-	-	-	-	-
Licensees - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	3,686	257	2	3,945	-	3,945	15.4
VI. TOTAL - Single Copy Sales: _____	45	-	-	-	45	45	0.2
TOTAL QUALIFIED CIRCULATION	20,527	4,764	392	13,477	12,206	25,683	100.0
*See Paragraph 11 PERCENT	79.9	18.5	1.5	52.5	47.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 26, 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	11,686	7,241	18,927	73.7
Individuals by name only _____	1,773	3,756	5,529	21.5
Titles or functions only _____	10	125	135	0.5
Company names only _____	8	755	763	3.0
Multi-Copy Same Addressee copies _____	-	284	284	1.1
Single Copy Sales _____	-	45	45	0.2
TOTAL QUALIFIED CIRCULATION	13,477	12,206	25,683	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 26, 2007

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	55	15	70	
030-038 New Hampshire _____	43	33	76	
050-059 Vermont _____	25	15	40	
010-027 Massachusetts _____	484	417	901	
028-029 Rhode Island _____	90	28	118	
060-069 Connecticut _____	298	366	664	
NEW ENGLAND	995	874	1,869	7.3
100-149 New York _____	1,326	3,345	4,671	
070-089 New Jersey _____	981	606	1,587	
150-196 Pennsylvania _____	614	345	959	
MIDDLE ATLANTIC	2,921	4,296	7,217	28.1
430-459 Ohio _____	718	325	1,043	
460-479 Indiana _____	179	65	244	
600-629 Illinois _____	897	870	1,767	
480-499 Michigan _____	433	285	718	
530-549 Wisconsin _____	379	189	568	
EAST NO. CENTRAL	2,606	1,734	4,340	16.9
550-567 Minnesota _____	545	232	777	
500-528 Iowa _____	91	39	130	
630-658 Missouri _____	259	194	453	
580-588 North Dakota _____	12	3	15	
570-577 South Dakota _____	15	5	20	
680-693 Nebraska _____	97	24	121	
660-679 Kansas _____	108	40	148	
WEST NO. CENTRAL	1,127	537	1,664	6.5
197-199 Delaware _____	11	19	30	
206-219 Maryland _____	146	85	231	
200-205 Washington, DC _____	53	125	178	
220-246 Virginia _____	252	179	431	
247-268 West Virginia _____	19	6	25	
270-289 North Carolina _____	352	162	514	
290-299 South Carolina _____	100	33	133	
300-319 Georgia _____	348	354	702	
320-349 Florida _____	509	337	846	
SOUTH ATLANTIC	1,790	1,300	3,090	12.0
400-427 Kentucky _____	101	52	153	
370-385 Tennessee _____	223	111	334	
350-369 Alabama _____	71	25	96	
386-397 Mississippi _____	22	6	28	
EAST SO. CENTRAL	417	194	611	2.4
716-729 Arkansas _____	131	45	176	
700-714 Louisiana _____	26	16	42	
730-749 Oklahoma _____	50	21	71	
750-799 Texas _____	614	401	1,015	
WEST SO. CENTRAL	821	483	1,304	5.1
590-599 Montana _____	10	6	16	
832-838 Idaho _____	105	14	119	
820-831 Wyoming _____	3	1	4	
800-816 Colorado _____	195	159	354	
870-884 New Mexico _____	18	9	27	
850-865 Arizona _____	153	75	228	
840-847 Utah _____	83	27	110	
889-898 Nevada _____	62	54	116	
MOUNTAIN	629	345	974	3.8
995-999 Alaska _____	10	1	11	
980-994 Washington _____	182	130	312	
970-979 Oregon _____	102	70	172	
900-961 California _____	1,802	1,996	3,798	
967-968 Hawaii _____	29	5	34	
PACIFIC	2,125	2,202	4,327	16.8
UNITED STATES	13,431	11,965	25,396	98.9
969 & 004-009 U.S. Territories _____	11	13	24	
Canada _____	20	104	124	
Mexico _____	1	1	2	
Other International _____	13	76	89	
APO/FPO _____	1	2	3	
Single Copy Sales _____	-	45	45	0.2
TOTAL QUALIFIED CIRCULATION	13,477	12,206	25,683	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

5. PRICES		
	Total	Percent
Average Annual Subscription Order Price: 47 issues for \$139.09		
Offers (≥ 5% of Total Orders)		
47 for \$139.09 _____	3,086	60.9
47 for \$99.00 _____	613	12.1
All Others (Avg offer price: \$108.37) _____	1,366	27.0
Total	5,065	100.0

6. LENGTH OF SUBSCRIPTIONS		
	Total	Percent
Less than 1 year _____	574	-
1 year or more (but less than 2) _____	4,015	100.0
2 years or more (but less than 3) _____	475	-
3 years or more _____	1	-
Total	5,065	100.0

7. USE OF FREE PROMOTIONAL INCENTIVES		
	Total	Percent
Ordered without promotional incentive _____	5,065	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	5,065	100.0

8. HOW ORDERED		
	Total	Percent
Ordered by individuals _____	4,629	91.4
Ordered by sponsors, individually addressed _____	79	1.6
Membership benefit _____	21	0.4
Ordered as multi-copy same addressee _____	336	6.6
Ordered with other product or service _____	-	-
Total	5,065	100.0

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified: _____	22,287	25,170	25,136	25,131	25,309
Qualified Non-Paid: _____	8,937	11,286	12,016	12,294	12,777
Qualified Paid: _____	13,350	13,884	13,120	12,837	12,532
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$135.48	\$138.24	\$134.81	\$135.21	\$139.09

10. PAID CIRCULATION DATA

\$139.09	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
47	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

*NOTE: The audited average qualified circulation for January – June 2007 = 25,651. The unaudited average qualified circulation for July – December = 24,886. Yielding an average qualified circulation of 25,309.
**NC = None Claimed.

11. ADDITIONAL DATA

COMPANY NAME CHANGE:

Effective January 18, 2007, VNU changed its name to the Nielsen Company. There has been no change in ownership.

PARAGRAPH 3b:

Business directories include 1 source for quantities of 1,518 copies or 5.9%.
Other sources include 1 source of circulation for quantities of 3,945 copies or 15.4%, including AC Nielsen.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		Date signed	February 11, 2008
Thomas P. Woerner, Publisher		State	New York
Michael Nass, Associate Audience Marketing Director		County	New York
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		Received by BPA Worldwide	February 11, 2008
IMPORTANT NOTE:		Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.		ID Number	B239P0D7