

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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The Nielsen Company
(See Paragraph 11)
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Fax: (646) 654-5886
www.mediaweek.com

Official Publication of: None
Established: 1991
Issues Per Year: 47



FIELD SERVED

MEDIaweek serves the field of 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 Others 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 _____	220
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	146
All Other _____	724
TOTAL	1,090

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,032	98.8	14,385	70.9	5,647	27.9
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	100	0.5	-	-	100	0.5
Multi-Copy Same Addressee _____	106	0.5	-	-	106	0.5
Single Copy Sales _____	37	0.2	-	-	37	0.2
TOTAL QUALIFIED CIRCULATION	20,275	100.0	14,385	70.9	5,890	29.1

*See Paragraph 11

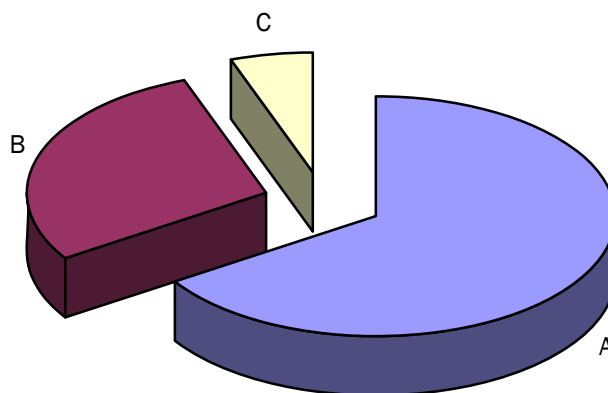
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 9 _____	78	67	14,465	5,970	20,435	October 22 _____	10	-	14,365	5,907	20,272
July 23 _____	26	20	14,459	6,022	20,481	October 29 _____	15	-	14,350	5,907	20,257
August 6 _____	26	42	14,475	5,942	20,417	November 5 _____	12	23	14,361	5,819	20,180
August 20 _____	24	29	14,480	6,009	20,489	November 12 _____	13	5	14,353	5,864	20,217
September 3 _____	19	7	14,468	5,906	20,374	November 19 _____	33	3	14,323	5,856	20,179
September 10 _____	51	14	14,431	5,904	20,335	*November 26 _____	5	2	14,320	5,878	20,198
September 17 _____	9	-	14,422	5,918	20,340	December 3 _____	3	1	14,318	5,793	20,111
September 24 _____	15	1	14,408	5,931	20,339	December 10 _____	13	12	14,317	5,843	20,160
October 1 _____	30	9	14,387	5,838	20,225	December 17 _____	6	5	14,316	5,852	20,168
October 8 _____	4	1	14,384	5,828	20,212	December 31 _____	19	10	14,307	5,880	20,187
October 15 _____	13	4	14,375	5,820	20,195	TOTAL	424	255			

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 26, 2007				
This issue is 0.4% or 81 copies below 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 _____	13,271	65.7	11,961	1,310
MANUFACTURERS AND PRODUCTS MARKETERS:				
a. Chairmen, Vice Chairmen, Presidents, Partners, Owners _____	264	1.3	206	58
b. Vice Presidents _____	149	0.7	60	89
c. General Managers _____	18	0.1	14	4
d. Sales Managers _____	69	0.3	59	10
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 _____	418	2.1	289	129
f. Miscellaneous Executives and all Other Home Office Employees _____	521	2.6	90	431
l. Company name only _____	16	0.1	11	5
Subtotal Manufacturers and Product Marketers	1,455	7.2	729	726
Media including magazines, radio, radio and other media _____	3,884	19.2	1,237	2,647
Public Utilities (Electric, Gas, Telephone) also Local Transportation _____	10	-	7	3
Banks, Financial Underwriters, Investment Houses _____	252	1.2	89	163
Trade Associations, Promotional Groups, Chambers of Commerce _____	114	0.6	67	47
Retail Establishments including Chain Stores and Mail Order Houses, Local Service Companies _____	127	0.6	80	47
Subtotal Advertisers & Marketers	5,842	28.8	2,209	3,633
Schools and Colleges _____	430	2.2	87	343
Others Allied to the Field _____	205	1.0	63	142
Other Paid Subscribers _____	413	2.1	-	413
Single Copy Sales _____	37	0.2	-	37
TOTAL QUALIFIED CIRCULATION	20,198	100.0	14,320	5,878

**3a. Break out of Qualified Circulation by Business/Industry
(Please Refer to Paragraph 3a for Complete Descriptions)**

	Business and Industry	Copies	%
A	Advertising Agencies, Media Buying Services and Other Advertising Services _____	13,271	65.7
B	Advertisers & Marketers _____	5,842	28.8
C	All Others (including Schools & Colleges, Others Allied to the Field, Others Paid Subscribers, and Single Copy Sales) _____	1,085	5.5



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: _____	10,138	2,624	-	7,431	5,382	12,813	63.4
a. Written _____	5,756	1,393	-	1,923	5,331	7,254	35.9
b. Telecommunication _____	3,292	787	-	3,998	35	4,033	20.0
c. Internet and E-Mail _____	1,090	444	-	1,510	16	1,526	7.6
II. TOTAL - Request from recipient's company: _____	3,579	1,347	-	4,657	459	5,116	25.3
a. Written _____	3,317	990	-	4,006	459	4,465	22.1
b. Telecommunication _____	-	117	-	119	-	119	0.6
c. Internet and E-Mail _____	262	240	-	532	-	532	2.6
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	104	-	-	106	-	106	0.5
a. Written _____	46	-	-	46	-	46	0.2
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	58	-	-	60	-	60	0.3
V. TOTAL - Sources other than above (listed alphabetically): _____	2,369	-	-	2,126	-	2,126	10.5
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	2,293	-	-	2,053	-	2,053	10.2
Independent field reports _____	-	-	-	-	-	-	-
Licenseses - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	76	-	-	73	-	73	0.4
VI. TOTAL - Single Copy Sales: _____	37	-	-	-	37	37	0.2
TOTAL QUALIFIED CIRCULATION	16,227	3,971	-	14,320	5,878	20,198	100.0
PERCENT	80.3	19.7	-	70.9	29.1	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 _____	13,890	3,237	17,127	84.8
Individuals by name only _____	405	1,989	2,394	11.9
Titles or functions only _____	9	47	56	0.3
Company names only _____	16	444	460	2.3
Multi-Copy Same Addressee copies _____	-	124	124	0.6
Single Copy Sales _____	-	37	37	0.2
TOTAL QUALIFIED CIRCULATION	14,320	5,878	20,198	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 _____	20	8	28	
030-038 New Hampshire _____	23	7	30	
050-059 Vermont _____	20	4	24	
010-027 Massachusetts _____	466	95	561	
028-029 Rhode Island _____	33	10	43	
060-069 Connecticut _____	248	98	346	
NEW ENGLAND	810	222	1,032	5.1
100-149 New York _____	3,223	2,617	5,840	
070-089 New Jersey _____	312	116	428	
150-196 Pennsylvania _____	461	106	567	
MIDDLE ATLANTIC	3,996	2,839	6,835	33.8
430-459 Ohio _____	403	93	496	
460-479 Indiana _____	106	26	132	
600-629 Illinois _____	1,099	325	1,424	
480-499 Michigan _____	448	134	582	
530-549 Wisconsin _____	167	38	205	
EAST NO. CENTRAL	2,223	616	2,839	14.1
550-567 Minnesota _____	326	48	374	
500-528 Iowa _____	54	15	69	
630-658 Missouri _____	269	58	327	
580-588 North Dakota _____	11	2	13	
570-577 South Dakota _____	26	6	32	
680-693 Nebraska _____	50	8	58	
660-679 Kansas _____	45	13	58	
WEST NO. CENTRAL	781	150	931	4.6
197-199 Delaware _____	8	3	11	
206-219 Maryland _____	126	48	174	
200-205 Washington, DC _____	58	46	104	
220-246 Virginia _____	164	72	236	
247-268 West Virginia _____	18	1	19	
270-289 North Carolina _____	236	46	282	
290-299 South Carolina _____	83	18	101	
300-319 Georgia _____	425	130	555	
320-349 Florida _____	606	141	747	
SOUTH ATLANTIC	1,724	505	2,229	11.0
400-427 Kentucky _____	74	17	91	
370-385 Tennessee _____	150	58	208	
350-369 Alabama _____	85	26	111	
386-397 Mississippi _____	34	3	37	
EAST SO. CENTRAL	343	104	447	2.2
716-729 Arkansas _____	35	10	45	
700-714 Louisiana _____	40	11	51	
730-749 Oklahoma _____	53	17	70	
750-799 Texas _____	777	151	928	
WEST SO. CENTRAL	905	189	1,094	5.4
590-599 Montana _____	16	-	16	
832-838 Idaho _____	24	11	35	
820-831 Wyoming _____	4	1	5	
800-816 Colorado _____	157	48	205	
870-884 New Mexico _____	18	8	26	
850-865 Arizona _____	128	20	148	
840-847 Utah _____	65	6	71	
889-898 Nevada _____	89	21	110	
MOUNTAIN	501	115	616	3.0
995-999 Alaska _____	7	1	8	
980-994 Washington _____	144	39	183	
970-979 Oregon _____	109	24	133	
900-961 California _____	2,631	952	3,583	
967-968 Hawaii _____	29	3	32	
PACIFIC	2,920	1,019	3,939	19.5
UNITED STATES	14,203	5,759	19,962	98.8
969 & 004-009 U.S. Territories _____	10	7	17	
Canada _____	104	36	140	
Mexico _____	-	-	-	
Other International _____	3	38	41	
APO/FPO _____	-	1	1	
Single Copy Sales _____	-	37	37	0.2
TOTAL QUALIFIED CIRCULATION	14,320	5,878	20,198	100.0

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

Average Annual Subscription Order Price: 47 issues for \$169.80 USD		
5. PRICES	Total	Percent
Offers (including ≤ 5% of Total Orders)		
47 for \$149.00 _____	1,731	64.2
47 for \$99.00 _____	262	9.7
48 for \$149.00 _____	247	9.1
All Others (Avg offer price: \$132.09) _____	460	17.0
Total	2,700	100.0

6. LENGTH OF SUBSCRIPTIONS	Total	Percent
Less than 1 year _____	121	-
1 year or more (but less than 2) _____	2,508	100.0
2 years or more (but less than 3) _____	71	-
3 years or more _____	-	-
Total	2,700	100.0

7. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	2,700	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	2,700	100.0

8. HOW ORDERED	Total	Percent
Ordered by individuals _____	2,525	93.5
Ordered by sponsors, individually addressed _____	71	2.6
Membership benefit _____	6	0.2
Ordered as multi-copy same addressee _____	98	3.6
Ordered with other product or service _____	-	-
Total	2,700	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: _____	19,550	19,839	20,176	20,543	20,432
Qualified Non-Paid: _____	14,015	13,846	14,225	14,343	14,434
Qualified Paid: _____	5,535	5,993	5,951	6,200	5,998
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	\$133.12	**NC	\$143.95

10. PAID CIRCULATION DATA	
\$143.95	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 = 20,559. The unaudited average qualified circulation for July – December = 20,275. Yielding an average qualified circulation of 20,432.**
 **NC = None Claimed.

11. ADDITIONAL DATA

COMPANY NAME CHANGE:

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

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 125 copies were sold to qualified recipient at the following subscription price: Member's yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Business directories include 1 source for quantities of 2053 copies or 10.2% of Advertising Agency personnel from the Adweek Directory.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 11, 2008
Geraldine Fitzgerald, 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	M383P0D7