

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None
Established: 1997
Issues Per Year: 11
(See Additional Data)

FIELD SERVED

CRM Magazine serves manufacturers, service/service providers, wholesalers/ distributors and others allied to the field as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel with titles in Sales/Marketing/Service, Executive Management, and Systems/Operations as reported in Paragraph 3a, as well as other titled and non-titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	102
Advertiser and Agency _____	1,589
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	242
Digital _____	-
All Other _____	238
TOTAL	2,171

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	75,000	100.0	75,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	75,000	100.0	75,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	70,000	5,000	75,000
February _____	70,000	5,000	75,000
March _____	70,000	5,000	75,000
April _____	70,000	5,000	75,000
May _____	70,081	4,919	75,000
June _____	70,080	4,919	74,999

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is equal to 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)	Sales/Marketing/Service (Note 4)	Executive Management (Note 5)	Systems/Operations (Note 6)	Other
Manufacturers (Note 1) _____	11,892	15.9	11,127	765	4,938	4,295	1,847	812
Services/Service Providers (Note 2) _____	38,877	51.8	35,687	3,190	12,464	19,626	4,966	1,821
Wholesaler/Distributor (Note 3) _____	11,237	15.0	10,846	391	5,759	4,531	624	323
Others Allied to the Field _____	12,994	17.3	12,421	573	2,394	5,308	2,129	3,163
TOTAL QUALIFIED CIRCULATION	75,000	100.0	70,081	4,919	25,555	33,760	9,566	6,119
PERCENT	100.0		93.4	6.6	34.1	45.0	12.7	8.2

Note 1: Includes manufacturing (computer hardware/software); manufacturing (non-computer related); technology manufacturer/developer; pharmaceutical/ health care; production/manufacturing equipment; consumer packaged goods; chemicals; automotive/aerospace; printing/publishing; agriculture/forestry/ mining/petroleum; utilities/energy; and other manufacturing.

Note 2: Includes technology service provider; computer/data processing; telecommunications; financial/investment services; accounting/legal/professional; banking/insurance; retail/e-commerce; media/advertising/marketing; entertainment/ travel/ hospitality/recreation; consulting; research/development; non-profit/ trade association; and other services/service providers.

Note 3: Includes distributor/wholesaler; VAR/VAD systems or network integrator and other allied to the field.

Note 4: Includes VP/Director/Manager of Sales/Marketing; VP/Director/Manager of Sales Operations; VP/Director/Manager of Field Operations; VP/Director/ Manager of Customer Service; VP/Director/Manager of Service Operations; VP/Director/Manager of Help Desk/Support Center/Call Center/Telemarketing; VP/Director/Manager/Department Head; and other sales/marketing/service titles.

Note 5: Includes President/Partner/CEO/COO; CFO/Controller/Financial Manager; VP/Director/General Manager; Manager/Department Head; and other executive management titles.

Note 6: Includes CIO; VP/Director/Manager of IT/MIS/DP; VP/Director/Manager of Internet Services; VP/Director/Manager of Telecommunications; VP/Director/ Manager of Purchasing; Director/Manager of Training/Education; Systems/Network Administrator/Manager/Analyst; Consultant; VP/Director/Manager/ Department Head; and other systems/operations titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	29,846	12,296	14,958	52,181	4,919	57,100	76.1
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	17,900	-	-	17,900	-	17,900	23.9
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	17,900	-	-	17,900	-	17,900	23.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,746	12,296	14,958	70,081	4,919	75,000	100.0
PERCENT	63.7	16.4	19.9	93.4	6.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	70,081	4,919	75,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,081	4,919	75,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	267	15	282		Kentucky _____	756	46	802	
New Hampshire _____	391	29	420		Tennessee _____	1,268	76	1,344	
Vermont _____	140	13	153		Alabama _____	992	44	1,036	
Massachusetts _____	2,038	182	2,220		Mississippi _____	366	14	380	
Rhode Island _____	243	16	259		EAST SO. CENTRAL	3,382	180	3,562	4.7
Connecticut _____	1,098	73	1,171		Arkansas _____	687	31	718	
NEW ENGLAND	4,177	328	4,505	6.0	Louisiana _____	541	20	561	
New York _____	4,512	341	4,853		Oklahoma _____	718	38	756	
New Jersey _____	2,705	199	2,904		Texas _____	4,263	341	4,604	
Pennsylvania _____	3,180	216	3,396		WEST SO. CENTRAL	6,209	430	6,639	8.9
MIDDLE ATLANTIC	10,397	756	11,153	14.9	Montana _____	254	12	266	
Ohio _____	2,977	217	3,194		Idaho _____	326	19	345	
Indiana _____	1,300	80	1,380		Wyoming _____	131	3	134	
Illinois _____	4,132	302	4,434		Colorado _____	1,294	98	1,392	
Michigan _____	2,083	132	2,215		New Mexico _____	331	18	349	
Wisconsin _____	2,053	130	2,183		Arizona _____	1,341	78	1,419	
EAST NO. CENTRAL	12,545	861	13,406	17.9	Utah _____	668	52	720	
Minnesota _____	1,818	132	1,950		Nevada _____	391	29	420	
Iowa _____	974	51	1,025		MOUNTAIN	4,736	309	5,045	6.7
Missouri _____	1,519	89	1,608		Alaska _____	131	2	133	
North Dakota _____	263	11	274		Washington _____	1,272	114	1,386	
South Dakota _____	263	13	276		Oregon _____	742	54	796	
Nebraska _____	667	35	702		California _____	7,947	609	8,556	
Kansas _____	885	65	950		Hawaii _____	145	3	148	
WEST NO. CENTRAL	6,389	396	6,785	9.0	PACIFIC	10,237	782	11,019	14.7
Delaware _____	206	16	222		UNITED STATES	69,984	4,894	74,878	99.8
Maryland _____	1,285	83	1,368		U.S. Territories _____	86	20	106	
Washington, DC _____	378	30	408		Canada _____	1	-	1	
Virginia _____	1,858	152	2,010		Mexico _____	-	-	-	
West Virginia _____	294	10	304		Other International _____	1	-	1	
North Carolina _____	1,846	125	1,971		APO/FPO _____	9	5	14	
South Carolina _____	709	35	744		TOTAL QUALIFIED CIRCULATION	70,081	4,919	75,000	100.0
Georgia _____	1,930	158	2,088						
Florida _____	3,406	243	3,649						
SOUTH ATLANTIC	11,912	852	12,764	17.0					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6 Month Period:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	80,000	74,710	73,819	75,000	75,000	75,000
Qualified Non-Paid: _____	80,000	74,710	73,819	75,000	75,000	75,000
Print Version Only _____	80,000	74,710	72,986	70,000	70,000	70,027
Digital Version Only _____	-	-	833	5,000	5,000	4,973
Qualified Paid: _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of 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.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

CHANGE IN FREQUENCY:

Effective with the November/December 2010 issue, CRM changed its frequency from 12 to 11 issues per year.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 17,900 copies or 23.9%, including InfoUSA.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	70,027	100.0	70,027	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,027	100.0	70,027	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,973	100.0	4,973	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,973	100.0	4,973	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2011
Bob Fernekees, Group Publisher	State	New York
Roy Beagley, Director of Publishing Services	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	July 15, 2011
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	S271Y0J1