

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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Official Publication of: None  
Established: 1997  
Issues Per Year: 12

**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 _____	79
Advertiser and Agency _____	1,530
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	150
Electronic _____	-
All Other _____	1,422
<b>TOTAL</b>	<b>3,181</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	74,710	100.0	74,710	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>74,710</b>	<b>100.0</b>	<b>74,710</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	335	335			80,000	April _____	220	220			75,000
February _____	5,000	-			75,000	May _____	3,642	251			71,609
March _____	422	422			75,000	June _____	268	310			71,651
						<b>TOTAL</b>	<b>9,887</b>	<b>1,538</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009****This issue is 4.9% or 3,721 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Sales/Marketing/Service (Note 4)	Executive Management (Note 5)	Systems/Operations (Note 6)	Other
Manufacturers (Note 1) _____	13,717	19.2	5,512	4,750	2,850	605
Services/Service Providers (Note 2) _____	37,203	52.0	12,143	16,851	6,883	1,326
Wholesaler/Distributor (Note 3) _____	5,949	8.3	2,490	2,386	866	207
Others Allied to the Field _____	14,740	20.5	3,346	5,791	3,086	2,517
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>71,609</b>	<b>100.0</b>	<b>23,491</b>	<b>29,778</b>	<b>13,685</b>	<b>4,655</b>
<b>PERCENT</b>	<b>100.0</b>		<b>32.8</b>	<b>41.6</b>	<b>19.1</b>	<b>6.5</b>

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 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct request: _____	45,283	26,326	-			71,609	100.0
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): _____	-	-	-			-	-
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>45,283</b>	<b>26,326</b>	<b>-</b>			<b>71,609</b>	<b>100.0</b>
<b>PERCENT</b>	<b>63.2</b>	<b>36.8</b>	<b>-</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			71,609	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>71,609</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	261		400-427 Kentucky _____	719	
030-038 New Hampshire _____	380		370-385 Tennessee _____	1,194	
050-059 Vermont _____	125		350-369 Alabama _____	716	
010-027 Massachusetts _____	2,226		386-397 Mississippi _____	299	
028-029 Rhode Island _____	241		<b>EAST SO. CENTRAL</b>	<b>2,928</b>	<b>4.1</b>
060-069 Connecticut _____	1,183		716-729 Arkansas _____	504	
<b>NEW ENGLAND</b>	<b>4,416</b>	<b>6.2</b>	700-714 Louisiana _____	404	
100-149 New York _____	4,742		730-749 Oklahoma _____	693	
070-089 New Jersey _____	2,954		750-799 Texas _____	4,343	
150-196 Pennsylvania _____	3,368		<b>WEST SO. CENTRAL</b>	<b>5,944</b>	<b>8.3</b>
<b>MIDDLE ATLANTIC</b>	<b>11,064</b>	<b>15.5</b>	590-599 Montana _____	220	
430-459 Ohio _____	3,090		832-838 Idaho _____	303	
460-479 Indiana _____	1,334		820-831 Wyoming _____	118	
600-629 Illinois _____	4,624		800-816 Colorado _____	1,376	
480-499 Michigan _____	2,113		870-884 New Mexico _____	341	
530-549 Wisconsin _____	2,182		850-865 Arizona _____	1,088	
<b>EAST NO. CENTRAL</b>	<b>13,343</b>	<b>18.6</b>	840-847 Utah _____	677	
550-567 Minnesota _____	1,945		889-898 Nevada _____	384	
500-528 Iowa _____	1,011		<b>MOUNTAIN</b>	<b>4,507</b>	<b>6.3</b>
630-658 Missouri _____	1,624		995-999 Alaska _____	40	
580-588 North Dakota _____	260		980-994 Washington _____	1,321	
570-577 South Dakota _____	252		970-979 Oregon _____	767	
680-693 Nebraska _____	726		900-961 California _____	7,891	
660-679 Kansas _____	945		967-968 Hawaii _____	104	
<b>WEST NO. CENTRAL</b>	<b>6,763</b>	<b>9.4</b>	<b>PACIFIC</b>	<b>10,123</b>	<b>14.1</b>
197-199 Delaware _____	227		<b>UNITED STATES</b>	<b>71,453</b>	<b>99.8</b>
206-219 Maryland _____	1,414		969 & 004-009 U.S. Territories _____	143	
200-205 Washington, DC _____	448		Canada _____	-	
220-246 Virginia _____	2,020		Mexico _____	-	
247-268 West Virginia _____	261		Other International _____	1	
270-289 North Carolina _____	1,878		APO/FPO _____	12	
290-299 South Carolina _____	627		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>71,609</b>	<b>100.0</b>
300-319 Georgia _____	2,053				
320-349 Florida _____	3,437				
<b>SOUTH ATLANTIC</b>	<b>12,365</b>	<b>17.3</b>			

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	84,766	83,832	80,001	80,000	80,000	74,710
Qualified Non-Paid: _____	84,766	83,832	80,001	80,000	80,000	74,710
Qualified Paid: _____	-	-	-	-	-	-
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 - June 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**

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

**PUBLISHER'S AFFIDAVIT**

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

Bob Fernekees, Publisher

Roy Beagley, Subscription 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 July 15, 2009

State New York

County New York

Received by BPA Worldwide July 15, 2009

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