

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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Melville, NY 11747
Tel: (631) 845-2700
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www.imaginginfo.com

Official Publication of: None
Established: 1937
Issues Per Year: 10
(See Paragraph 11)

FIELD SERVED

PHOTO TRADE NEWS serves the retail imaging channel, including specialty camera stores, mini-labs/photofinishers/professional labs, drug stores/food chains with image center, independent drug stores, mass merchandisers/ discount/ warehouse store/office superstores, consumer electronics/major appliance stores, wireless/communications specialty store and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, vice presidents, owners, general managers, partners, merchandise manager/buyer, department managers, store managers, product managers, corporate marketing managers and other personnel in the above field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	90
Advertiser and Agency _____	426
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	1,460
All Other _____	251
TOTAL	2,227

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,306	100.0	14,306	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,306	100.0	14,306	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	6	17			14,312	May _____	2,895	2,895			14,303
February/ March _____	341	333			14,304	June/ July _____	53	58			14,308
April _____	208	207			14,303	TOTAL	3,503	3,510			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
This issue is -% or 4 copies below the average of the other 4 issues reported in Paragraph two.				
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE	
			President, Vice President, Owner, GM, Partner, Merchandise Manager, Buyer	Manager: Store, Department, Product, Corporate Marketing
Specialty Camera Store _____	5,475	38.3	4,126	1,349
Mini-Lab/Photofinisher _____	4,238	29.6	3,121	1,117
Professional Lab _____	1,747	12.2	1,473	274
Consumer Electronics/Major Appliance Store, Wireless/Communication Specialty Store _____	718	5.0	553	165
Drug Store/Food Chain with Image Center _____	962	6.7	604	358
Independent Drug Store _____	597	4.2	516	81
Mass Merchandiser/Discount Stores/Warehouse Store/Office Superstore _____	566	4.0	373	193
TOTAL QUALIFIED CIRCULATION	14,303	100.0	10,766	3,537
PERCENT	100.0		75.3	24.7

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY LOCATION			
			Independent Store	Chain Store	Corporate Headquarters	Other / Not Available
Specialty Camera Store _____	5,475	38.3	2,423	988	303	1,761
Mini-Lab/Photofinisher _____	4,238	29.6	3,025	764	239	210
Professional Lab _____	1,747	12.2	1,263	122	275	87
Consumer Electronics/Major Appliance Store, Wireless/Communication Specialty Store _____	718	5.0	429	72	152	65
Drug Store/Food Chain with Image Center _____	962	6.7	542	340	59	21
Independent Drug Store _____	597	4.2	561	25	6	5
Mass Merchandiser/Discount Stores/Warehouse Store/Office Superstore _____	566	4.0	244	140	114	68
TOTAL QUALIFIED CIRCULATION	14,303	100.0	8,487	2,451	1,148	2,217

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

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: _____	6,546	3,549	-			10,095	70.6
a. Written _____	1,705	745	-			2,450	17.1
b. Telecommunication _____	3,234	2,256	-			5,490	38.4
c. Electronic _____	1,607	548	-			2,155	15.1
II. TOTAL - Request from recipient's company: _____	59	78	-			137	0.9
a. Written _____	2	4	-			6	-
b. Telecommunication _____	20	48	-			68	0.5
c. Electronic _____	37	26	-			63	0.4
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,071	-	-			4,071	28.5
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	4,033	-	-			4,033	28.2
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	38	-	-			38	0.3
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,676	3,627	-			14,303	100.0
*See Paragraph 11 PERCENT	74.6	25.4	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			14,303	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			14,303	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	83		400-427 Kentucky _____	122	
030-038 New Hampshire _____	100		370-385 Tennessee _____	273	
050-059 Vermont _____	52		350-369 Alabama _____	175	
010-027 Massachusetts _____	378		386-397 Mississippi _____	94	
028-029 Rhode Island _____	48		EAST SO. CENTRAL	664	4.6
060-069 Connecticut _____	221		716-729 Arkansas _____	112	
NEW ENGLAND	882	6.2	700-714 Louisiana _____	98	
100-149 New York _____	1,368		730-749 Oklahoma _____	156	
070-089 New Jersey _____	538		750-799 Texas _____	701	
150-196 Pennsylvania _____	595		WEST SO. CENTRAL	1,067	7.5
MIDDLE ATLANTIC	2,501	17.5	590-599 Montana _____	85	
430-459 Ohio _____	504		832-838 Idaho _____	76	
460-479 Indiana _____	194		820-831 Wyoming _____	42	
600-629 Illinois _____	563		800-816 Colorado _____	265	
480-499 Michigan _____	355		870-884 New Mexico _____	73	
530-549 Wisconsin _____	229		850-865 Arizona _____	205	
EAST NO. CENTRAL	1,845	12.9	840-847 Utah _____	117	
550-567 Minnesota _____	321		889-898 Nevada _____	98	
500-528 Iowa _____	180		MOUNTAIN	961	6.7
630-658 Missouri _____	211		995-999 Alaska _____	36	
580-588 North Dakota _____	45		980-994 Washington _____	296	
570-577 South Dakota _____	66		970-979 Oregon _____	234	
680-693 Nebraska _____	99		900-961 California _____	2,077	
660-679 Kansas _____	138		967-968 Hawaii _____	72	
WEST NO. CENTRAL	1,060	7.4	PACIFIC	2,715	19.0
197-199 Delaware _____	33		UNITED STATES	14,133	98.8
206-219 Maryland _____	301		969 & 004-009 U.S. Territories _____	41	
200-205 Washington, DC _____	52		Canada _____	114	
220-246 Virginia _____	332		Mexico _____	15	
247-268 West Virginia _____	76		Other International _____	-	
270-289 North Carolina _____	328		APO/FPO _____	-	
290-299 South Carolina _____	156		TOTAL QUALIFIED CIRCULATION	14,303	100.0
300-319 Georgia _____	396				
320-349 Florida _____	764				
SOUTH ATLANTIC	2,438	17.0			

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

	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified	12,505	12,405	16,006	15,579	14,306
Qualified Non-Paid Total	12,505	12,405	16,006	15,579	14,306
Qualified Paid Total	-	-	-	-	-
Post Expire Copies included in Paid Circulation	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price	***NC	***NC	***NC	***NC	***NC

***NOTE: The audited average qualified circulation for January-June 2007 = 16,004. The unaudited average circulation for July-December 2007 = 15,153. Yielding an average qualified circulation of 15,579.**

**** 2008 data is unaudited.**

*****NC = None Claimed.**

10. PAID CIRCULATION DATA

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

11. ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the January 2008 issue, PTN changed its frequency from 12 to 10 issues per year.

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS		
DATE	TRADE SHOW/CONVENTION	COPIES
January 2008	PMA Show, Las Vegas, NV	7,200
July 2008	Pro Group Convention, Ft. Lauderdale, FL	50
July 2008	CHA 2008 Summer Convention & Trade Show, Franklin Park, IL	50

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 241 copies or 1.7% to 1,955 copies or 13.7% including Dun & Bradstreet and infoUSA. Other sources include 1 source of circulation for a quantity of 38 copies or 0.3%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 28, 2008
Ian Littaur, Publisher	State	New York
Jackie Dandoy, Audience Development Manager	County	Suffolk County
(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 28, 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	P063P0J8