

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**

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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# Studio Photography

THE BUSINESS BEHIND THE IMAGE

Cygnus Business Media  
3 Huntington Quadrangle  
Suite 301N  
Melville, NY 11747  
Tel.: (631) 845-2700  
Fax: (631) 845-7109  
[www.imaginginfo.com](http://www.imaginginfo.com)

Official Publication of: None  
Established: 1964  
Issues Per Year: 12

**FIELD SERVED**

STUDIO PHOTOGRAPHY serves professional photographers engaged in portrait, wedding, commercial, event, newspaper, magazine, photojournalism, industrial, digital and school photography. Also serving advertising agencies, design studios, independent designers, schools/universities and stock photo houses involved in the photo/imaging arena.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, owner/photographers, co-owners, freelance photographers, presidents, vice presidents, CEOs, GMs, branch managers, department managers, head photographers, professors, staff photographers, production/creative/technical staff members and other supervisory and management personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	350
Advertiser and Agency _____	498
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	467
All Other _____	218
<b>TOTAL</b>	<b>1,533</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,008	100.0	50,008	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,008</b>	<b>100.0</b>	<b>50,008</b>	<b>100.0</b>	-	-

\*See Paragraph 11

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 _____	251	261			50,020	April _____	353	354			50,006
February _____	2,378	2,362			50,004	May _____	3,966	3,968			50,008
March _____	459	460			50,005	June _____	156	153			50,005
						<b>TOTAL</b>	<b>7,563</b>	<b>7,558</b>			

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>					
<b>This issue is equal to the average of the other 5 issues reported in Paragraph two.</b>					
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE		
			Photo Studio Owner (See Note 1)	Management (See Note 2)	Staff Photographer (See Note 3)
Portrait/Wedding/Events Studio _____	22,786	45.6	21,219	844	723
Independent Commercial Photo Studio _____	12,026	24.0	10,973	911	142
Newspaper/Magazine/Business Firm with in-house photo department _____	1,249	2.5	532	344	373
Freelance Photographer, primarily Portrait/Wedding/Events ____	6,139	12.3	5,882	122	135
Freelance Commercial/Industrial/Photojournalism _____	5,266	10.5	4,973	163	130
Advertising Agency/Stock Photo House _____	743	1.5	569	127	47
Design Studio/Independent Designer _____	1,094	2.2	896	120	78
School/University _____	705	1.4	312	246	147
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,008</b>	<b>100.0</b>	<b>45,356</b>	<b>2,877</b>	<b>1,775</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.7</b>	<b>5.8</b>	<b>3.5</b>

Note 1: "Photo Studio Owner" Category includes: Owner, Owner/Photographer, Co-Owner, Freelance Photographer

Note 2: "Management" Category includes: President, VP, CEO, GM, Branch Manager, Department Manager, Head Photographer, Professor and Other Supervisory & Management Personnel.

Note 3: "Staff Photographer" Category includes: Staff Photographer, Production/Creative/Technical Staff & Other Members

**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. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>32,410</b>	<b>10,665</b>	-			<b>43,075</b>	<b>86.1</b>
a. Written _____	11,755	4,645	-			16,400	32.8
b. Telecommunication _____	5,499	3,264	-			8,763	17.5
c. Electronic _____	15,156	2,756	-			17,912	35.8
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>193</b>	-	-			<b>193</b>	<b>0.4</b>
a. Written _____	30	-	-			30	0.1
b. Telecommunication _____	1	-	-			1	-
c. Electronic _____	162	-	-			162	0.3
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>6,740</b>	-	-			<b>6,740</b>	<b>13.5</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	6,740	-	-			6,740	13.5
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,343</b>	<b>10,665</b>	-			<b>50,008</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>78.7</b>	<b>21.3</b>			<b>100.0</b>	

**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 _____			50,008	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>50,008</b>	<b>100.0</b>

**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 _____	251		400-427 Kentucky _____	558	
030-038 New Hampshire _____	276		370-385 Tennessee _____	901	
050-059 Vermont _____	153		350-369 Alabama _____	582	
010-027 Massachusetts _____	1,263		386-397 Mississippi _____	216	
028-029 Rhode Island _____	174		<b>EAST SO. CENTRAL</b>	<b>2,257</b>	<b>4.5</b>
060-069 Connecticut _____	770		716-729 Arkansas _____	319	
<b>NEW ENGLAND</b>	<b>2,887</b>	<b>5.8</b>	700-714 Louisiana _____	431	
100-149 New York _____	3,886		730-749 Oklahoma _____	435	
070-089 New Jersey _____	1,724		750-799 Texas _____	3,351	
150-196 Pennsylvania _____	2,087		<b>WEST SO. CENTRAL</b>	<b>4,536</b>	<b>9.1</b>
<b>MIDDLE ATLANTIC</b>	<b>7,697</b>	<b>15.4</b>	590-599 Montana _____	206	
430-459 Ohio _____	1,859		832-838 Idaho _____	269	
460-479 Indiana _____	931		820-831 Wyoming _____	93	
600-629 Illinois _____	2,094		800-816 Colorado _____	1,123	
480-499 Michigan _____	1,692		870-884 New Mexico _____	280	
530-549 Wisconsin _____	962		850-865 Arizona _____	811	
<b>EAST NO. CENTRAL</b>	<b>7,538</b>	<b>15.1</b>	840-847 Utah _____	403	
550-567 Minnesota _____	1,031		889-898 Nevada _____	379	
500-528 Iowa _____	532		<b>MOUNTAIN</b>	<b>3,564</b>	<b>7.1</b>
630-658 Missouri _____	982		995-999 Alaska _____	134	
580-588 North Dakota _____	103		980-994 Washington _____	1,055	
570-577 South Dakota _____	131		970-979 Oregon _____	690	
680-693 Nebraska _____	353		900-961 California _____	6,452	
660-679 Kansas _____	487		967-968 Hawaii _____	224	
<b>WEST NO. CENTRAL</b>	<b>3,619</b>	<b>7.2</b>	<b>PACIFIC</b>	<b>8,555</b>	<b>17.1</b>
197-199 Delaware _____	143		<b>UNITED STATES</b>	<b>49,117</b>	<b>98.2</b>
206-219 Maryland _____	937		969 & 004-009 U.S. Territories _____	150	
200-205 Washington, DC _____	131		Canada _____	682	
220-246 Virginia _____	1,106		Mexico _____	42	
247-268 West Virginia _____	187		Other International _____	-	
270-289 North Carolina _____	1,329		APO/FPO _____	17	
290-299 South Carolina _____	494		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,008</b>	<b>100.0</b>
300-319 Georgia _____	1,233				
320-349 Florida _____	2,904				
<b>SOUTH ATLANTIC</b>	<b>8,464</b>	<b>16.9</b>			

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__	50,019	49,919	50,005	50,006	50,008
Qualified Non-Paid Total ____	49,923	49,919	50,005	50,006	50,008
Qualified Paid Total _____	96	-	-	-	-
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 = 50,006. The unaudited average qualified circulation for July – December 2007 = 50,006. Yielding an average qualified circulation of 50,006.**

**\*\*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)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

#### 11. ADDITIONAL DATA

##### AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS		
DATE	TRADE SHOW/CONVENTION	COPIES
January 2008	Imaging USA in Tampa, FL	1,000
February 2008	PMA 2008 in Las Vegas, NV	1,000
March 2008	WPPI in Las Vegas, NV	800

##### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 3,250 copies or 6.5% and 3,490 copies or 7.0%.

**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.

Ian Littauer, Publisher

Jackie Dandoy, Audience Development 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 23, 2008
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 23, 2008
Type	PJ
ID Number	S093P0J8