

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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BNP Media II, LLC
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Tel.: (248) 362-3700
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www.snipsmag.com

Official Publication of: None
Established: 1932
Issues Per Year: 12

FIELD SERVED

SNIPS Magazine serves sheet metal/HVAC contractors, wholesalers, manufacturers, manufacturer's representatives/agents and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients perform the following job functions in the field served: management, service, sales, engineering/technical and other functions allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	44
Advertiser and Agency _____	567
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	848
TOTAL	1,459

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,000	100.0	19,916	99.6	84	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	19,916	99.6	84	0.4

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	501	1	19,907	93	20,000
August _____	84	84	19,910	90	20,000
September _____	248	248	19,917	83	20,000
October _____	154	154	19,920	80	20,000
November _____	52	52	19,923	77	20,000
December _____	45	45	19,922	78	20,000
TOTAL	1,084	584			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	15,345	5,193	4,794	1.08	00:52	02:41
August _____	13,770	5,195	4,780	1.09	00:47	02:13
September _____	14,831	5,594	5,167	1.08	00:54	02:21
October _____	14,666	5,770	5,355	1.08	00:54	02:23
November _____	14,795	5,259	4,861	1.08	00:48	02:24
December _____	13,343	5,158	4,764	1.08	00:53	02:17
AVERAGE:	14,458	5,362	4,954	1.08	00:51	02:23

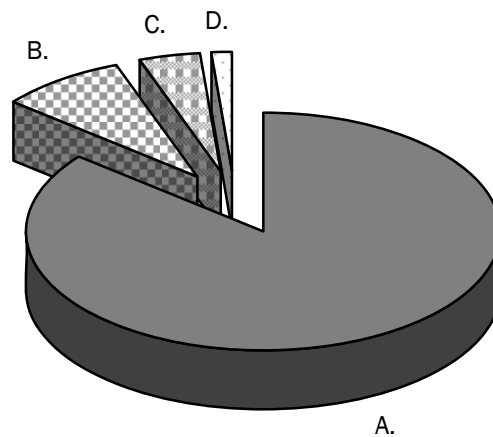
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is equal to the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	JOB FUNCTION				
			Management	Service	Sales	Engineering/ Technical	Other Functions Allied to the Field
Contractor _____	17,200	86.0	12,244	2,299	1,214	1,443	-
Wholesaler _____	1,700	8.5	961	59	608	72	-
Manufacturer _____	850	4.3	642	35	99	74	-
Manufacturer's Rep/Agent _____	250	1.2	153	7	79	11	-
Others Allied to the Field _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	14,000	2,400	2,000	1,600	-
PERCENT	100.0		70.0	12.0	10.0	8.0	-

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Contractor _____	17,200	86.0
B. Wholesaler _____	1,700	8.5
C. Manufacturer _____	850	4.3
D. Manufacturer's Rep/Agent _____	250	1.2
E. Others Allied to the Field _____	-	-
TOTAL	20,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	14,000	6,000	-			20,000	100.0
a. Written _____	5,538	1,540	-			7,078	35.4
b. Telecommunication _____	3,439	3,557	-			6,996	35.0
c. Electronic _____	5,023	903	-			5,926	29.6
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
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): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	14,000	6,000	-			20,000	100.0
PERCENT	70.0	30.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			20,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		63		400-427 Kentucky _____		243	
030-038 New Hampshire _____		83		370-385 Tennessee _____		328	
050-059 Vermont _____		42		350-369 Alabama _____		231	
010-027 Massachusetts _____		382		386-397 Mississippi _____		108	
028-029 Rhode Island _____		70		EAST SO. CENTRAL		910	4.6
060-069 Connecticut _____		324		716-729 Arkansas _____		165	
NEW ENGLAND		964	4.8	700-714 Louisiana _____		150	
100-149 New York _____		957		730-749 Oklahoma _____		192	
070-089 New Jersey _____		495		750-799 Texas _____		1,119	
150-196 Pennsylvania _____		955		WEST SO. CENTRAL		1,626	8.1
MIDDLE ATLANTIC		2,407	12.0	590-599 Montana _____		136	
430-459 Ohio _____		982		832-838 Idaho _____		106	
460-479 Indiana _____		683		820-831 Wyoming _____		41	
600-629 Illinois _____		1,886		800-816 Colorado _____		385	
480-499 Michigan _____		849		870-884 New Mexico _____		172	
530-549 Wisconsin _____		989		850-865 Arizona _____		281	
EAST NO. CENTRAL		5,389	27.0	840-847 Utah _____		152	
550-567 Minnesota _____		489		889-898 Nevada _____		130	
500-528 Iowa _____		408		MOUNTAIN		1,403	7.0
630-658 Missouri _____		582		995-999 Alaska _____		55	
580-588 North Dakota _____		93		980-994 Washington _____		296	
570-577 South Dakota _____		98		970-979 Oregon _____		178	
680-693 Nebraska _____		253		900-961 California _____		1,308	
660-679 Kansas _____		263		967-968 Hawaii _____		92	
WEST NO. CENTRAL		2,186	10.9	PACIFIC		1,929	9.6
197-199 Delaware _____		65		UNITED STATES		19,955	99.7
206-219 Maryland _____		372		969 & 004-009 U.S. Territories _____		1	
200-205 Washington, DC _____		5		Canada _____		31	
220-246 Virginia _____		412		Mexico _____		-	
247-268 West Virginia _____		106		Other International _____		13	
270-289 North Carolina _____		487		APO/FPO _____		-	
290-299 South Carolina _____		188		TOTAL QUALIFIED CIRCULATION		20,000	100.0
300-319 Georgia _____		383					
320-349 Florida _____		1,123					
SOUTH ATLANTIC		3,141	15.7				

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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	22,050	22,050	22,050	22,050	20,758	20,000
Qualified Non-Paid: _	21,908	21,924	21,933	21,940	20,658	19,916
Qualified Paid: _____	142	126	117	110	100	84
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 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 & 6 ARE NOT REQUIRED.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PUBLISHER'S AFFIDAVIT

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

Christine Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit 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 December 10, 2009

State Michigan

County Oakland

Received by BPA Worldwide December 10, 2009

Type PJ

ID Number S261P0D9