

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  
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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 _____                    | 39           |
| Advertiser and Agency _____                     | 582          |
| Rotated or Occasional _____                     | -            |
| Allocated for Trade Shows and Conventions _____ | -            |
| Electronic _____                                | -            |
| All Other _____                                 | 1,144        |
| <b>TOTAL</b>                                    | <b>1,765</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |             |                |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                                     | 20,759          | 100.0        | 20,658             | 99.5        | 100            | 0.5        |
| Sponsored Individually Addressed _____               | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____                             | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____                      | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales _____                              | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>20,758</b>   | <b>100.0</b> | <b>20,658</b>      | <b>99.5</b> | <b>100</b>     | <b>0.5</b> |

| 2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD |                |              |                    |                |                 |
|--|----------------|--------------|--------------------|----------------|-----------------|
| 2009 Issue   | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified |
| January _____  | 41             | 41           |                    |                | 22,050          |
| February _____   | 1,558          | 8            |                    |                | 20,500          |
| March _____  | 136            | 136          |                    |                | 20,500          |
| April _____  | 1,348          | 1,348        |                    |                | 20,500          |
| May _____  | 723            | 723          |                    |                | 20,500          |
| June _____   | 23             | 23           |                    |                | 20,500          |

| 2b. WEBSITE ACTIVITY BY MONTH |                  |               |                 |                          |               |                       |
|-------------------------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| Month                         | Page Impressions | User Sessions | Unique Browsers | Unique Browser Frequency | Page Duration | User Session Duration |
| January _____                 | 16,130           | 7,503         | 7,038           | 1.07                     | 00:48         | 01:44                 |
| February _____                | 15,266           | 6,790         | 6,412           | 1.06                     | 00:43         | 01:39                 |
| March _____                   | 16,320           | 6,737         | 6,282           | 1.07                     | 00:53         | 02:11                 |
| April _____                   | 15,243           | 5,689         | 5,264           | 1.08                     | 00:52         | 02:28                 |
| May _____                     | 15,795           | 5,397         | 4,987           | 1.08                     | 00:55         | 02:48                 |
| June _____                    | 16,946           | 6,011         | 5,515           | 1.09                     | 00:56         | 02:41                 |
| <b>AVERAGE:</b>               | <b>15,950</b>    | <b>6,355</b>  | <b>5,916</b>    | <b>1.08</b>              | <b>00:51</b>  | <b>02:15</b>          |

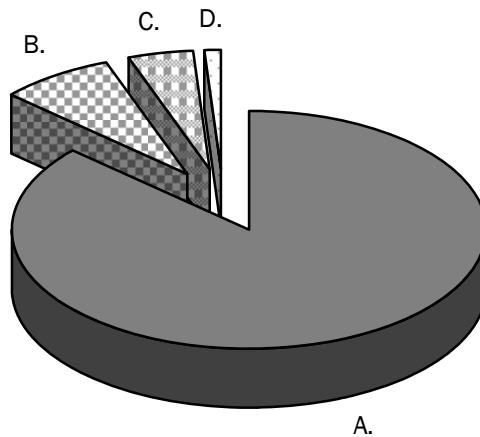
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

This issue is 1.5% or 310 copies below the average of 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 _____                   | 17,670          | 86.2             | 12,237        | 2,411        | 1,364        | 1,658                  | -                                   |
| Wholesaler _____                   | 1,708           | 8.3              | 980           | 66           | 600          | 62                     | -                                   |
| Manufacturer _____                 | 872             | 4.3              | 686           | 25           | 104          | 57                     | -                                   |
| Manufacturer's Rep/Agent _____     | 250             | 1.2              | 140           | 8            | 88           | 14                     | -                                   |
| Others Allied to the Field _____   | -               | -                | -             | -            | -            | -                      | -                                   |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>20,500</b>   | <b>100.0</b>     | <b>14,043</b> | <b>2,510</b> | <b>2,156</b> | <b>1,791</b>           | <b>-</b>                            |
| <b>PERCENT</b>                     | <b>100.0</b>    |                  | <b>68.5</b>   | <b>12.3</b>  | <b>10.5</b>  | <b>8.7</b>             | <b>-</b>                            |

**3a. Breakout of Qualified Circulation of Business and Industry**

| BUSINESS AND INDUSTRY               | TOTAL QUALIFIED | PERCENT OF TOTAL |
|-------------------------------------|-----------------|------------------|
| A. Contractor _____                 | 17,670          | 86.2             |
| B. Wholesaler _____                 | 1,708           | 8.3              |
| C. Manufacturer _____               | 872             | 4.3              |
| D. Manufacturer's Rep/Agent _____   | 250             | 1.2              |
| E. Others Allied to the Field _____ | -               | -                |
| <b>TOTAL</b>                        | <b>20,500</b>   | <b>100.0</b>     |



| 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. <b>TOTAL</b> - Personal direct request from the recipient:                                | <b>14,350</b>    | <b>6,150</b> | -       |                    |                | <b>20,500</b>   | <b>100.0</b> |
| a. Written _____   | 5,676            | 1,579        | -       |                    |                | 7,255           | 35.4         |
| b. Telecommunication _____   | 3,525            | 3,646        | -       |                    |                | 7,171           | 35.0         |
| c. Electronic _____  | 5,149            | 925          | -       |                    |                | 6,074           | 29.6         |
| II. <b>TOTAL</b> - Request from recipient's company:   | -                | -            | -       |                    |                | -               | -            |
| a. Written _____   | -                | -            | -       |                    |                | -               | -            |
| b. Telecommunication _____   | -                | -            | -       |                    |                | -               | -            |
| c. Electronic _____  | -                | -            | -       |                    |                | -               | -            |
| 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):                          | -                | -            | -       |                    |                | -               | -            |
| Association rosters and directories _____  | -                | -            | -       |                    |                | -               | -            |
| Business directories _____   | -                | -            | -       |                    |                | -               | -            |
| Manufacturer's, distributor's and wholesaler's lists _____                                   | -                | -            | -       |                    |                | -               | -            |
| Other sources _____  | -                | -            | -       |                    |                | -               | -            |
| VI. <b>TOTAL</b> - Single Copy Sales:  | -                | -            | -       |                    |                | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>14,350</b>    | <b>6,150</b> | -       |                    |                | <b>20,500</b>   | <b>100.0</b> |
| <b>PERCENT</b>   | <b>70.0</b>      | <b>30.0</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 _____                         |                    |                | 20,500          | 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>20,500</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      | State & Zip Code | Total Qualified |
| 039-049 Maine _____   | 64              |             | 400-427 Kentucky _____               | 253             |              |                  |                 |
| 030-038 New Hampshire _____   | 85              |             | 370-385 Tennessee _____              | 344             |              |                  |                 |
| 050-059 Vermont _____   | 45              |             | 350-369 Alabama _____                | 245             |              |                  |                 |
| 010-027 Massachusetts _____   | 390             |             | 386-397 Mississippi _____            | 113             |              |                  |                 |
| 028-029 Rhode Island _____  | 74              |             |                                      |                 |              |                  |                 |
| 060-069 Connecticut _____   | 331             |             | <b>EAST SO. CENTRAL</b>              | <b>955</b>      | <b>4.7</b>   |                  |                 |
| <b>NEW ENGLAND</b>  | <b>989</b>      | <b>4.8</b>  | 716-729 Arkansas _____               | 166             |              |                  |                 |
| 100-149 New York _____  | 1,012           |             | 700-714 Louisiana _____              | 158             |              |                  |                 |
| 070-089 New Jersey _____  | 527             |             | 730-749 Oklahoma _____               | 195             |              |                  |                 |
| 150-196 Pennsylvania _____  | 993             |             | 750-799 Texas _____                  | 1,120           |              |                  |                 |
| <b>MIDDLE ATLANTIC</b>  | <b>2,532</b>    | <b>12.4</b> | <b>WEST SO. CENTRAL</b>              | <b>1,639</b>    | <b>8.0</b>   |                  |                 |
| 430-459 Ohio _____  | 985             |             | 590-599 Montana _____                | 137             |              |                  |                 |
| 460-479 Indiana _____   | 703             |             | 832-838 Idaho _____                  | 106             |              |                  |                 |
| 600-629 Illinois _____  | 1,945           |             | 820-831 Wyoming _____                | 40              |              |                  |                 |
| 480-499 Michigan _____  | 860             |             | 800-816 Colorado _____               | 397             |              |                  |                 |
| 530-549 Wisconsin _____   | 1,006           |             | 870-884 New Mexico _____             | 170             |              |                  |                 |
| <b>EAST NO. CENTRAL</b>   | <b>5,499</b>    | <b>26.8</b> | 850-865 Arizona _____                | 286             |              |                  |                 |
| 550-567 Minnesota _____   | 501             |             | 840-847 Utah _____                   | 150             |              |                  |                 |
| 500-528 Iowa _____  | 417             |             | 889-898 Nevada _____                 | 134             |              |                  |                 |
| 630-658 Missouri _____  | 595             |             | <b>MOUNTAIN</b>                      | <b>1,420</b>    | <b>6.9</b>   |                  |                 |
| 580-588 North Dakota _____  | 97              |             | 995-999 Alaska _____                 | 52              |              |                  |                 |
| 570-577 South Dakota _____  | 100             |             | 980-994 Washington _____             | 302             |              |                  |                 |
| 680-693 Nebraska _____  | 257             |             | 970-979 Oregon _____                 | 180             |              |                  |                 |
| 660-679 Kansas _____  | 268             |             | 900-961 California _____             | 1,321           |              |                  |                 |
| <b>WEST NO. CENTRAL</b>   | <b>2,235</b>    | <b>10.9</b> | 967-968 Hawaii _____                 | 95              |              |                  |                 |
| 197-199 Delaware _____  | 69              |             | <b>PACIFIC</b>                       | <b>1,950</b>    | <b>9.5</b>   |                  |                 |
| 206-219 Maryland _____  | 381             |             | <b>UNITED STATES</b>                 | <b>20,447</b>   | <b>99.7</b>  |                  |                 |
| 200-205 Washington, DC _____  | 5               |             | 969 & 004-009 U.S. Territories _____ | 2               |              |                  |                 |
| 220-246 Virginia _____  | 424             |             | Canada _____                         | 37              |              |                  |                 |
| 247-268 West Virginia _____   | 109             |             | Mexico _____                         | -               |              |                  |                 |
| 270-289 North Carolina _____  | 494             |             | Other International _____            | 14              |              |                  |                 |
| 290-299 South Carolina _____  | 187             |             | APO/FPO _____                        | -               |              |                  |                 |
| 300-319 Georgia _____   | 384             |             | <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>20,500</b>   | <b>100.0</b> |                  |                 |
| 320-349 Florida _____   | 1,175           |             |                                      |                 |              |                  |                 |
| <b>SOUTH ATLANTIC</b>   | <b>3,228</b>    | <b>15.7</b> |                                      |                 |              |                  |                 |

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

| 6-Month Period Ended:                                  | Audited Data | Audited Data | Audited Data | Audited Data        | Circulation Claim     | Circulation Claim    |
|--|--------------|--------------|--------------|---------------------|-----------------------|----------------------|
|  | 2005         | 2006         | 2007         | January - June 2008 | July - December 2008* | January - June 2009* |
| Total Audit Average Qualified: _____                   | 22,050       | 22,050       | 22,050       | 22,050              | 22,050                | 20,758               |
| Qualified Non-Paid: _                                  | 21,904       | 21,908       | 21,924       | 21,933              | 21,940                | 20,658               |
| Qualified Paid: _____                                  | 146          | 142          | 126          | 117                 | 110                   | 100                  |
| 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 2008 - 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 & 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 June 16, 2009

State Michigan

County Oakland

Received by BPA Worldwide June 16, 2009

Type PJ

ID Number S261P0J9