

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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Tel.: (248) 362-3700  
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[www.snipsmag.com](http://www.snipsmag.com)

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

**FIELD SERVED**

SNIPS Magazine serves sheet metal/HVAC contractors, wholesalers, equipment 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 _____	46
Advertiser and Agency _____	609
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,165
<b>TOTAL</b>	<b>1,820</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,050	100.0	21,940	99.5	110	0.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,050</b>	<b>100.0</b>	<b>21,940</b>	<b>99.5</b>	<b>110</b>	<b>0.5</b>

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
July _____	33	33			22,050	October _____	200	200			22,050
August _____	95	95			22,050	November _____	63	63			22,050
September _____	40	40			22,050	December _____	49	49			22,050
						<b>TOTAL</b>	<b>480</b>	<b>480</b>			

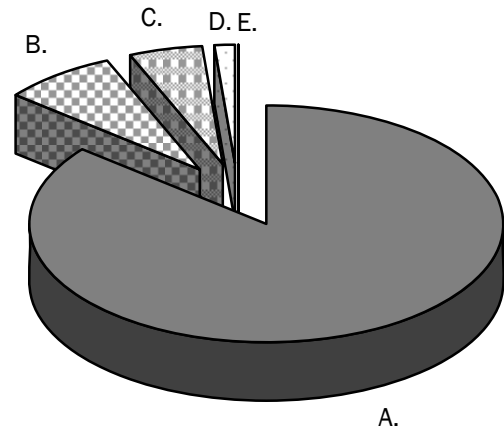
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

This issue is equal to 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 _____	18,903	85.7	14,135	2,293	1,080	1,395	-
Wholesaler _____	1,737	7.9	968	57	647	65	-
Manufacturer _____	1,094	5.0	863	32	136	63	-
Manufacturer's Rep/Agent _____	316	1.4	157	15	130	14	-
Others Allied to the Field _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,050</b>	<b>100.0</b>	<b>16,123</b>	<b>2,397</b>	<b>1,993</b>	<b>1,537</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>73.1</b>	<b>10.9</b>	<b>9.0</b>	<b>7.0</b>	<b>-</b>

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Contractor _____	18,903	85.7
B. Wholesaler _____	1,737	7.9
C. Manufacturer _____	1,094	5.0
D. Manufacturer's Rep/Agent _____	316	1.4
E. Others Allied to the Field _____	-	-
<b>TOTAL</b>	<b>22,050</b>	<b>100.0</b>



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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>17,640</b>	<b>4,410</b>	<b>-</b>			<b>22,050</b>	<b>100.0</b>
a. Written _____	6,504	1,035	-			7,539	34.2
b. Telecommunication _____	7,340	2,680	-			10,020	45.4
c. Electronic _____	3,796	695	-			4,491	20.4
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 _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - 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>17,640</b>	<b>4,410</b>	<b>-</b>			<b>22,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			22,050	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>22,050</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		68		400-427 Kentucky _____		263	
030-038 New Hampshire _____		93		370-385 Tennessee _____		358	
050-059 Vermont _____		53		350-369 Alabama _____		260	
010-027 Massachusetts _____		412		386-397 Mississippi _____		111	
028-029 Rhode Island _____		78		<b>EAST SO. CENTRAL</b>		<b>992</b>	<b>4.5</b>
060-069 Connecticut _____		349		716-729 Arkansas _____		181	
<b>NEW ENGLAND</b>		<b>1,053</b>	<b>4.8</b>	700-714 Louisiana _____		172	
100-149 New York _____		1,059		730-749 Oklahoma _____		203	
070-089 New Jersey _____		560		750-799 Texas _____		1,253	
150-196 Pennsylvania _____		1,029		<b>WEST SO. CENTRAL</b>		<b>1,809</b>	<b>8.2</b>
<b>MIDDLE ATLANTIC</b>		<b>2,648</b>	<b>12.0</b>	590-599 Montana _____		142	
430-459 Ohio _____		1,073		832-838 Idaho _____		112	
460-479 Indiana _____		753		820-831 Wyoming _____		42	
600-629 Illinois _____		2,151		800-816 Colorado _____		443	
480-499 Michigan _____		984		870-884 New Mexico _____		185	
530-549 Wisconsin _____		1,088		850-865 Arizona _____		317	
<b>EAST NO. CENTRAL</b>		<b>6,049</b>	<b>27.4</b>	840-847 Utah _____		157	
550-567 Minnesota _____		540		889-898 Nevada _____		137	
500-528 Iowa _____		450		<b>MOUNTAIN</b>		<b>1,535</b>	<b>6.9</b>
630-658 Missouri _____		621		995-999 Alaska _____		55	
580-588 North Dakota _____		98		980-994 Washington _____		298	
570-577 South Dakota _____		111		970-979 Oregon _____		187	
680-693 Nebraska _____		268		900-961 California _____		1,441	
660-679 Kansas _____		289		967-968 Hawaii _____		90	
<b>WEST NO. CENTRAL</b>		<b>2,377</b>	<b>10.8</b>	<b>PACIFIC</b>		<b>2,071</b>	<b>9.4</b>
197-199 Delaware _____		71		<b>UNITED STATES</b>		<b>21,991</b>	<b>99.7</b>
206-219 Maryland _____		389		969 & 004-009 U.S. Territories _____		5	
200-205 Washington, DC _____		5		Canada _____		39	
220-246 Virginia _____		445		Mexico _____		1	
247-268 West Virginia _____		107		Other International _____		13	
270-289 North Carolina _____		502		AP0/FPO _____		1	
290-299 South Carolina _____		197		<b>TOTAL QUALIFIED CIRCULATION</b>		<b>22,050</b>	<b>100.0</b>
300-319 Georgia _____		432					
320-349 Florida _____		1,309					
<b>SOUTH ATLANTIC</b>		<b>3,457</b>	<b>15.7</b>				

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified _____	22,050	22,050	22,050	22,050	22,050
Qualified Non-Paid Total _____	21,904	21,908	21,924	21,933	21,940
Qualified Paid Total _____	146	142	126	117	110
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*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**

**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.

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 19, 2008

State Michigan

County Oakland

Received by BPA Worldwide December 19, 2008

Type PJ

ID Number S261P0D8