



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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Professional Media Group  
488 Main Avenue.  
Norwalk, CT 06851  
Tel. No.: (203) 663-0100  
Fax No.: (203) 663-0149  
[www.districtadministration.com](http://www.districtadministration.com)

Official Publication of: None  
Established: 1986  
Issues Per Year: 10

**FIELD SERVED**

District Administration serves administrative personnel in U.S. school districts (K-12).

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are: Superintendents, Assistant Superintendents, Education Service Agency Directors and Education Department Officials. Education Technology Directors/Administrators. Curriculum Directors/Administrators and Subject Area Supervisors including Mathematics, Reading, Science, English and Social Studies. Business/Finance/Purchasing Directors Federal Funds Administrators Title 2 Coordinators and Title 6 Coordinators. Management Information System Director. Library/Media Center Directors and Other District Personnel. School Board Presidents, Principals and Asst Principals and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	14
Advertiser and Agency _____	837
Rotated or Occasional _____	22
Allocated for Trade Shows and Conventions _____	317
Digital _____	-
All Other _____	1,352
<b>TOTAL</b>	<b>2,542</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	75,435	100.0	75,435	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>75,435</b>	<b>100.0</b>	<b>75,435</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	72,300	2,895	75,195
February _____	72,309	3,105	75,414
March _____	72,315	3,075	75,390
April _____	72,322	3,018	75,340
May _____	72,300	3,294	75,594
June _____	72,251	3,422	75,673

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011****This issue is 0.3% or 192 copies above the average of the other 5 issues reported in Paragraph two.**

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Superintendents, Assistant Superintendents, Education Service Agency Directors and Education Department Officials _____	20,786	27.5	20,426	360
Education Technology Directors/Administrators/MIS Directors _____	10,274	13.6	10,067	207
Curriculum Directors/Administrators and Subject Area Supervisors including Mathematics, Reading, Science, English and Social Studies. _____	12,417	16.4	12,156	261
Business/Finance/Purchasing Directors _____	4,620	6.1	4,411	209
Federal Funds Administrators Title 2 Coordinators and Title 6 Coordinators. _____	4,464	5.9	4,372	92
Library/Media Center Directors and Other District Personnel _____	4,214	5.6	4,167	47
School Board Presidents _____	1,115	1.5	1,083	32
Principals and Asst Principals _____	10,399	13.7	10,035	364
Others allied to the field _____	7,305	9.7	5,583	1,722
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>75,594</b>	<b>100.0</b>	<b>72,300</b>	<b>3,294</b>
<b>PERCENT</b>	<b>100.0</b>		<b>95.6</b>	<b>4.4</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. <b>TOTAL</b> - Direct Request: _____	<b>30,466</b>	<b>6,284</b>	<b>3,171</b>	<b>36,627</b>	<b>3,294</b>	<b>39,921</b>	<b>52.8</b>
a. Written _____	6,284	3,385	1,571	11,031	209	11,240	14.9
b. Telecommunication _____	12,170	-	-	12,170	-	12,170	16.1
c. Electronic _____	12,012	2,899	1,600	13,426	3,085	16,511	21.8
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	<b>1,571</b>	<b>1,571</b>	-	<b>1,571</b>	<b>2.1</b>
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	1,571	1,571	-	1,571	2.1
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): _____	<b>34,102</b>	-	-	<b>34,102</b>	-	<b>34,102</b>	<b>45.1</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	34,102	-	-	34,102	-	34,102	45.1
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>64,568</b>	<b>6,284</b>	<b>4,742</b>	<b>72,300</b>	<b>3,294</b>	<b>75,594</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.4</b>	<b>8.3</b>	<b>6.3</b>	<b>95.6</b>	<b>4.4</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	72,264	3,294	75,558	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	35	-	35	-
Company names only _____	1	-	1	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>72,300</b>	<b>3,294</b>	<b>75,594</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	562	17	579	
New Hampshire _____	478	31	509	
Vermont _____	322	9	331	
Massachusetts _____	1,714	99	1,813	
Rhode Island _____	262	13	275	
Connecticut _____	999	69	1,068	
<b>NEW ENGLAND</b>	<b>4,337</b>	<b>238</b>	<b>4,575</b>	<b>6.1</b>
New York _____	4,624	222	4,846	
New Jersey _____	3,102	116	3,218	
Pennsylvania _____	3,311	149	3,460	
<b>MIDDLE ATLANTIC</b>	<b>11,037</b>	<b>487</b>	<b>11,524</b>	<b>15.2</b>
Ohio _____	3,670	184	3,854	
Indiana _____	1,625	56	1,681	
Illinois _____	3,850	173	4,023	
Michigan _____	3,017	124	3,141	
Wisconsin _____	2,053	95	2,148	
<b>EAST NO. CENTRAL</b>	<b>14,215</b>	<b>632</b>	<b>14,847</b>	<b>19.6</b>
Minnesota _____	1,565	73	1,638	
Iowa _____	1,532	47	1,579	
Missouri _____	2,705	90	2,795	
North Dakota _____	674	16	690	
South Dakota _____	687	11	698	
Nebraska _____	1,203	29	1,232	
Kansas _____	1,311	78	1,389	
<b>WEST NO. CENTRAL</b>	<b>9,677</b>	<b>344</b>	<b>10,021</b>	<b>13.3</b>
Delaware _____	166	8	174	
Maryland _____	574	55	629	
Washington, DC _____	78	8	86	
Virginia _____	1,296	79	1,375	
West Virginia _____	411	6	417	
North Carolina _____	1,287	80	1,367	
South Carolina _____	884	50	934	
Georgia _____	1,386	109	1,495	
Florida _____	1,177	88	1,265	
<b>SOUTH ATLANTIC</b>	<b>7,259</b>	<b>483</b>	<b>7,742</b>	<b>10.2</b>
Kentucky _____	1,009	36	1,045	
Tennessee _____	901	43	944	
Alabama _____	753	18	771	
Mississippi _____	842	14	856	
<b>EAST SO. CENTRAL</b>	<b>3,505</b>	<b>111</b>	<b>3,616</b>	<b>4.8</b>
Arkansas _____	1,178	27	1,205	
Louisiana _____	716	35	751	
Oklahoma _____	1,877	41	1,918	
Texas _____	5,468	283	5,751	
<b>WEST SO. CENTRAL</b>	<b>9,239</b>	<b>386</b>	<b>9,625</b>	<b>12.7</b>
Montana _____	897	12	909	
Idaho _____	513	12	525	
Wyoming _____	269	11	280	
Colorado _____	1,023	48	1,071	
New Mexico _____	554	28	582	
Arizona _____	1,138	57	1,195	
Utah _____	355	19	374	
Nevada _____	255	7	262	
<b>MOUNTAIN</b>	<b>5,004</b>	<b>194</b>	<b>5,198</b>	<b>6.9</b>
Alaska _____	331	15	346	
Washington _____	1,491	68	1,559	
Oregon _____	951	39	990	
California _____	5,081	288	5,369	
Hawaii _____	166	2	168	
<b>PACIFIC</b>	<b>8,020</b>	<b>412</b>	<b>8,432</b>	<b>11.2</b>
<b>UNITED STATES</b>	<b>72,293</b>	<b>3,287</b>	<b>75,580</b>	<b>100.0</b>
U.S. Territories _____	6	1	7	
Canada _____	1	2	3	
Mexico _____	-	-	-	
Other International _____	-	3	3	
APO/FPO _____	-	1	1	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>72,300</b>	<b>3,294</b>	<b>75,594</b>	<b>100.0</b>

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
	July - December 2008	January-June 2009	July - December 2009	January-June 2010	July - December 2010*	January-June 2011*
Total Audit Average Qualified _____	73,042	73,555	73,036	73,045	71,227	75,435
Qualified Non-Paid Total _____	73,042	73,555	73,036	73,045	71,227	75,435
Print Version Only _____	73,042	73,555	72,864	72,141	69,507	72,300
Digital Version Only _____	-	-	172	904	1,720	3,135
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

##### STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

##### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 1,794 copies or 2.4% to 32,308 copies or 42.7%, including MDR Directory.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	72,300	100.0	72,300	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>72,300</b>	<b>100.0</b>	<b>72,300</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,135	100.0	3,135	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,135</b>	<b>100.0</b>	<b>3,135</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 29, 2011
Daniel E. Kinnaman, Publisher	State	Connecticut
Dana Kubicko, Director of Production and Circulation	County	Fairfield
(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	June 29, 2011
<b>IMPORTANT NOTE:</b>	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	C161P0J1