

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
Established: 1975
Issues Per Year: 12

FIELD SERVED

P.O.B. - POINT OF BEGINNING serves the geomatics community, including private corporations and companies in the areas of surveying, civil engineering, imaging (including photogrammetry/LiDAR/remote sensing), GIS/mapping, construction, training/education, and other specialties; government in the areas of surveying, civil engineering, imaging (including photogrammetry/LiDAR/remote sensing), GIS/mapping, D.O.T., and other specialties/others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, vice presidents, team leaders, project managers, chief surveyors, chief engineers, GPS specialists, imaging specialists, GIS specialists, staff surveyors, staff engineers, CAD technicians and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	54
Advertiser and Agency _____	508
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	986
TOTAL	1,548

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	38,005	100.0	37,920	99.8	85	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,005	100.0	37,920	99.8	85	0.2

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	124	124	35,616	2,389			38,005
August _____	110	110	35,470	2,535			38,005
September _____	106	106	35,260	2,745			38,005
October _____	123	123	35,240	2,765			38,005
November _____	1188	1188	35,264	2,741			38,005
December _____	40	40	35,244	2,761			38,005
TOTAL	1,691	1,691					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	59,898	27,968	21,587	1.30	00:57	02:02
August _____	67,610	28,472	21,722	1.31	00:56	02:12
September _____	65,414	29,133	22,388	1.30	00:57	02:07
October _____	65,731	28,298	21,768	1.30	00:53	02:03
November _____	56,936	25,037	19,413	1.29	00:57	02:09
December _____	62,628	24,320	18,135	1.34	00:59	02:31
AVERAGE:	63,036	27,205	20,836	1.31	00:57	02:11

*See Paragraph 9

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

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE					
					President/ Owner	Vice President/ Team Leader/ Project Mgr.	Chief Surveyor/ Chief Engineer	GPS Specialist/ Imaging Specialist/ GIS Specialist	Staff Surveyor/ Staff Engineer (Note 1)	Other
PRIVATE CORPORATION/COMPANY:										
Surveying _____	15,744	41.4	14,935	809	10,138	2,325	1,385	147	1,715	34
Civil Engineering _____	4,132	11.0	3,856	276	1,852	1,153	500	49	570	8
Both of the above _____	9,580	25.2	8,879	701	3,312	2,718	1,626	104	1,804	16
Imaging (Photogrammetry/LiDAR/RS) ____	316	0.8	280	36	149	102	15	39	9	2
GIS/Mapping _____	557	1.4	486	71	243	148	26	110	29	1
Construction _____	1,612	4.2	1,500	112	627	394	318	51	219	3
Training/Education _____	183	0.5	152	31	56	53	13	25	23	13
Other Private Corp./Company _____	82	0.2	-	82	16	21	11	5	9	20
Sub-Total Private Corporation/Company	32,206	84.7	30,088	2,118	16,393	6,914	3,894	530	4,378	97
GOVERNMENT:										
Surveying _____	1,708	4.5	1,556	152	269	329	473	52	582	3
Civil Engineering _____	628	1.6	556	72	55	189	130	16	236	2
Both of the above _____	2,091	5.5	1,897	194	166	493	635	53	738	6
Imaging (Photogrammetry/LiDAR/RS) ____	68	0.2	58	10	12	21	6	14	12	3
GIS/Mapping _____	422	1.1	349	73	23	99	34	228	33	5
D.O.T. _____	822	2.2	737	85	17	171	215	36	378	5
Other _____	33	0.1	-	33	-	6	6	3	7	11
Sub-Total Government	5,772	15.2	5,153	619	542	1,308	1,499	402	1,986	35
Others Allied to the Field _____	27	0.1	23	4	4	2	4	1	1	15
TOTAL QUALIFIED CIRCULATION	38,005	100.0	35,264	2,741	16,939	8,224	5,397	933	6,365	147
PERCENT	100.0		92.8	7.2	44.6	21.6	14.2	2.5	16.7	0.4

Note 1: Staff Surveyor/Staff Engineer also includes 93 CAD Technicians.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request:	26,622	8,234	3,149	35,264	2,741			38,005	100.0
a. Written	4,988	1,474	501	6,814	149			6,963	18.3
b. Telecommunication	8,315	3,394	1,744	12,899	554			13,453	35.4
c. Electronic	13,319	3,366	904	15,551	2,038			17,589	46.3
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	26,622	8,234	3,149	35,264	2,741			38,005	100.0
PERCENT	70.0	21.7	8.3	92.8	7.2			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	35,264	2,741			38,005	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	35,264	2,741			38,005	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	306	13			319	
030-038 New Hampshire	288	18			306	
050-059 Vermont	128	5			133	
010-027 Massachusetts	801	67			868	
028-029 Rhode Island	122	8			130	
060-069 Connecticut	450	27			477	
NEW ENGLAND	2,095	138			2,233	5.9
100-149 New York	1,509	92			1,601	
070-089 New Jersey	882	47			929	
150-196 Pennsylvania	1,462	120			1,582	
MIDDLE ATLANTIC	3,853	259			4,112	10.8
430-459 Ohio	1,298	88			1,386	
460-479 Indiana	716	57			773	
600-629 Illinois	1,124	92			1,216	
480-499 Michigan	900	61			961	
530-549 Wisconsin	774	66			840	
EAST NO. CENTRAL	4,812	364			5,176	13.6
550-567 Minnesota	608	62			670	
500-528 Iowa	433	27			460	
630-658 Missouri	686	48			734	
580-588 North Dakota	138	17			155	
570-577 South Dakota	161	16			177	
680-693 Nebraska	217	16			233	
660-679 Kansas	324	26			350	
WEST NO. CENTRAL	2,567	212			2,779	7.3
197-199 Delaware	109	7			116	
206-219 Maryland	639	41			680	
200-205 Washington, DC	15	2			17	
220-246 Virginia	1,051	81			1,132	
247-268 West Virginia	301	11			312	
270-289 North Carolina	1,456	95			1,551	
290-299 South Carolina	542	35			577	
300-319 Georgia	995	63			1,058	
320-349 Florida	2,200	154			2,354	
SOUTH ATLANTIC	7,308	489			7,797	20.5
400-427 Kentucky	572	30			602	
370-385 Tennessee	720	50			770	
350-369 Alabama	549	41			590	
386-397 Mississippi	398	16			414	
EAST SO. CENTRAL	2,239	137			2,376	6.3
716-729 Arkansas	348	26			374	
700-714 Louisiana	534	37			571	
730-749 Oklahoma	426	41			467	
750-799 Texas	2,271	174			2,445	
WEST SO. CENTRAL	3,579	278			3,857	10.1
590-599 Montana	282	13			295	
832-838 Idaho	313	19			332	
820-831 Wyoming	218	14			232	
800-816 Colorado	918	100			1,018	
870-884 New Mexico	362	37			399	
850-865 Arizona	701	62			763	
840-847 Utah	390	27			417	
889-898 Nevada	296	45			341	
MOUNTAIN	3,480	317			3,797	10.0
995-999 Alaska	266	23			289	
980-994 Washington	924	83			1,007	
970-979 Oregon	586	56			642	
900-961 California	3,009	286			3,295	
967-968 Hawaii	149	12			161	
PACIFIC	4,934	460			5,394	14.2
UNITED STATES	34,867	2,654			37,521	98.7
969 & 004-009 U.S. Territories	323	27			350	
Canada	35	5			40	
Mexico		5			5	
Other International	29	49			78	
APO/FPO	10	1			11	
TOTAL QUALIFIED CIRCULATION	35,264	2,741			38,005	100.0

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 _____	39,005	39,005	39,005	38,005	38,005	38,005
Qualified Non-Paid _____	38,912	38,914	38,908	37,899	37,907	37,920
Print Version Only _____	38,912	38,914	38,908	37,899	36,973	35,267
Digital Version Only _____	-	-	-	-	934	2,653
Qualified Paid _____	93	91	97	106	98	85
Print Version Only _____	93	91	97	106	97	82
Digital Version Only _____	-	-	-	-	1	3
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)

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

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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 _____	35,349	100.0	35,267	99.8	82	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,349	100.0	35,267	99.8	82	0.2

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 _____	2,656	100.0	2,653	99.8	3	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,656	100.0	2,653	99.8	3	0.2

PUBLISHER'S AFFIDAVIT

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

Christine A. Baloga, Corporate Audience Development Director

Catherine 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 January 8, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 8, 2010

Type PJ

ID Number P225P0D9