

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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**FIELD SERVED**

P.O.B. - POINT OF BEGINNING serves private corporations and companies in the areas of surveying, civil engineering, imaging (including photogrammetry/LiDAR/remote sensing), GIS/mapping, construction, training/education, consulting, utilities, manufacturers, suppliers, distributors, dealers, architecture, A&E, and other specialties; government in the areas of surveying, civil engineering, imaging (including photogrammetry/LiDAR/remote sensing), GIS/mapping, D.O.T., utilities, and other specialties/others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	45
Advertiser and Agency _____	490
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,313
<b>TOTAL</b>	<b>1,848</b>

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	37,956	99.9	49	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,005</b>	<b>100.0</b>	<b>37,956</b>	<b>99.9</b>	<b>49</b>	<b>0.1</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	24	24	30,911	7,094	38,005
August _____	49	49	30,874	7,131	38,005
September _____	195	195	31,041	6,964	38,005
October _____	99	99	30,960	7,045	38,005
November _____	700	700	30,935	7,070	38,005
December _____	193	193	31,031	6,974	38,005
<b>TOTAL</b>	<b>1,260</b>	<b>1,260</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	84,191	26,671	18,459	1.44	01:01	03:11
August _____	74,863	26,540	18,735	1.42	00:56	02:37
September _____	73,986	28,461	21,151	1.35	00:59	02:34
October _____	76,313	29,194	21,672	1.35	01:01	02:38
November _____	67,415	25,488	19,619	1.30	00:57	02:29
December _____	61,332	23,434	18,153	1.29	00:57	02:29
<b>AVERAGE:</b>	<b>73,017</b>	<b>26,631</b>	<b>19,632</b>	<b>1.36</b>	<b>00:58</b>	<b>02:40</b>

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**  
 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.	Geomatics Dept. Mgr.	Consultant	Chief Surveyor/Chief Engineer	GPS Specialist/Imaging Specialist/GISP Mapping Specialist	Staff Surveyor/Staff Engineer (Note 1)	Other (Note 2)
<b>PRIVATE CORPORATION/COMPANY:</b>												
Surveying_____	14,511	38.2	12,299	2,212	9,587	2,052	26	47	1,165	121	1,360	153
Civil Engineering_____	3,500	9.2	2,768	732	1,421	960	24	33	449	42	521	50
Both of the above_____	9,557	25.1	8,001	1,556	3,258	2,714	98	49	1,468	130	1,703	137
Imaging (Photogrammetry/LiDAR/RS)____	428	1.1	231	197	183	110	6	6	37	37	38	11
GIS/Mapping_____	683	1.8	417	266	266	171	3	15	47	118	56	7
Construction_____	932	2.5	748	184	281	238	8	4	207	25	158	11
Training/Education_____	195	0.5	135	60	39	39	1	5	5	22	19	65
Consulting_____	1,002	2.6	920	82	510	243	12	114	42	16	53	12
Utilities_____	179	0.5	139	40	40	36	2	5	38	12	40	6
Other Private Corp./Company (Note 3)___	288	0.8	146	142	116	90	3	11	28	3	31	6
Sub-Total Private Corporation/Company	31,275	82.3	25,804	5,471	15,701	6,653	183	289	3,486	526	3,979	458
<b>GOVERNMENT:</b>												
Surveying_____	1,910	5.0	1,532	378	421	345	14	12	445	54	558	61
Civil Engineering_____	719	1.9	569	150	77	179	4	4	130	27	277	21
Both of the above_____	2,347	6.2	1,849	498	185	563	28	9	647	71	773	71
Imaging (Photogrammetry/LiDAR/RS)____	103	0.3	55	48	12	49	3	2	4	21	8	4
GIS/Mapping_____	474	1.2	276	198	24	148	16	4	19	193	49	21
D.O.T._____	844	2.2	646	198	23	178	16	4	189	36	352	46
Utilities_____	170	0.4	113	57	20	35	5	1	50	18	39	2
Other_____	102	0.3	49	53	3	20	1	2	23	12	35	6
Sub-Total Government	6,669	17.5	5,089	1,580	765	1,517	87	38	1,507	432	2,091	232
Others Allied to the Field_____	61	0.2	42	19	16	8	1	1	9	1	10	15
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,005</b>	<b>100.0</b>	<b>30,935</b>	<b>7,070</b>	<b>16,482</b>	<b>8,178</b>	<b>271</b>	<b>328</b>	<b>5,002</b>	<b>959</b>	<b>6,080</b>	<b>705</b>
<b>PERCENT</b>	<b>100.0</b>		<b>81.4</b>	<b>18.6</b>	<b>43.4</b>	<b>21.5</b>	<b>0.7</b>	<b>0.9</b>	<b>13.2</b>	<b>2.5</b>	<b>16.0</b>	<b>1.8</b>

Note 1: Staff Surveyor/Staff Engineer also includes 194 CAD Technicians.  
 Note 2: Other also includes Professors/Teachers.  
 Note 3: Other Private Corp./Company also includes Manufacturers/Suppliers, Distributors/Dealers, and Architecture/A&E.

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL - Direct Request:</b>	<b>26,618</b>	<b>7,586</b>	<b>3,801</b>	<b>30,935</b>	<b>7,070</b>	<b>38,005</b>	<b>100.0</b>
a. Written _____	3,423	1,027	473	4,872	51	4,923	13.0
b. Telecommunication _____	7,285	3,213	1,756	10,213	2,041	12,254	32.2
c. Electronic _____	15,910	3,346	1,572	15,850	4,978	20,828	54.8
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,618</b>	<b>7,586</b>	<b>3,801</b>	<b>30,935</b>	<b>7,070</b>	<b>38,005</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>20.0</b>	<b>10.0</b>	<b>81.4</b>	<b>18.6</b>	<b>100.0</b>	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	30,935	7,070	38,005	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>30,935</b>	<b>7,070</b>	<b>38,005</b>	<b>100.0</b>

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	276	45	321	
New Hampshire _____	257	49	306	
Vermont _____	125	16	141	
Massachusetts _____	721	135	856	
Rhode Island _____	119	14	133	
Connecticut _____	386	83	469	
<b>NEW ENGLAND</b>	<b>1,884</b>	<b>342</b>	<b>2,226</b>	<b>5.9</b>
New York _____	1,370	234	1,604	
New Jersey _____	799	129	928	
Pennsylvania _____	1,336	254	1,590	
<b>MIDDLE ATLANTIC</b>	<b>3,505</b>	<b>617</b>	<b>4,122</b>	<b>10.9</b>
Ohio _____	1,129	210	1,339	
Indiana _____	657	121	778	
Illinois _____	980	213	1,193	
Michigan _____	805	158	963	
Wisconsin _____	673	145	818	
<b>EAST NO. CENTRAL</b>	<b>4,244</b>	<b>847</b>	<b>5,091</b>	<b>13.4</b>
Minnesota _____	575	134	709	
Iowa _____	374	65	439	
Missouri _____	609	126	735	
North Dakota _____	131	41	172	
South Dakota _____	160	35	195	
Nebraska _____	178	42	220	
Kansas _____	286	73	359	
<b>WEST NO. CENTRAL</b>	<b>2,313</b>	<b>516</b>	<b>2,829</b>	<b>7.4</b>
Delaware _____	102	13	115	
Maryland _____	560	112	672	
Washington, DC _____	21	7	28	
Virginia _____	927	177	1,104	
West Virginia _____	271	47	318	
North Carolina _____	1,287	230	1,517	
South Carolina _____	466	96	562	
Georgia _____	855	149	1,004	
Florida _____	1,858	429	2,287	
<b>SOUTH ATLANTIC</b>	<b>6,347</b>	<b>1,260</b>	<b>7,607</b>	<b>20.0</b>
Kentucky _____	492	103	595	
Tennessee _____	656	118	774	
Alabama _____	508	99	607	
Mississippi _____	351	60	411	
<b>EAST SO. CENTRAL</b>	<b>2,007</b>	<b>380</b>	<b>2,387</b>	<b>6.3</b>
Arkansas _____	314	52	366	
Louisiana _____	458	112	570	
Oklahoma _____	354	72	426	
Texas _____	1,966	472	2,438	
<b>WEST SO. CENTRAL</b>	<b>3,092</b>	<b>708</b>	<b>3,800</b>	<b>10.0</b>
Montana _____	244	44	288	
Idaho _____	272	62	334	
Wyoming _____	218	34	252	
Colorado _____	811	220	1,031	
New Mexico _____	308	58	366	
Arizona _____	578	155	733	
Utah _____	338	65	403	
Nevada _____	225	69	294	
<b>MOUNTAIN</b>	<b>2,994</b>	<b>707</b>	<b>3,701</b>	<b>9.7</b>
Alaska _____	235	62	297	
Washington _____	822	185	1,007	
Oregon _____	520	134	654	
California _____	2,550	615	3,165	
Hawaii _____	119	36	155	
<b>PACIFIC</b>	<b>4,246</b>	<b>1,032</b>	<b>5,278</b>	<b>13.9</b>
<b>UNITED STATES</b>	<b>30,632</b>	<b>6,409</b>	<b>37,041</b>	<b>97.5</b>
U.S. Territories _____	249	80	329	
Canada _____	22	142	164	
Mexico _____	1	18	19	
Other International _____	21	419	440	
APO/FPO _____	10	2	12	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,935</b>	<b>7,070</b>	<b>38,005</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	Audited Data	Circulation Claim
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*
Total Audit Average Qualified _____	38,005	38,005	38,005	38,005	38,005	38,005
Qualified Non-Paid _____	37,907	37,920	37,926	37,936	37,945	37,956
Print Version Only _____	36,973	35,267	31,515	31,472	31,336	30,910
Digital Version Only _____	934	2,653	6,411	6,464	6,609	7,046
Qualified Paid _____	98	85	79	69	60	49
Print Version Only _____	97	82	77	68	59	48
Digital Version Only _____	1	3	2	1	1	1
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 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookie 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
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

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

**STATEMENT OF CONTENT PLATFORM:**

Replica (editorial and design are unchanged from the original print edition)

**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 _____	30,958	100.0	30,910	99.8	48	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,958</b>	<b>100.0</b>	<b>30,910</b>	<b>99.8</b>	<b>48</b>	<b>0.2</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 _____	7,047	100.0	7,046	100.0	1	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,047</b>	<b>100.0</b>	<b>7,046</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

**PUBLISHER'S AFFIDAVIT**

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

Catherine M. Ronan, Corporate Audience Audit Manager  
 Rita M. Foumia, Corporate Strategy Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed January 16, 2012  
 State Michigan  
 County Oakland  
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**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.