

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009  
(Including Supplementary Data)**

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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Official Publication of: None  
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Issues per Year: 12



**FIELD SERVED**

AMERICAN PRINTER serves the printing and lithographic industry including its allied manufacturing and service segments, such as general commercial printers, publication printers, rotary business forms printers, book printer-manufacturers, converters, daily newspapers, non-dailies and shoppers, trade plants (nonprinting) / binding and finishing.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are those in business management, production management and production operations.

**PURPOSE**

Included herein is an analysis of recipients who indicated the printing processes they currently perform.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	706
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	767
<b>TOTAL</b>	<b>1,473</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	66,666	100.0	66,651	100.0	15	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,666</b>	<b>100.0</b>	<b>66,651</b>	<b>100.0</b>	<b>15</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	122	122			70,000	April _____	422	422			65,000
February _____	5	5			70,000	May _____	308	308			65,000
March _____	5,640	640			65,000	June _____	37	37			65,000
						<b>TOTAL</b>	<b>6,534</b>	<b>1,534</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
**This issue is 3.0% or 2,000 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			CLASSIFICATION BY EMPLOYEE SIZE		
			Business Management (See Note 1)	Production		1-9 Employees	10-49 Employees	50 & Over Employees
				Management (See Note 2)	Operations (See Note 3)			
<b>I. COMMERCIAL PRINTERS</b>								
A. General Commercial Printers (including greeting card printers, specialty printers, screen printers and quick printers)	57,732	88.8	44,687	8,731	4,314	26,651	17,121	13,960
B. Publication Printers	1,750	2.7	1,156	410	184	622	432	696
C. Rotary Business Forms Printers	361	0.6	239	87	35	99	106	156
D. Book Printers-Manufacturers	680	1.0	392	172	116	135	114	431
E. Old Converters	30	0.0	23	3	4	2	14	13
F. Newspapers, Dailies with commercial printing departments	861	1.3	613	160	88	311	163	387
G. Newspapers, Nondailies and shoppers with pressroom, with commercial printing	1,874	2.9	1,505	244	125	1,333	401	141
H. Package Printer	498	0.8	297	120	81	50	110	338
I. Sign Maker	322	0.5	268	41	13	192	54	76
Total Copies to Commercial Printers	64,108	98.6	49,180	9,968	4,960	29,395	18,515	16,198
<b>II. Trade Plants (nonprinting)</b>								
A. Binding & Finishing	892	1.4	665	155	72	337	322	233
Total Copies to Trade Plants	892	1.4	665	155	72	337	322	233
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,000</b>	<b>100.0</b>	<b>49,845</b>	<b>10,123</b>	<b>5,032</b>	<b>29,732</b>	<b>18,837</b>	<b>16,431</b>
<b>PERCENT</b>	<b>100.0</b>		<b>76.7</b>	<b>15.6</b>	<b>7.7</b>	<b>45.7</b>	<b>29.0</b>	<b>25.3</b>

Note 1: Owner, CEO, CFO, Vice President, Director of Operations, General Manager or other Business Management title.

Note 2: Press Manager, Prepress Manager, Bindery Manager, Plant Manager, Production Manager, Customer Service Manager, Quality Control Manager or other Production Management title.

Note 3: Electronic Prepress Technician, Platemaker, Stripper, Pressman, Bindery Operator, Customer Service Representative, Purchasing Manager/Agent, Buyer, Estimator, In-house Trainer/Educator or other Production Operations title.

**This is an analysis of the 60,992 or 93.8% of the recipients who responded to Question #6. "What printing processes do you currently perform?" (See questionnaire used to elicit these data on the back page of this report.) Since any one respondent may have checked more than one response, the totals for each of these processes should not be added together as the total may exceed the total circulation. These data represented for statistical and marketing purposes only.**

	Total Respondents	Sheet Fed Offset	Web Offset	Direct Imaging	Variable Data	Digital Wide Format	Flexographic	Screen Printing	Other
<b>TOTAL QUALIFIED CIRCULATION</b>	60,992	42,622	13,798	16,914	14,450	16,235	7,201	6,195	9,310

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. Direct Request: _____	53,372	11,628	-			65,000	100.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
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. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>53,372</b>	<b>11,628</b>	<b>-</b>			<b>65,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.1</b>	<b>17.9</b>	<b>-</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 _____			65,000	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>65,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			213		400-427 Kentucky _____			992	
030-038 New Hampshire _____			272		370-385 Tennessee _____			1,517	
050-059 Vermont _____			135		350-369 Alabama _____			842	
010-027 Massachusetts _____			1,164		386-397 Mississippi _____			458	
028-029 Rhode Island _____			156		<b>EAST SO. CENTRAL</b>			<b>3,809</b>	<b>5.9</b>
060-069 Connecticut _____			638		716-729 Arkansas _____			595	
<b>NEW ENGLAND</b>			<b>2,578</b>	<b>4.0</b>	700-714 Louisiana _____			639	
100-149 New York _____			2,991		730-749 Oklahoma _____			837	
070-089 New Jersey _____			1,565		750-799 Texas _____			4,167	
150-196 Pennsylvania _____			2,279		<b>WEST SO. CENTRAL</b>			<b>6,238</b>	<b>9.6</b>
<b>MIDDLE ATLANTIC</b>			<b>6,835</b>	<b>10.5</b>	590-599 Montana _____			211	
430-459 Ohio _____			3,366		832-838 Idaho _____			291	
460-479 Indiana _____			1,711		820-831 Wyoming _____			110	
600-629 Illinois _____			5,107		800-816 Colorado _____			984	
480-499 Michigan _____			2,250		870-884 New Mexico _____			212	
530-549 Wisconsin _____			2,522		850-865 Arizona _____			737	
<b>EAST NO. CENTRAL</b>			<b>14,956</b>	<b>23.0</b>	840-847 Utah _____			454	
550-567 Minnesota _____			2,249		889-898 Nevada _____			309	
500-528 Iowa _____			1,129		<b>MOUNTAIN</b>			<b>3,308</b>	<b>5.1</b>
630-658 Missouri _____			1,994		995-999 Alaska _____			124	
580-588 North Dakota _____			221		980-994 Washington _____			995	
570-577 South Dakota _____			293		970-979 Oregon _____			709	
680-693 Nebraska _____			639		900-961 California _____			6,614	
660-679 Kansas _____			1,030		967-968 Hawaii _____			142	
<b>WEST NO. CENTRAL</b>			<b>7,555</b>	<b>11.6</b>	<b>PACIFIC</b>			<b>8,584</b>	<b>13.2</b>
197-199 Delaware _____			112		<b>UNITED STATES</b>			<b>64,941</b>	<b>99.9</b>
206-219 Maryland _____			1,162		969 & 004-009 U.S. Territories _____			38	
200-205 Washington, DC _____			145		Canada _____			5	
220-246 Virginia _____			1,352		Mexico _____			1	
247-268 West Virginia _____			254		Other International _____			15	
270-289 North Carolina _____			1,756		APO/FPO _____			-	
290-299 South Carolina _____			679		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>65,000</b>	<b>100.0</b>
300-319 Georgia _____			2,005						
320-349 Florida _____			3,613						
<b>SOUTH ATLANTIC</b>			<b>11,078</b>	<b>17.0</b>					

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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	75,015	75,019	75,010	71,002	70,334	66,666
Qualified Non-Paid: _____	75,015	75,019	75,010	71,002	70,334	66,651
Qualified Paid: _____	-	-	-	-	-	15
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

9. ADDITIONAL DATA

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

**free subscription offer**



Please print clearly with an inkjet pen.

Print Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 ZIP \_\_\_\_\_  
 Phone (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_  
 E-Mail \_\_\_\_\_ @ \_\_\_\_\_

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**1 Do you wish to receive a complimentary American Printer FREE?**  YES  No  
 Signature required \_\_\_\_\_  
 Date \_\_\_\_\_

**2 If American Printer becomes a digital edition in the future, would you like to receive your issues in this format rather than print?**  Yes  No  
(If you need to answer the digital version of the magazine, we need your e-mail address below.)

**3 The principal business of my firm or this location is:** (check all that apply)  
 00  General Commercial Printer  
 01  Printing Plant  
 02  Quality Printer  
 A  Advertising/Promotion  
 B  Textiles  
 C  P.L.P.  
 D  Web Printing  
 E  Mail Paper  
 F  Other (specify) \_\_\_\_\_

04  Screen Printer  
 05  Quick Printer  
 06  Web Printer  
 07  Publication Printer  
 08  Rotary Business Forms Printer  
 09  Book Printer - Manufacturer  
 10  Package Printer  
 11  Newspaper Printing or Publishing  
 12  Daily Newspaper **13** Commercial Printing Dept.  
 14  Non-office and shipping **15** Commercial Printing Dept.  
 16  Commercial Printing Dept.  
 17  Printing and Finishing  
 18  Other (specify) \_\_\_\_\_

**4 What is your primary job title? (check ONE only)**  
 10  Business Management — Owner, CEO, CFO, Vice President, Director of Operations, General Manager or other Business Management title.  
 20  Production Management — Press Manager, Process Manager, Quality Manager, Plant Manager, Production Manager, Customer Service Manager, Quality Control Manager or other Production Management title.  
 30  Production Operations — Machine Operator, Retriever, Operator, Pressman, Quality Operator, Customer Service Representative, Purchasing Manager, Signer, Buyer, Collector, In-Plant Trainer/Educator or other Production Operations title.  
 40  Other (specify) \_\_\_\_\_

**5 How many people does your firm employ at this location?**  
 0  100 or more  
 1  50 to 99  
 2  25 to 49  
 3  10 to 24  
 4  5 to 9  
 5  1 to 4

**6 What printing processes do you currently produce? (check all that apply)**  
 A  Sheet Post Offset  
 B  Web Offset  
 C  Sheet Imaging  
 D  Variable Data  
 E  Digital Wide Format  
 F  Flexographic  
 G  Screen Printing  
 H  Other (specify) \_\_\_\_\_

After 7:00 PM on the day of printing, separate forms cannot be submitted electronically. We will deliver your form to you only if you have submitted it via mail to the publisher's office.

PUBLISHER'S AFFIDAVIT	
We hereby make oath and say that all data set forth in this statement are true.	Date signed July 29, 2009
Scott Bieda, Publisher	State Illinois
Jim Cowart, Audience Marketing Director	County Cook
(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 July 29, 2009
<b>IMPORTANT NOTE:</b> This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type PD
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