

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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# SPECIAL EVENTS

Penton Business Media, Inc.  
249 W 17th Street 4th Floor  
New York, NY 10011-5300  
Tel.: (310) 230-7180  
Fax: (310) 230-7170  
[www.specialevents.com](http://www.specialevents.com)

Official Publication of: None  
Established: 1982  
Issues Per Year: 6  
(See Paragraph 9)



**FIELD SERVED**

SPECIAL EVENTS MAGAZINE serves event professionals who provide products and/ or services for events in hotels/resorts; cubs, event sites, banquet facilities, conference centers, convention center/CVB's, full service, independent off-premise catering; equipment rental/sales, corporate, independent, association, non-profit, government/civic event planning; wedding consulting, destination management, incentive travel, trade show management, advertising/public relations agencies, lighting/sound/special effects, decorating/floral/props/balloons, staging, entertainment and ISES (International Special Events Society) members.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include owners/presidents, vice presidents/ general managers, event planners/producers, meeting planners, food and beverage directors/ managers, catering/ banquet directors/managers, purchasing directors/managers, store managers, designers/ decorators, sales/ marketing directors/ managers, chefs, and other titled and non-titled personnel in the special events industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	481
Advertiser and Agency _____	190
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	119
Digital _____	-
All Other _____	470
<b>TOTAL</b>	<b>1,260</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,481	78.2	20,481	78.2	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	5,710	21.8	5,710	21.8	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,191</b>	<b>100.0</b>	<b>26,191</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
September ____	49	49	23,254	2,753	1			26,008	<b>TOTAL</b>	<b>3,892</b>	<b>4,440</b>						

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

This issue is 2.1% or 549 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)
Hotel/Resort _____	4,910	18.5	4,326	584	-
Club _____	593	2.2	533	60	-
Event Site/Banquet Facility, Conference Center, Convention Center/CVB _____	2,302	8.7	2,048	254	-
Equipment Rental/Sales _____	2,232	8.4	2,076	157	-
Off-Premise Catering _____	1,360	5.1	1,228	132	-
Corporate Planning _____	2,148	8.1	1,862	286	-
Independent Planning _____	6,469	24.4	5,735	733	-
Lighting/Sound/Special Effects _____	24	0.1	22	2	-
Decor/Floral/Props/ Balloon _____	278	1.0	207	71	-
Other _____	34	0.1	32	2	-
ISES Members (International Special Events Society) _____	6,203	23.4	5,338	865	-
Invalid _____	4	-	4	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,557</b>	<b>100.0</b>	<b>23,411</b>	<b>3,146</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>88.2</b>	<b>11.8</b>	<b>-</b>

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	18,077	2,280	-	18,075	2,282	-			20,357	76.7
II. Request from recipient's company: _____	-	-	-	-	-	-			-	-
III. Membership Benefit: _____	6,009	191	-	5,336	864	-			6,200	23.3
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-			-	-
V. <b>TOTAL</b> - 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>24,086</b>	<b>2,471</b>	<b>-</b>	<b>23,411</b>	<b>3,146</b>	<b>-</b>			<b>26,557</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.7</b>	<b>9.3</b>	<b>-</b>	<b>88.2</b>	<b>11.8</b>	<b>-</b>			<b>100.0</b>	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	22,014	2,830	-			24,844	93.5
Individuals by name only _____	1,379	314	-			1,693	6.4
Titles or functions only _____	3	-	-			3	-
Company names only _____	15	1	-			16	0.1
Multi-Copy Same Addressee copies _____	-	1	-			1	-
Single Copy Sales _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,411</b>	<b>3,146</b>	<b>-</b>			<b>26,557</b>	<b>100.0</b>

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

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	64	3	-	67	
030-038 New Hampshire _	94	6	-	100	
050-059 Vermont _____	54	4	-	58	
010-027 Massachusetts _	615	54	-	669	
028-029 Rhode Island ___	143	8	-	151	
060-069 Connecticut ____	273	23	-	296	
<b>NEW ENGLAND</b>	<b>1,243</b>	<b>98</b>	<b>-</b>	<b>1,341</b>	<b>5.0</b>
100-149 New York _____	1,434	163	-	1,597	
070-089 New Jersey _____	712	70	-	782	
150-196 Pennsylvania ____	872	81	-	953	
<b>MIDDLE ATLANTIC</b>	<b>3,018</b>	<b>314</b>	<b>-</b>	<b>3,332</b>	<b>12.5</b>
430-459 Ohio _____	714	54	-	768	
460-479 Indiana _____	433	31	-	464	
600-629 Illinois _____	1,027	107	-	1,134	
480-499 Michigan _____	521	63	-	584	
530-549 Wisconsin _____	261	20	-	281	
<b>EAST NO. CENTRAL</b>	<b>2,956</b>	<b>275</b>	<b>-</b>	<b>3,231</b>	<b>12.2</b>
550-567 Minnesota _____	453	26	-	479	
500-528 Iowa _____	115	9	-	124	
630-658 Missouri _____	433	37	-	470	
580-588 North Dakota ___	27	2	-	29	
570-577 South Dakota ___	21	1	-	22	
680-693 Nebraska _____	76	19	-	95	
660-679 Kansas _____	151	12	-	163	
<b>WEST NO. CENTRAL</b>	<b>1,276</b>	<b>106</b>	<b>-</b>	<b>1,382</b>	<b>5.2</b>
197-199 Delaware _____	48	10	-	58	
206-219 Maryland _____	706	68	-	774	
200-205 Washington, DC _	294	19	-	313	
220-246 Virginia _____	739	63	-	802	
247-268 West Virginia ___	59	3	-	62	
270-289 North Carolina _	753	49	-	802	
290-299 South Carolina _	281	30	-	311	
300-319 Georgia _____	1,017	111	-	1,128	
320-349 Florida _____	1,905	237	-	2,142	
<b>SOUTH ATLANTIC</b>	<b>5,802</b>	<b>590</b>	<b>-</b>	<b>6,392</b>	<b>24.1</b>
400-427 Kentucky _____	192	22	-	214	
370-385 Tennessee _____	350	33	-	383	
350-369 Alabama _____	221	15	-	236	
386-397 Mississippi ____	137	9	-	146	
<b>EAST SO. CENTRAL</b>	<b>900</b>	<b>79</b>	<b>-</b>	<b>979</b>	<b>3.7</b>
716-729 Arkansas _____	104	10	-	114	
700-714 Louisiana _____	273	32	-	305	
730-749 Oklahoma _____	126	15	-	141	
750-799 Texas _____	1,569	157	-	1,726	
<b>WEST SO. CENTRAL</b>	<b>2,072</b>	<b>214</b>	<b>-</b>	<b>2,286</b>	<b>8.6</b>
590-599 Montana _____	57	4	-	61	
832-838 Idaho _____	67	13	-	80	
820-831 Wyoming _____	22	1	-	23	
800-816 Colorado _____	519	49	-	568	
870-884 New Mexico ____	64	6	-	70	
850-865 Arizona _____	444	44	-	488	
840-847 Utah _____	98	21	-	119	
889-898 Nevada _____	452	40	-	492	
<b>MOUNTAIN</b>	<b>1,723</b>	<b>178</b>	<b>-</b>	<b>1,901</b>	<b>7.2</b>
995-999 Alaska _____	25	6	-	31	
980-994 Washington _____	307	40	-	347	
970-979 Oregon _____	205	32	-	237	
900-961 California _____	3,260	361	-	3,621	
967-968 Hawaii _____	123	21	-	144	
<b>PACIFIC</b>	<b>3,920</b>	<b>460</b>	<b>-</b>	<b>4,380</b>	<b>16.5</b>
<b>UNITED STATES</b>	<b>22,910</b>	<b>2,314</b>	<b>-</b>	<b>25,224</b>	<b>95.0</b>
969 & 004-009 U.S. Territories _____	78	14	-	92	
Canada _____	221	226	-	447	
Mexico _____	7	5	-	12	
Other International _____	189	584	-	773	
AP0/FPO _____	6	3	-	9	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,411</b>	<b>3,146</b>	<b>-</b>	<b>26,557</b>	<b>100.0</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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	25,353	27,154	28,028	28,034	26,841	26,191
Qualified Non-Paid	24,699	26,600	27,438	27,451	26,289	26,191
Print Version Only	24,699	25,934	24,200	23,980	23,340	23,307
Digital Version Only	-	666	3,238	3,471	2,949	2,883
Both Print & Digital (Unduplicated)	-	-	-	-	-	1
Qualified Paid	654	554	590	583	552	-
Print Version Only	654	554	590	503	482	-
Digital Version Only	-	-	-	80	70	-
Both Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$48.00	\$59.14	\$60.82	\$61.94	\$56.86	\$56.86

\*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**

\$56.86	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. 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.

**CHANGE IN FREQUENCY:**

Effective with the May/June 2009 issue, Special Events changed its frequency from 12 to 6 issues per year.

**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	17,885	76.7	17,885	76.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	5,422	23.3	5,422	23.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,307</b>	<b>100.0</b>	<b>23,307</b>	<b>100.0</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	2,595	90.0	2,595	90.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	288	10.0	288	10.0	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,883</b>	<b>100.0</b>	<b>2,883</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1	100.0	1	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1</b>	<b>100.0</b>	<b>1</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

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

Melissa Fromento, Group Publisher

Sonja Trent, Sr. Audience Marketing 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 February 26, 2010

State New York

County New York

Received by BPA Worldwide February 26, 2010

Type PJ

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