

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

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; clubs, 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 _____	401
Advertiser and Agency _____	249
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	717
Electronic _____	-
All Other _____	1,595
TOTAL	2,962

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,913	77.9	20,397	76.0	516	1.9
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	5,928	22.1	5,892	22.0	36	0.1
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,841	100.0	26,289	97.9	552	2.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
February ____	2,080	2,049	24,731	3,279	27,461	549	28,010	May/ June ____	635	545	23,343	2,665	25,451	557	26,008
March ____	2,752	804	23,134	2,933	25,508	559	26,067	TOTAL	6,379	4,308					

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

This issue is 3.8% or 1,041 copies below the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)
Hotel/Resort _____	6,280	24.1	5,594	686
Club _____	548	2.1	493	55
Event Site/Banquet Facility, Conference Center, Convention Center/CVB _____	2,074	8.0	1,889	185
Full Service, Independent Off-Premise Catering _____	1,158	4.5	1,061	97
Equipment Rental/Sales _____	2,628	10.1	2,463	165
EVENT/MEETING PLANNING (Note 1) _____	7,415	28.5	6,714	701
Lighting/Sound/Special Effects, Decorating/Floral/ Props/Balloons, Staging, Entertainment _____	13	-	10	3
ISES Members (International Special Events Society) _____	5,892	22.7	5,119	773
TOTAL QUALIFIED CIRCULATION	26,008	100.0	23,343	2,665
PERCENT	100.0		89.8	10.2

Note 1: Including Corporate, Independent, Association, Non-profit, Government/Civic, Wedding Consulting, Destination Management, Incentive Travel, Trade Show Management, Advertising/Public Relations Agencies.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	17,890	2,233	-	18,229	1,894			20,123	77.4
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	5,885	-	-	5,114	771			5,885	22.6
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: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	23,775	2,233	-	23,343	2,665			26,008	100.0
PERCENT	91.4	8.6	-	89.8	10.2			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	22,999	2,574			25,573	98.3
Individuals by name only _____	344	91			435	1.7
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	23,343	2,665			26,008	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009									
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	70	4	74		400-427 Kentucky _____	194	13	207	
030-038 New Hampshire _____	100	7	107		370-385 Tennessee _____	336	25	361	
050-059 Vermont _____	60	4	64		350-369 Alabama _____	214	11	225	
010-027 Massachusetts _____	629	36	665		386-397 Mississippi _____	129	11	140	
028-029 Rhode Island _____	148	6	154		EAST SO. CENTRAL	873	60	933	3.6
060-069 Connecticut _____	277	19	296		716-729 Arkansas _____	105	10	115	
NEW ENGLAND	1,284	76	1,360	5.2	700-714 Louisiana _____	247	24	271	
100-149 New York _____	1,458	132	1,590		730-749 Oklahoma _____	133	15	148	
070-089 New Jersey _____	708	50	758		750-799 Texas _____	1,484	127	1,611	
150-196 Pennsylvania _____	823	77	900		WEST SO. CENTRAL	1,969	176	2,145	8.2
MIDDLE ATLANTIC	2,989	259	3,248	12.5	590-599 Montana _____	53	3	56	
430-459 Ohio _____	778	53	831		832-838 Idaho _____	63	13	76	
460-479 Indiana _____	429	29	458		820-831 Wyoming _____	28	2	30	
600-629 Illinois _____	997	88	1,085		800-816 Colorado _____	480	43	523	
480-499 Michigan _____	523	52	575		870-884 New Mexico _____	68	6	74	
530-549 Wisconsin _____	273	21	294		850-865 Arizona _____	429	35	464	
EAST NO. CENTRAL	3,000	243	3,243	12.5	840-847 Utah _____	105	23	128	
550-567 Minnesota _____	490	22	512		889-898 Nevada _____	431	41	472	
500-528 Iowa _____	115	9	124		MOUNTAIN	1,657	166	1,823	7.0
630-658 Missouri _____	468	29	497		995-999 Alaska _____	29	6	35	
580-588 North Dakota _____	34	2	36		980-994 Washington _____	280	32	312	
570-577 South Dakota _____	28	1	29		970-979 Oregon _____	178	22	200	
680-693 Nebraska _____	76	17	93		900-961 California _____	3,020	290	3,310	
660-679 Kansas _____	139	8	147		967-968 Hawaii _____	124	16	140	
WEST NO. CENTRAL	1,350	88	1,438	5.5	PACIFIC	3,631	366	3,997	15.4
197-199 Delaware _____	55	9	64		UNITED STATES	22,690	1,922	24,612	94.6
206-219 Maryland _____	682	49	731		969 & 004-009 U.S. Territories _____	76	10	86	
200-205 Washington, DC _____	312	20	332		Canada _____	280	219	499	
220-246 Virginia _____	778	58	836		Mexico _____	8	5	13	
247-268 West Virginia _____	77	3	80		Other International _____	283	507	790	
270-289 North Carolina _____	774	40	814		APO/FPO _____	6	2	8	
290-299 South Carolina _____	302	25	327		TOTAL QUALIFIED CIRCULATION	23,343	2,665	26,008	100.0
300-319 Georgia _____	983	98	1,081						
320-349 Florida _____	1,974	186	2,160						
SOUTH ATLANTIC	5,937	488	6,425	24.7					

7. 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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified	24,796	25,353	27,154	28,028	28,034	26,841
Qualified Non-Paid Total	24,056	24,699	26,600	27,438	27,451	26,288
Print Version Only	24,056	24,699	25,934	24,200	23,980	23,340
Electronic Version Only	-	-	666	3,238	3,471	2,949
Qualified Paid Total	740	654	554	590	583	553
Print Version Only	740	654	554	590	503	482
Electronic Version Only	-	-	-	-	80	70
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$48.00	\$48.00	\$59.14	\$60.82	\$61.94	\$56.86

*NOTE: July 2008 - June 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 electronic 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	18,685	78.4	18,225	76.5	460	1.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	5,137	21.6	5,115	21.5	22	0.1
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,822	100.0	23,340	98.0	482	2.0

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,228	73.8	2,172	71.9	56	1.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	791	26.2	777	25.7	14	0.5
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,019	100.0	2,949	97.7	70	2.3

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 13, 2009
Melissa Fromento, Group Publisher	State	Kansas
Sonja Trent, Sr. Audience Marketing Manager	County	Johnson
(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	August 13, 2009
IMPORTANT NOTE:	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	S071Y0J9