

**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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[www.dcvelocity.com](http://www.dcvelocity.com)

Official Publication of: None  
Established: 2003  
Issues Per Year: 12

**FIELD SERVED**

DC Velocity serves Wholesale, Retail, Manufacturing and Third Party Logistic Providers. Also served are other distribution centers and others allied to the industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include individuals in corporate management, operations management, distribution management, purchasing management and other functions.

**PURPOSE**

The supplemental data reported herein contains an analysis of recipients who buy, recommend, specify or influence the purchase of products or services relating to the operations of your company's distribution center(s).

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	2,612
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	438
Electronic _____	-
All Other _____	352
<b>TOTAL</b>	<b>3,406</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,352	100.0	50,352	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,352</b>	<b>100.0</b>	<b>50,352</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)	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
January ____	277	189	48,387	1,798			50,185	April ____	197	150	48,183	2,237			50,420
February ____	229	293	48,229	2,020			50,249	May ____	8,125	7,861	45,174	4,982			50,156
March ____	96	314	48,264	2,203			50,467	June ____	140	620	45,589	5,047			50,636
								<b>TOTAL</b>	<b>9,064</b>	<b>9,427</b>					

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009****This issue is 0.5% or 235 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	CORPORATE MANAGEMENT (President, Chairman, CEO, Executive VP, Treasurer)	OPERATING MANAGEMENT (Operations Manager, Facility Director, Facility Manager, Regional Manager, General Manager)	DISTRIBUTION MANAGEMENT (DC Manager, VP Distribution, Supply Chain Manager, Traffic Manager, Warehouse Manager)	PURCHASING MANAGEMENT (Director of Purchasing, Purchasing Manager, Materials Manager, Acquisition Manager)	OTHER FUNCTIONS
Wholesale Distribution Centers _____	15,266	30.4	13,815	1,451	5,814	4,278	3,552	1,003	619
Retail Distribution Centers _____	9,313	18.6	8,568	745	3,204	2,781	2,409	567	352
Manufacturing Distribution Centers _____	14,271	28.4	12,588	1,683	3,891	4,774	3,175	1,784	647
Third Party Logistics Provider _____	9,307	18.6	8,253	1,054	4,147	2,908	1,364	541	347
Other Distribution Centers and Others Allied to the Industry _____	1,999	4.0	1,950	49	523	308	191	55	922
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,156</b>	<b>100.0</b>	<b>45,174</b>	<b>4,982</b>	<b>17,579</b>	<b>15,049</b>	<b>10,691</b>	<b>3,950</b>	<b>2,887</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.1</b>	<b>9.9</b>	<b>35.0</b>	<b>30.0</b>	<b>21.3</b>	<b>7.9</b>	<b>5.8</b>

**SUPPLEMENTARY DATA****This is an analysis of the 49,539 or 98.8% of recipients that responded to the question "Do you buy, recommend, specify or influence the purchase of products or services relating to the operations of your company's distribution center(s)?"**

JOB FUNCTION	Total Responses	Yes	No	No Response
Corporate Management _____	17,579	17,192	304	83
Operating Management _____	15,049	14,565	346	138
Distribution Management _____	10,691	10,137	302	252
Purchasing Management _____	3,950	3,862	62	26
Other Functions _____	2,887	1,948	821	118
<b>TOTAL</b>	<b>50,156</b>	<b>47,704</b>	<b>1,835</b>	<b>617</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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: _____	36,041	13,501	-	44,562	4,980			49,542	98.8
II. Request from recipient's company: _____	448	166	-	612	2			614	1.2
III. Membership Benefit: _____	-	-	-	-	-			-	-
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>36,489</b>	<b>13,667</b>	<b>-</b>	<b>45,174</b>	<b>4,982</b>			<b>50,156</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.8</b>	<b>27.2</b>	<b>-</b>	<b>90.1</b>	<b>9.9</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 _____	45,168	4,982			50,150	100.0
Individuals by name only _____	1	-			1	-
Titles or functions only _____	5	-			5	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,174</b>	<b>4,982</b>			<b>50,156</b>	<b>100.0</b>

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

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	199	31	230	
030-038 New Hampshire _____	183	18	201	
050-059 Vermont _____	89	7	96	
010-027 Massachusetts _____	936	91	1,027	
028-029 Rhode Island _____	148	15	163	
060-069 Connecticut _____	469	58	527	
<b>NEW ENGLAND</b>	<b>2,024</b>	<b>220</b>	<b>2,244</b>	<b>4.5</b>
100-149 New York _____	1,604	157	1,761	
070-089 New Jersey _____	1,294	98	1,392	
150-196 Pennsylvania _____	2,271	238	2,509	
<b>MIDDLE ATLANTIC</b>	<b>5,169</b>	<b>493</b>	<b>5,662</b>	<b>11.3</b>
430-459 Ohio _____	3,309	394	3,703	
460-479 Indiana _____	1,581	197	1,778	
600-629 Illinois _____	4,072	534	4,606	
480-499 Michigan _____	2,085	275	2,360	
530-549 Wisconsin _____	1,768	233	2,001	
<b>EAST NO. CENTRAL</b>	<b>12,815</b>	<b>1,633</b>	<b>14,448</b>	<b>28.8</b>
550-567 Minnesota _____	1,003	104	1,107	
500-528 Iowa _____	658	92	750	
630-658 Missouri _____	1,052	124	1,176	
580-588 North Dakota _____	116	4	120	
570-577 South Dakota _____	138	10	148	
680-693 Nebraska _____	352	44	396	
660-679 Kansas _____	477	49	526	
<b>WEST NO. CENTRAL</b>	<b>3,796</b>	<b>427</b>	<b>4,223</b>	<b>8.4</b>
197-199 Delaware _____	101	12	113	
206-219 Maryland _____	649	80	729	
200-205 Washington, DC _____	65	15	80	
220-246 Virginia _____	907	102	1,009	
247-268 West Virginia _____	168	20	188	
270-289 North Carolina _____	1,495	157	1,652	
290-299 South Carolina _____	587	45	632	
300-319 Georgia _____	1,515	162	1,677	
320-349 Florida _____	1,783	158	1,941	
<b>SOUTH ATLANTIC</b>	<b>7,270</b>	<b>751</b>	<b>8,021</b>	<b>16.0</b>

  

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	871	87	958	
370-385 Tennessee _____	1,165	99	1,264	
350-369 Alabama _____	526	49	575	
386-397 Mississippi _____	318	23	341	
<b>EAST SO. CENTRAL</b>	<b>2,880</b>	<b>258</b>	<b>3,138</b>	<b>6.3</b>
716-729 Arkansas _____	427	30	457	
700-714 Louisiana _____	411	21	432	
730-749 Oklahoma _____	434	45	479	
750-799 Texas _____	2,442	267	2,709	
<b>WEST SO. CENTRAL</b>	<b>3,714</b>	<b>363</b>	<b>4,077</b>	<b>8.1</b>
590-599 Montana _____	100	9	109	
832-838 Idaho _____	207	12	219	
820-831 Wyoming _____	40	3	43	
800-816 Colorado _____	507	75	582	
870-884 New Mexico _____	112	13	125	
850-865 Arizona _____	435	63	498	
840-847 Utah _____	325	35	360	
889-898 Nevada _____	173	22	195	
<b>MOUNTAIN</b>	<b>1,899</b>	<b>232</b>	<b>2,131</b>	<b>4.2</b>
995-999 Alaska _____	31	1	32	
980-994 Washington _____	642	74	716	
970-979 Oregon _____	467	61	528	
900-961 California _____	3,061	360	3,421	
967-968 Hawaii _____	57	1	58	
<b>PACIFIC</b>	<b>4,258</b>	<b>497</b>	<b>4,755</b>	<b>9.5</b>
<b>UNITED STATES</b>	<b>43,825</b>	<b>4,874</b>	<b>48,699</b>	<b>97.1</b>
969 & 004-009 U.S. Territories _____	29	2	31	
Canada _____	1,235	35	1,270	
Mexico _____	27	13	40	
Other International _____	4	58	62	
APO/FPO _____	54	-	54	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,174</b>	<b>4,982</b>	<b>50,156</b>	<b>100.0</b>

**7. AVERAGE 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	June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	50,836	50,119	50,245	50,355	50,327	50,352
Qualified Non-Paid _____	50,836	50,119	50,245	50,355	50,327	50,352
Print Version Only _____	50,836	50,119	50,245	50,355	50,327	47,304
Electronic Version Only _____	-	-	-	-	-	3,048
Qualified Paid _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Electronic Version Only _____	-	-	-	-	-	-
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 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**

**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)

**9. ADDITIONAL DATA:****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic 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 _____	47,304	100.0	47,304	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,304</b>	<b>100.0</b>	<b>47,304</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 _____	3,048	100.0	3,048	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,048</b>	<b>100.0</b>	<b>3,048</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

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

Gary Master, Publisher

Jeff Heine, Circulation 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 July 15, 2009

State Illinois

County Cook

Received by BPA Worldwide July 15, 2009

Type PSJ

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