

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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CONSUMER ELECTRONICS VISION

Consumer Electronics Association
1919 South Eads Street
Arlington, VA 22202
Tel.: (703) 907-7600
Fax: (703) 907-7053
Website: www.ce.org

Official Publication of: Consumer Electronics Association
Established: 1997
Issues Per Year: 6

FIELD SERVED

CONSUMER ELECTRONICS VISION serves CEA Divisional members, Manufacturers/ Engineering companies, Buyers/ Retailers, Distributors, Financial Analysis companies, Consumer Electronics Association Members, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: owners, CEOs, CFOs, COOs, Partners, Presidents, Founders, Vice Presidents, Directors, Managers, General Managers, Merchandising Managers, Sales Managers, other Managers, Engineers, Sales Personnel, Buyers, Analysts, and other titled personnel as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	5,583
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	9,350
Electronic _____	-
All Other _____	2,122
TOTAL	17,055

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,820	82.2	18,820	82.2	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	4,085	17.8	4,085	17.8	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,905	100.0	22,905	100.0	-	-

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/ February	6,877	6,877	15,209	7,791			23,000	May/ June	3,076	3,096	16,418	6,450			22,868
March/ April	2,619	2,467	15,281	7,567			22,848	TOTAL	12,572	12,440					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009**This issue is 0.2% or 56 copies below the average of the other 2 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Exec. Management		Global Executive		Buying/ Merchandising		Marketing		Engineering		Analysts		Other	
					CEOs, Owners, Partners, Presidents, CFOs, COOs, Vice Presidents, etc.)	Percent of Total	Directors, General Managers, Operations Managers, Store Managers, Div. Mgr., Field Mgr.	Percent of Total	General Buyers, Buyers, Merchandise Managers, Procurement	Percent of Total	Advertising, Marketing, Sales Managers, Sales Personnel, Bus. Dev., Retail, PR	Percent of Total	Engineers, Product Managers, R & D	Percent of Total	Financial Analysts, Market Research, Analysts	Percent of Total	Titles specified other than those listed here	Percent of Total
1. BUYERS/RETAILERS																		
Consumer Electronics: Including Audio, Video Software and Consumer Electronics/Major Appliance, Furniture Stores, Camera/ Photographic Stores, Music/ Record Stores, Retail Buying Group, E-Commerce/Internet Retailers, Wireless/ Communication Specialty Stores, Custom Audio/ Video Installers, Office Superstores, Computer/ Software Stores, and Mobile Electronic/Audiosound Stores _	7,347	32.1	5,029	2,318	4,840	21.2	641	2.8	903	3.9	105	0.5	246	1.1	-	-	612	2.7
2. Distributors _____	1,525	6.7	769	756	867	3.8	170	0.7	155	0.7	135	0.6	80	0.3	-	-	118	0.5
3. Manufacturers/ Engineering Companies: Including audio, video, home theater, computer hardware and software, electronic gaming, online/internet, telephones, small office/home office, mobile office, mobile/vehicle electronics, wireless communications, high-performance audio, integrated home systems, satellite systems, retail resource, blank media, personal electronics, photographic equipment, home appliances, publications, trade associations, home data networking, online commerce products and services, biometrics, nanotechnology, digital imaging/ video editing, film/ video, embedded technology, home healthcare products, personal safety and security products, broadband, wi-fi, voice over IP hardware and software, subscriber services, electronics clothing and accessories, sports electronics, and accessories _	4,510	19.7	2,710	1,800	1,780	7.8	575	2.5	54	0.2	70	0.3	1,052	4.6	-	-	979	4.3
4. Financial Analysis Companies/International Press _____	985	4.3	560	425	569	2.5	64	0.3	15	0.1	45	0.2	19	0.1	84	0.4	189	0.8
5. CEA DIVISION MEMBERS																		
A. CEA Divisional Members _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
B. Associate Memberships _____	703	3.1	703	-	393	1.7	158	0.7	1	-	101	0.4	11	-	10	-	29	0.1
E. International Affiliate Memberships _____	52	0.2	52	-	22	0.1	7	-	-	-	14	0.1	2	-	-	-	7	-
H. Regular Memberships _____	3,925	17.2	3,925	-	1,930	8.4	883	3.9	15	0.1	800	3.5	126	0.6	25	0.1	146	0.6
J. Retailer/Integrator Memberships _____	832	3.6	832	-	560	2.4	89	0.4	38	0.2	87	0.4	6	-	2	-	50	0.2
SUB-TOTAL CEA DIVISIONAL MEMBERS _____	5,512	24.1	5,512	-	2,905	12.7	1,137	5.0	54	0.2	1,002	4.4	145	0.6	37	0.2	232	1.0
6. OTHERS ALLIED TO THE FIELD _____	2,989	13.1	1,838	1,151	1,592	7.0	430	1.9	87	0.4	67	0.3	300	1.3	-	-	513	2.2
TOTAL QUALIFIED CIRCULATION	22,868	100.0	16,418	6,450	12,553	54.9	3,017	13.2	1,268	5.5	1,424	6.2	1,842	8.1	121	0.5	2,643	11.6

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 from the recipient: _____	14,775	1,460	-	9,785	6,450			16,235	71.0
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	4,864	648	-	5,512	-			5,512	24.1
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	883	238	-	1,121	-			1,121	4.9
*Association rosters and directories _____	883	238	-	1,121	-			1,121	4.9
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	20,522	2,346	-	16,418	6,450			22,868	100.0
*See Paragraph 9	PERCENT	89.7	10.3	-	71.8	28.2		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 _____	15,682	6,450			22,132	96.8
Individuals by name only _____	736	-			736	3.2
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	16,418	6,450			22,868	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)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	25	4			29		400-427 Kentucky _____	67	11			78	
030-038 New Hampshire _____	63	9			72		370-385 Tennessee _____	115	22			137	
050-059 Vermont _____	16	2			18		350-369 Alabama _____	55	9			64	
010-027 Massachusetts _____	440	68			508		386-397 Mississippi _____	30	9			39	
028-029 Rhode Island _____	28	7			35		EAST SO. CENTRAL	267	51			318	1.4
060-069 Connecticut _____	148	23			171		716-729 Arkansas _____	46	34			80	
NEW ENGLAND	720	113			833	3.6	700-714 Louisiana _____	46	12			58	
100-149 New York _____	1,026	183			1,209		730-749 Oklahoma _____	73	14			87	
070-089 New Jersey _____	703	100			803		750-799 Texas _____	838	255			1,093	
150-196 Pennsylvania _____	272	61			333		WEST SO. CENTRAL	1,003	315			1,318	5.8
MIDDLE ATLANTIC	2,001	344			2,345	10.3	590-599 Montana _____	22	5			27	
430-459 Ohio _____	280	67			347		832-838 Idaho _____	57	22			79	
460-479 Indiana _____	147	32			179		820-831 Wyoming _____	20	3			23	
600-629 Illinois _____	589	166			755		800-816 Colorado _____	332	64			396	
480-499 Michigan _____	291	112			403		870-884 New Mexico _____	43	14			57	
530-549 Wisconsin _____	149	31			180		850-865 Arizona _____	421	172			593	
EAST NO. CENTRAL	1,456	408			1,864	8.2	840-847 Utah _____	247	69			316	
550-567 Minnesota _____	292	77			369		889-898 Nevada _____	427	193			620	
500-528 Iowa _____	65	8			73		MOUNTAIN	1,569	542			2,111	9.2
630-658 Missouri _____	127	25			152		995-999 Alaska _____	18	7			25	
580-588 North Dakota _____	17	4			21		980-994 Washington _____	428	112			540	
570-577 South Dakota _____	29	4			33		970-979 Oregon _____	226	64			290	
680-693 Nebraska _____	40	10			50		900-961 California _____	5,383	1,638			7,021	
660-679 Kansas _____	89	25			114		967-968 Hawaii _____	40	24			64	
WEST NO. CENTRAL	659	153			812	3.6	PACIFIC	6,095	1,845			7,940	34.7
197-199 Delaware _____	17	1			18		UNITED STATES	15,678	4,171			19,849	86.9
206-219 Maryland _____	198	30			228		969 & 004-009 U.S. Territories _____	44	11			55	
200-205 Washington, DC _____	179	14			193		Canada _____	217	311			528	
220-246 Virginia _____	174	30			204		Mexico _____	29	153			182	
247-268 West Virginia _____	15	2			17		Other International _____	449	1,804			2,253	
270-289 North Carolina _____	176	46			222		APQ/FPO _____	1	-			1	
290-299 South Carolina _____	62	17			79		TOTAL QUALIFIED CIRCULATION	16,418	6,450			22,868	100.0
300-319 Georgia _____	276	57			333								
320-349 Florida _____	811	203			1,014								
SOUTH ATLANTIC	1,908	400			2,308	10.1							

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	23,000	22,937	23,000	23,000	23,000	22,905
Qualified Non-Paid Total	23,000	22,937	23,000	23,000	23,000	22,905
Print Only	23,000	22,937	22,753	22,556	21,737	15,636
Electronic Only	-	-	247	444	1,263	7,269
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Electronic 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)
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.

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 226 copies or 1.0% to 497 copies or 2.2%.

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	11,551	73.9	11,551	73.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	4,085	26.1	4,085	26.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,636	100.0	15,636	100.0	-	-

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	7,269	100.0	7,269	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,269	100.0	7,269	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Gretchen Mitchler, Circulation Manager

Cindy Stevens, Director of Publications

(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 June 2, 2009

State Maryland

County Montgomery

Received by BPA Worldwide June 2, 2009

Type PJ

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