

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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BNP Media II, LLC
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Official Publication of: None
Established: 1987
Issues Per Year: 12

FIELD SERVED

CIRCUITREE serves printed circuit board industry professionals including printed circuit board manufacturers/electronic manufacturing services, original equipment manufacturers, suppliers to fabricators (equipment, materials, services, etc.), and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals within the field served performing the following functions: management, purchasing/procurement, manufacturing/production, process engineering, quality control/assurance, sales/marketing, research and development, circuit design, consulting, education (professor/instructor), other functions and unknown functions in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	18
Advertiser and Agency _____	485
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	233
All Other _____	728
TOTAL	1,464

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,275	100.0	12,272	100.0	3	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,275	100.0	12,272	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	362	362	10,344	1,931			12,275	October ____	79	79	10,195	2,080			12,275
August ____	177	177	10,302	1,973			12,275	November __	246	246	10,173	2,102			12,275
September _	210	210	10,200	2,075			12,275	December __	145	146	10,174	2,102			12,276
TOTAL								TOTAL	1,219	1,220					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Management	Purchasing/Procurement	Manufacturing/Production	Process Engineering	Quality Control/Assurance	Sales/Marketing	Research & Development	Circuit Design	Consulting/Instruction & Others Allied to the Field
Printed Circuit Board Manufacturer/Electronic Manufacturing Services (Note 1)	8,548	69.7	7,458	1,090	4,267	263	847	879	414	620	549	612	97
Original Equipment Manufacturer	2,152	17.5	1,558	594	428	119	263	200	124	73	377	523	45
Supplier to Fabricator	1,575	12.8	1,157	418	509	56	92	159	40	383	199	85	52
Others allied to the field	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,275	100.0	10,173	2,102	5,204	438	1,202	1,238	578	1,076	1,125	1,220	194
PERCENT	100.0		82.9	17.1	42.4	3.6	9.8	10.1	4.7	8.8	9.1	9.9	1.6

Note 1: Includes Printed Circuit Board Manufacturer/Assembler.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Personal direct request from the recipient:	5,846	2,499	-	6,243	2,102			8,345	68.0
a. Written	629	167	-	783	13			796	6.5
b. Telecommunication	627	678	-	1,237	68			1,305	10.6
c. Electronic	4,590	1,654	-	4,223	2,021			6,244	50.9
II. TOTAL - Request from recipient's company:	422	508	-	930	-			930	7.6
a. Written	13	15	-	28	-			28	0.2
b. Telecommunication	-	-	-	-	-			-	-
c. Electronic	409	493	-	902	-			902	7.4
III. TOTAL - Membership Benefit:	-	-	-	-	-			-	-
a. Individual	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-			-	-
a. Written	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,000	-	-	3,000	-			3,000	24.4
Association rosters and directories	-	-	-	-	-			-	-
*Business directories	3,000	-	-	3,000	-			3,000	24.4
Independent field reports	-	-	-	-	-			-	-
Licenseses - National, State or Local Government	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-			-	-
Other sources	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,268	3,007	-	10,173	2,102			12,275	100.0
*See Paragraph 11	PERCENT	75.5	24.5	82.9	17.1			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10,173	2,102			12,275	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,173	2,102			12,275	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	19	1	20	
030-038 New Hampshire	174	16	190	
050-059 Vermont	32	3	35	
010-027 Massachusetts	370	37	407	
028-029 Rhode Island	21	3	24	
060-069 Connecticut	130	9	139	
NEW ENGLAND	746	69	815	6.6
100-149 New York	370	38	408	
070-089 New Jersey	206	21	227	
150-196 Pennsylvania	213	20	233	
MIDDLE ATLANTIC	789	79	868	7.1
430-459 Ohio	188	18	206	
460-479 Indiana	82	10	92	
600-629 Illinois	378	35	413	
480-499 Michigan	129	19	148	
530-549 Wisconsin	161	12	173	
EAST NO. CENTRAL	938	94	1,032	8.4
550-567 Minnesota	252	34	286	
500-528 Iowa	33	5	38	
630-658 Missouri	68	7	75	
580-588 North Dakota	10	2	12	
570-577 South Dakota	18	1	19	
680-693 Nebraska	16	-	16	
660-679 Kansas	33	3	36	
WEST NO. CENTRAL	430	52	482	3.9
197-199 Delaware	14	2	16	
206-219 Maryland	90	8	98	
200-205 Washington, DC	3	-	3	
220-246 Virginia	110	7	117	
247-268 West Virginia	15	-	15	
270-289 North Carolina	109	12	121	
290-299 South Carolina	46	7	53	
300-319 Georgia	97	15	112	
320-349 Florida	249	21	270	
SOUTH ATLANTIC	733	72	805	6.6

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky	21	2	23	
370-385 Tennessee	42	6	48	
350-369 Alabama	58	7	65	
386-397 Mississippi	12	-	12	
EAST SO. CENTRAL	133	15	148	1.2
716-729 Arkansas	9	1	10	
700-714 Louisiana	6	2	8	
730-749 Oklahoma	25	-	25	
750-799 Texas	404	49	453	
WEST SO. CENTRAL	444	52	496	4.0
590-599 Montana	6	-	6	
832-838 Idaho	28	5	33	
820-831 Wyoming	3	1	4	
800-816 Colorado	182	16	198	
870-884 New Mexico	45	3	48	
850-865 Arizona	306	27	333	
840-847 Utah	83	10	93	
889-898 Nevada	43	-	43	
MOUNTAIN	696	62	758	6.2
995-999 Alaska	-	-	-	
980-994 Washington	113	13	126	
970-979 Oregon	161	23	184	
900-961 California	1,766	145	1,911	
967-968 Hawaii	1	-	1	
PACIFIC	2,041	181	2,222	18.1
UNITED STATES	6,950	676	7,626	62.1
969 & 004-009 U.S. Territories	2	-	2	
Canada	218	72	290	
Mexico	7	15	22	
Other International	2,996	1,339	4,335	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	10,173	2,102	12,275	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
Afghanistan	-	1	1	
Azerbaijan	-	1	1	
Bangladesh	7	4	11	
China	180	98	278	
Hong Kong - SAR	67	47	114	
India	820	361	1,181	
Indonesia	50	11	61	
Japan	24	21	45	
Korea, Democratic People's Republic Of	1	1	2	
Korea, Republic Of	88	35	123	
Malaysia	246	38	284	
Mongolia	-	1	1	
Nepal	1	-	1	
Pakistan	63	31	94	
Philippines	88	21	109	
Singapore	120	53	173	
Sri Lanka	19	10	29	
Taiwan	142	58	200	
Tajikistan	1	-	1	
Thailand	47	16	63	
Vietnam	15	4	19	
Subtotal	1,979	812	2,791	22.8
MIDDLE EAST				
Subtotal	127	79	206	1.7
EUROPE				
Albania	1	-	1	
Austria	14	3	17	
Belarus	3	3	6	
Belgium	36	12	48	
Bosnia and Herzegovina	6	1	7	
Bulgaria	7	1	8	
Croatia	1	1	2	
Czech Republic	2	4	6	
Denmark	18	2	20	
Estonia	-	2	2	
Finland	22	3	25	
France	39	21	60	
Germany	69	31	100	
Greece	11	5	16	
Hungary	6	2	8	

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Iceland	1	-	1	
Italy	54	21	75	
Latvia	5	1	6	
Lithuania	8	5	13	
Macedonia	14	4	18	
Malta	-	1	1	
Netherlands	31	9	40	
Norway	4	2	6	
Poland	26	8	34	
Portugal	106	2	108	
Ireland	9	6	15	
Romania	16	6	22	
Russian Federation	15	9	24	
Serbia and Montenegro	2	1	3	
Slovenia	3	2	5	
Spain	21	19	40	
Sweden	17	8	25	
Switzerland	11	22	33	
Turkey	2	15	17	
Ukraine	5	1	6	
United Kingdom	177	66	243	
Subtotal	762	299	1,061	8.6
AFRICA				
Subtotal	79	61	140	1.1
NORTH AMERICA				
Canada	218	72	290	
United States	6,950	676	7,626	
Mexico	7	15	22	
U.S. Territories	2	-	2	
Subtotal	7,177	763	7,940	64.7
CARIBBEAN				
Subtotal	3	4	7	0.1
CENTRAL AMERICA				
Subtotal	-	3	3	-
SOUTH AMERICA				
Subtotal	38	59	97	0.8
ASIA PACIFIC				
Subtotal	8	22	30	0.2
TOTAL QUALIFIED CIRCULATION	10,173	2,102	12,275	100.0

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified	12,011	12,217	12,275	12,275	12,275
Qualified Non-Paid Total	12,005	12,211	12,270	12,272	12,272
Print Only	11,263	11,153	10,905	10,433	10,228
Digital Only	742	1,058	1,365	1,839	2,044
Qualified Paid Total	6	6	5	3	3
Print Only	6	6	5	3	3
Digital Only	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

*NOTE: July-December 2008 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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.

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

Show	Date	Location	Copies	Month
IPC Symposium on Electronics and the Environment	July 16-17, 2008	Boston (Cambridge), MA	100	July 2008
IPCAexpo	September 2-5, 2008	Bangalore, India	100	August 2008
IPC Midwest Conference & Exhibition	September 24-25, 2008	Schaumburg, IL	200	September 2008
IPC Gowing HDI Market	October 6-8, 2008	Dallas (Irving), TX	100	October 2008
Printed Electronics Asia08	October 8-9, 2008	Tokyo, Japan	100	September 2008
IPC California Designers Day	October 22, 2008	Irvine, CA	100	October 2008
TPCA Show 2008	October 22-24, 2008	Taipei, Taiwan	300	September 2008
Printed Electronics USA08	December 2-5, 2008	San Jose, CA	100	December 2008
HKPCA & IPC SHOW	December 3-5, 2008	Shenzhen, China	300	November 2008

PARAGRAPH 3b:

Business directories include 1 source for quantities of 3,000 copies or 24.4%, including Infinite Media.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,231	100.0	10,228	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,231	100.0	10,228	100.0	3	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,044	100.0	2,044	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,044	100.0	2,044	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	December 16, 2008
Christine A. Baloga, Corporate Audience Development Director	State	Michigan
Catherine M. Ronan, Corporate Audience Audit Manager	County	Oakland
(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	December 16, 2008
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	C561Y0D8