

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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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Official Publication of: None
Established: 1994
Issues Per Year: 12



FIELD SERVED

KITCHENWARE NEWS & HOUSEWARES REVIEW serves retailers, including kitchenware retail stores, houseware chains, department stores, discount department stores, supermarket/ supercenters, gourmet/ specialty food stores, coffee/ tea retailers, gourmet gift stores, mail order companies, catalog showrooms, home centers, hardware chains and other mass merchandisers; kitchenware wholesalers/ distributors and importers/ exporters; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners/presidents, vice-presidents/general managers, merchandise managers, buyer/assistant buyers, store managers and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	292
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	917
Electronic _____	-
All Other _____	151
TOTAL	1,360

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,100	100.0	11,100	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,100	100.0	11,100	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	47	47			11,100	April _____	20	20			11,100
February _____	21	21			11,100	May _____	14	14			11,100
March _____	17	17			11,100	June _____	13	13			11,100
						TOTAL	132	132			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Owner/President	Vice-President/General Manager	Merchandise Manager	Buyer/Asst Buyer; Store Manager	Sales	Other Titled Personnel
Kitchenware retail store _____	4,237	38.2	1,826	153	143	1,858	31	226
Gourmet/specialty food store; Coffee/tea retailer; Gourmet gift store _____	2,168	19.5	1,540	196	48	304	26	54
Home Centers & Hardware Chains _____	356	3.2	117	33	20	162	6	18
Department store; Discount dept store; Houseware Chain _____	1,006	9.1	122	197	71	528	4	84
Mail Order/Catalog/Internet Retailer _____	501	4.5	219	60	55	136	4	27
Mass merchandisers including Supermarket/supercenter; Wholesale Clubs/Warehouse Clubs, Restaurant Supply/Cooking School and other Retail Stores _____	1,014	9.1	545	112	67	190	7	93
Retail Sub Total	9,282	83.6	4,369	751	404	3,178	78	502
Kitchenware wholesaler/distributor; import/export and others allied to the field _____	1,818	16.4	909	169	76	278	126	260
TOTAL QUALIFIED CIRCULATION	11,100	100.0	5,278	920	480	3,456	204	762
PERCENT	100.0		47.6	8.3	4.3	31.1	1.8	6.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	5,456	1,265	-			6,721	60.5
II. Request from recipient's company: _____	-	453	-			453	4.1
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	33	31	-			64	0.6
V. TOTAL - Sources other than above (listed alphabetically): _____	3,862	-	-			3,862	34.8
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	553	-	-			553	5.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,309	-	-			3,309	29.8
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,351	1,749	-			11,100	100.0
*See Paragraph 9 PERCENT	84.2	15.8	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			11,060	99.7
Individuals by name only _____			3	-
Titles or functions only _____			32	0.3
Company names only _____			5	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			11,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		96		400-427 Kentucky _____		53	
030-038 New Hampshire _____		72		370-385 Tennessee _____		135	
050-059 Vermont _____		79		350-369 Alabama _____		65	
010-027 Massachusetts _____		334		386-397 Mississippi _____		45	
028-029 Rhode Island _____		43		EAST SO. CENTRAL		298	2.7
060-069 Connecticut _____		172		716-729 Arkansas _____		81	
NEW ENGLAND		796	7.2	700-714 Louisiana _____		61	
100-149 New York _____		972		730-749 Oklahoma _____		45	
070-089 New Jersey _____		510		750-799 Texas _____		313	
150-196 Pennsylvania _____		397		WEST SO. CENTRAL		500	4.5
MIDDLE ATLANTIC		1,879	16.9	590-599 Montana _____		32	
430-459 Ohio _____		306		832-838 Idaho _____		48	
460-479 Indiana _____		318		820-831 Wyoming _____		10	
600-629 Illinois _____		2,068		800-816 Colorado _____		150	
480-499 Michigan _____		400		870-884 New Mexico _____		30	
530-549 Wisconsin _____		450		850-865 Arizona _____		141	
EAST NO. CENTRAL		3,542	31.8	840-847 Utah _____		67	
550-567 Minnesota _____		202		889-898 Nevada _____		66	
500-528 Iowa _____		126		MOUNTAIN		544	4.9
630-658 Missouri _____		153		995-999 Alaska _____		27	
580-588 North Dakota _____		17		980-994 Washington _____		271	
570-577 South Dakota _____		20		970-979 Oregon _____		144	
680-693 Nebraska _____		57		900-961 California _____		1,047	
660-679 Kansas _____		76		967-968 Hawaii _____		30	
WEST NO. CENTRAL		651	5.9	PACIFIC		1,519	13.7
197-199 Delaware _____		36		UNITED STATES		11,024	99.3
206-219 Maryland _____		95		969 & 004-009 U.S. Territories _____		19	
200-205 Washington, DC _____		35		Canada _____		55	
220-246 Virginia _____		151		Mexico _____		-	
247-268 West Virginia _____		30		Other International _____		2	
270-289 North Carolina _____		191		APO/FPO _____		-	
290-299 South Carolina _____		96		TOTAL QUALIFIED CIRCULATION		11,100	100.0
300-319 Georgia _____		189					
320-349 Florida _____		472					
SOUTH ATLANTIC		1,295	11.7				

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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	11,900	12,775	11,996	11,226	10,903	11,100
Qualified Non-Paid: _____	11,900	12,775	11,996	11,226	10,903	11,100
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - 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

PARAGRAPH 3b:

Business directories include 1 source for a quantity of 553 copies or 5.0%. Other Sources include 1 source for a quantity of 3,309 copies or 29.8%, including International Houseware Show.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 12, 2009
lorrie baumann,	State	ARIZONA
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	TUCSON
IMPORTANT NOTE:	Received by BPA Worldwide	August 12, 2009
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PD
	ID Number	K007P0J9