

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



eSchool Media
(See Paragraph 9)
7920 Norfolk Avenue, Suite 900
Bethesda, MD 20814
Tel.: (301) 913-0115
Fax: (301) 913-0119
www.eschoolnews.com

Official Publication of: None
Established: 1998
Issues Per Year: 11

FIELD SERVED

eSchool News serves the field of education including K-12, higher education, federal and state offices and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include superintendents, assistant superintendents, area superintendents, library service directors, curriculum directors, technology directors, federal/state program administrator, principals, assistant principals, librarian/media specialists, technology coordinators, educational services agency director/boces, teachers, college/university official, administrative support staff, district administrator, governors office staff member, legislative staff member, safety/security director, school board member, school business official, special ed director K-12 and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	4,433
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	270
Digital _____	
All Other _____	1,403
TOTAL	6,106

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	102,392	100.0	101,961	99.6	431	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	102,394	100.0	101,961	99.6	433	0.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	2,706	2,254	52,126	48,681			100,807	October ____	1,625	3,097	52,316	51,269			103,585
August ____	981	1,732	52,351	49,188			101,539	November/December _	2,037	2,409	51,878	52,038			103,916
September_	1,340	1,951	52,385	49,741			102,126	TOTAL	8689	1144					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
This issue is 1.9% or 1,902 copies above the average of the other 4 issues reported in Paragraph two.				
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
In school districts, district-level personnel responsible for the management of technology and related matters _____	42,846	41.2	34,679	8,167
In school buildings, campus-level personnel responsible for the management of technology and related matters _____	32,722	31.5	7,251	25,471
Federal and state-level education _____	2,453	2.4	1,591	862
Higher Education _____	8,488	8.2	5,209	3,279
Others allied to the field _____	17,407	16.8	3,148	14,259
Other Paid Circulation _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	103,916	100.0	51,878	52,038
PERCENT	100.0		49.9	50.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009									
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. Direct Request: _____	50,027	17,232	11,667	29,074	49,852			78,926	76.0
II. Request from recipient's company: _____	1	2	-	3	-			3	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	1,502	2,412	-	1,728	2,186			3,914	3.8
V. TOTAL - Sources other than above (listed alphabetically): _____	21,073	-	-	21,073	-			21,073	20.3
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	21,073	-	-	21,073	-			21,073	20.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	72,603	19,646	11,667	51,878	52,038			103,916	100.0
*See Paragraph 9	PERCENT	69.9	18.9	11.2	49.9			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009						
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 _____	51,533	51,956			103,489	99.6
Individuals by name only _____	326	82			408	0.4
Titles or functions only _____	2	-			2	-
Company names only _____	17	-			17	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	51,878	52,038			103,916	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	379	226	605		400-427 Kentucky _____	717	587	1,304	
030-038 New Hampshire _____	335	331	666		370-385 Tennessee _____	730	764	1,494	
050-059 Vermont _____	217	191	408		350-369 Alabama _____	709	530	1,239	
010-027 Massachusetts _____	1,250	1,355	2,605		386-397 Mississippi _____	451	258	709	
028-029 Rhode Island _____	174	152	326		EAST SO. CENTRAL	2,607	2,139	4,746	4.6
060-069 Connecticut _____	796	787	1,583		716-729 Arkansas _____	638	314	952	
NEW ENGLAND	3,151	3,042	6,193	6.0	700-714 Louisiana _____	554	628	1,182	
100-149 New York _____	3,217	3,179	6,396		730-749 Oklahoma _____	1,152	408	1,560	
070-089 New Jersey _____	1,987	1,589	3,576		750-799 Texas _____	4,507	3,395	7,902	
150-196 Pennsylvania _____	2,355	2,238	4,593		WEST SO. CENTRAL	6,851	4,745	11,596	11.2
MIDDLE ATLANTIC	7,559	7,006	14,565	14.0	590-599 Montana _____	482	187	669	
430-459 Ohio _____	2,414	1,905	4,319		832-838 Idaho _____	318	152	470	
460-479 Indiana _____	1,092	948	2,040		820-831 Wyoming _____	179	84	263	
600-629 Illinois _____	2,675	1,989	4,664		800-816 Colorado _____	777	745	1,522	
480-499 Michigan _____	2,013	1,559	3,572		870-884 New Mexico _____	382	392	774	
530-549 Wisconsin _____	1,319	877	2,196		850-865 Arizona _____	892	975	1,867	
EAST NO. CENTRAL	9,513	7,278	16,791	16.2	840-847 Utah _____	264	279	543	
550-567 Minnesota _____	1,165	914	2,079		889-898 Nevada _____	157	167	324	
500-528 Iowa _____	921	387	1,308		MOUNTAIN	3,451	2,981	6,432	6.2
630-658 Missouri _____	1,441	773	2,214		995-999 Alaska _____	212	129	341	
580-588 North Dakota _____	380	136	516		980-994 Washington _____	1,057	923	1,980	
570-577 South Dakota _____	380	184	564		970-979 Oregon _____	603	495	1,098	
680-693 Nebraska _____	631	348	979		900-961 California _____	3,625	3,492	7,117	
660-679 Kansas _____	936	640	1,576		967-968 Hawaii _____	143	263	406	
WEST NO. CENTRAL	5,854	3,382	9,236	8.9	PACIFIC	5,640	5,302	10,942	10.5
197-199 Delaware _____	161	186	347		UNITED STATES	51,824	45,227	97,051	93.4
206-219 Maryland _____	751	1,086	1,837		969 & 004-009 U.S. Territories _____	25	55	80	
200-205 Washington, DC _____	209	273	482		Canada _____	-	1,950	1,950	
220-246 Virginia _____	1,320	1,590	2,910		Mexico _____	-	121	121	
247-268 West Virginia _____	308	224	532		Other International _____	3	4,633	4,636	
270-289 North Carolina _____	1,109	1,486	2,595		APO/FPO _____	26	52	78	
290-299 South Carolina _____	620	584	1,204		TOTAL QUALIFIED CIRCULATION	51,878	52,038	103,916	100.0
300-319 Georgia _____	1,191	1,569	2,760						
320-349 Florida _____	1,529	2,354	3,883						
SOUTH ATLANTIC	7,198	9,352	16,550	15.9					

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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	81,614	79,197	80,832	88,192	97,312	102,396
Qualified Non-Paid Total	80,178	77,769	79,847	87,392	96,722	101,961
Print Only	49,475	48,297	47,007	49,055	50,758	51,782
Digital Only	30,703	29,472	32,840	38,337	45,964	50,179
Qualified Paid Total	1,436	1,428	985	800	590	435
Print Only	1,412	1,416	979	793	582	429
Digital Only	24	12	6	7	8	6
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$58.90	\$59.65	\$58.38	\$57.82	\$60.16	\$60.06

***NOTE: January-December 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

\$60.06	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
11	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 a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

CHANGE OF COMPANY NAME:

Effective with the June 2009 issue, IAQ Publications changed its name to eSchool Media.

ALLOCATED FOR TRADE SHOWS AND CONFERENCES:

NECC Conference, Washington, DC, June 28-July 1 100, copies (July Issue)
NSBA T & L, Denver, CO, October 28-30, 2009, 1,250 copies, (October issue)

PARAGRAPH 2:

Additions and removals are not required for paid circulation

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 27,073 copies or 20.3% including MDR List

PARAGRAPHS 5 & 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	52,209	100.0	51,782	99.2	427	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,211	100.0	51,782	99.2	429	0.8

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	50,183	100.0	50,179	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,183	100.0	50,179	100.0	4	-

PUBLISHER'S AFFIDAVIT

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

Gregg Downey, President

Rob Morrow, Chief Executive Officer

(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

December 22, 2009

State

Maryland

County

Montgomery

Received by BPA Worldwide

December 22, 2009

Type

PD

ID Number

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