

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**

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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eSCHOOL NEWS

eSchool News
IAQ Publications
7920 Norfolk Ave Ste 900
Bethesda, MD 20814
Tel. No.: (301) 913-0115
FAX No.: (301) 913-0119
www.eschoolnews.com

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

FIELD SERVED

eSchool News serves technology decision makers in K-12 and higher education.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include superintendents, assistant superintendents, area superintendents, management information services directors, media/audio-visual directors, library service directors, curriculum directors, technology directors, instructional media directors, grant directors, federal program directors, purchasing agents, human resource directors, principals, assistant principals, librarian/media specialists, technology coordinators, instructional media directors, computer technicians, computer science chairpersons, technology advocates, internet teachers, educational services agency director/boces, teachers and federal and state department of education - technology personnel, and Senior- and junior-college personnel technology directors, chief information officers, technology purchasing agents, and management information service directors and others allied to the field

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,828
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	1,339
All Other _____	2,128
TOTAL	6,295

*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 _____	83,958	100.0	82,404	98.1	1,554	1.9
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	4	-	-	-	4	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	83,962	100.0	82,404	98.1	1,558	1.9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2007 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	3,239	2,338	50,452	29,879	-			80,331	May _____	853	2,023	51,791	35,105	-			86,896
March _____	6,215	8,193	50,302	31,988	-			82,290	June _____	637	1,039	51,947	35,290	-			87,237
									TOTAL	14,520	20,287						

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007
This issue is 4.2% or 3,521 copies above the average of the other 5 issues reported in Paragraph two.

K-20 Education Personnel	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)
In school districts, district-level personnel responsible for the management of technology and related matters, including: general superintendents, area superintendents, assistant superintendents, technology directors, management information services directors, library service directors, curriculum directors, instructional media directors, grant directors, federal program directors, purchasing agents, educational services agency directors/BOCES, human resource directors _____	30,984	35.7	28,841	2,143	-
In school buildings, campus-level personnel responsible for the management of technology and related matters, including: principals, assistant principals, technology coordinators, librarians, media center directors, instructional media directors, computer science chairpersons, technology advocates, internet teachers, computer technicians, teachers _____	31,086	35.8	12,179	18,907	-
Federal and state-level education and education technology officials including superintendents of public instruction, staff members in governors' offices, state legislatures, and departments of public instruction ____	2,252	2.6	1,751	501	-
Senior- and junior-college personnel technology directors, chief information officers, technology purchasing agents, and management information service directors _____	6,052	6.9	4,694	1,358	-
Others allied to the field _____	16,488	19.0	4,310	12,178	-
Other Paid Circulation _____	34	-	16	18	-
TOTAL QUALIFIED CIRCULATION	86,896	100.0	51,791	35,105	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007										
Qualification Source	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year							
I. TOTAL - Personal direct request from the recipient: _____	37,591	10,007	26,379	38,872	35,100	-			73,977	85.1
a. Written _____	876	399	361	1,590	38	-			1,636	1.9
b. Telecommunication _____	1	3	-	4	-	-			4	-
c. Electronic _____	36,714	9,605	26,018	37,278	35,062	-			72,337	83.2
II. TOTAL - Request from recipient's company: _____	10	-	-	10	5	-			10	-
a. Written _____	10	-	-	10	-	-			10	-
b. Telecommunication _____	-	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	5	-			-	-
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): _____	12,894	3	12	12,909	-	-			12,909	14.9
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
*Independent field reports _____	12,894	2	11	12,907	-	-			12,907	14.9
Licenseses - National, State or Local Government _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	-	1	1	2	-	-			2	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	50,495	10,010	26,391	51,791	35,105	-			86,896	100.0
*See Paragraph 11										
PERCENT	58.1	11.5	30.4	59.6	40.4	-			100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	51,572	35,105	-			86,677	99.8
Individuals by name only _____	202	-	-			202	0.2
Titles or functions only _____	6	-	-			6	-
Company names only _____	11	-	-			11	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	51,791	35,105	-			86,896	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007															
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	365	149	-			514		400-427 Kentucky _____	843	532	-			1,375	
030-038 New Hampshire _____	333	228	-			561		370-385 Tennessee _____	764	507	-			1,271	
050-059 Vermont _____	228	122	-			350		350-369 Alabama _____	543	306	-			849	
010-027 Massachusetts _____	1,324	900	-			2,224		386-397 Mississippi _____	376	148	-			524	
028-029 Rhode Island _____	200	171	-			371		EAST SO. CENTRAL	2,526	1,493	-			4,019	4.6
060-069 Connecticut _____	754	514	-			1,268		716-729 Arkansas _____	515	175	-			690	
NEW ENGLAND	3,204	2,084	-			5,288	6.1	700-714 Louisiana _____	546	357	-			903	
100-149 New York _____	3,282	2,249	-			5,531		730-749 Oklahoma _____	964	299	-			1,263	
070-089 New Jersey _____	1,913	1,033	-			2,946		750-799 Texas _____	4,370	2,287	-			6,657	
150-196 Pennsylvania _____	2,468	1,445	-			3,913		WEST SO. CENTRAL	6,395	3,118	-			9,513	10.9
MIDDLE ATLANTIC	7,663	4,727	-			12,390	14.3	590-599 Montana _____	468	88	-			556	
430-459 Ohio _____	2,256	1,168	-			3,424		832-838 Idaho _____	284	113	-			397	
460-479 Indiana _____	1,129	604	-			1,733		820-831 Wyoming _____	147	58	-			205	
600-629 Illinois _____	2,628	1,455	-			4,083		800-816 Colorado _____	722	478	-			1,200	
480-499 Michigan _____	1,996	1,064	-			3,060		870-884 New Mexico _____	376	214	-			590	
530-549 Wisconsin _____	1,203	577	-			1,780		850-865 Arizona _____	1,020	658	-			1,678	
EAST NO. CENTRAL	9,212	4,868	-			14,080	16.2	840-847 Utah _____	310	188	-			498	
550-567 Minnesota _____	1,161	643	-			1,804		889-898 Nevada _____	183	121	-			304	
500-528 Iowa _____	836	314	-			1,150		MOUNTAIN	3,510	1,918	-			5,428	6.3
630-658 Missouri _____	1,383	547	-			1,930		995-999 Alaska _____	194	136	-			330	
580-588 North Dakota _____	377	112	-			489		980-994 Washington _____	1,064	633	-			1,697	
570-577 South Dakota _____	364	133	-			497		970-979 Oregon _____	598	367	-			965	
680-693 Nebraska _____	545	239	-			784		900-961 California _____	3,954	2,783	-			6,737	
660-679 Kansas _____	916	408	-			1,324		967-968 Hawaii _____	160	144	-			304	
WEST NO. CENTRAL	5,582	2,396	-			7,978	9.2	PACIFIC	5,970	4,063	-			10,033	11.6
197-199 Delaware _____	147	93	-			240		UNITED STATES	51,689	30,534	-			82,223	94.6
206-219 Maryland _____	824	680	-			1,504		969 & 004-009 U.S. Territories _____	42	37	-			79	
200-205 Washington, DC _____	370	247	-			617		Canada _____	23	1,377	-			1,400	
220-246 Virginia _____	1,405	1,077	-			2,482		Mexico _____	-	69	-			69	
247-268 West Virginia _____	255	147	-			402		Other International _____	4	3,057	-			3,061	
270-289 North Carolina _____	1,090	793	-			1,883		APO/FPO _____	33	31	-			64	
290-299 South Carolina _____	563	338	-			901		TOTAL QUALIFIED CIRCULATION	51,791	35,105	-			86,896	100.0
300-319 Georgia _____	1,217	966	-			2,183									
320-349 Florida _____	1,756	1,526	-			3,282									
SOUTH ATLANTIC	7,627	5,867	-			13,494	15.5								

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	50,195	55,057	78,405	81,614	83,962
Qualified Non-Paid: _____	46,707	52,653	71,066	80,178	82,404
Print Only _____		50,464	64,235	49,475	49,554
Digital Only _____		4,593	26,919	30,703	32,850
Both Print & Digital (Unduplicated) _____		-	-	-	-
Qualified Paid: _____	3,488	2,404	1,413	1,436	1,558
Print Only _____		-	1,408	1,412	1,541
Digital Only _____		-	6	24	17
Both Print & Digital (Unduplicated) _____		-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	\$53.96	\$59.21	\$57.43	\$58.90	\$57.03

*NOTE: 2007 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA	
\$57.03	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
11	Issues Per Year
\$10.00	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. 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 versions are notified via email when the version is available.

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Independent field reports include 1 source of circulation for a quantity of 12,907 copies or 14.9%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

AVERAGE NON-QUALIFIED CIRCULATION:			
Trade Show/Conference	Date	Location	Copies
FETC Conference _____	Jan. 24-26, 2007	Florida	1,400 copies
TCEA 2007 _____	Feb. 5-9, 2007	Austin, TX	1935 copies
COSN's 6th Annual Intl Symposium _____	March 27, 2007	San Francisco, CA	1,000 copies
AASA 2007 _____	March 1-4, 2007	New Orleans, LA	1,149 copies
62nd ASCD Annual Conference & Exhibit Show _____	March 17-19, 2007	Anaheim, CA	100 copies
NECC 2007 _____	June 21, 2007	Atlanta, GA	1,300 Copies

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 _____	51,091	100.0	49,554	97.0	1,537	3.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	4	-	-	-	4	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,095	100.0	49,554	97.0	1,541	3.0

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 _____	32,867	100.0	32,850	99.9	17	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,867	100.0	32,850	99.9	17	0.1

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2007
Gregg Downey, President	State	Maryland
Nancy Thrush, Circulation Manager	County	Bethesda
(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	July 15, 2007
IMPORTANT NOTE:	Type	PD
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	E166Y0J7