

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2010

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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FIELD SERVED

SC MAGAZINE serves the fields of aerospace, construction, mining, agriculture, education (colleges, universities, other educational institution), entertainment, hospitality, travel, recreation, finance (banking, insurance, accounting, securities, credit), government (federal, state, municipal including military), law enforcement, legal, real estate, manufacturing (computers/software/hardware and non-computer related), media, marketing, advertising, medical, healthcare, pharmaceuticals, biotechnology, non-profit, trade associations, technology services (consultants, data processing, service bureaus, systems integrators), telecommunications, communications carriers, trade (wholesale, retail, distribution), transportation (land, sea, air), utilities (including electric, gas, water, oil), VAR/OEM reseller, other business services, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are CSO's, CISO's, CIO's, CTO's, CEO's, Presidents, Owners, Partners, CFO's, Treasurers, Controllers, COO's, General Managers, Executive Directors, Managing Directors, Chief Risk/Privacy/Compliance Officers, EVP's/Sr. VP's/VP's of: Security, Finance/Accounting, Operations, IS/IT/Communications/Networking, Risk/Privacy/Compliance; Directors/Managers of: Security, Finance/ Accounting, Operations, IS/IT/Communications/ Networking, Risk/Privacy/Compliance; Engineers, Architects, Programmers, Systems/Security Administrators, Analysts, Auditors, Government/Military titled personnel, and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	7
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,247
TOTAL	1,254

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,717	100.0	50,472	99.5	245	0.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	9	-	-	-	9	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,726	100.0	50,472	99.5	254	0.5

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
January _____	184	294	40,085	10,835	-	50,920
February _____	115	194	40,069	10,930	-	50,999
March _____	198	301	40,000	11,102	-	51,102
April _____	931	1,289	40,000	11,460	-	51,460
May _____	13,906	12,384	39,686	9,934	318	49,938
June _____	56	53	39,513	9,935	487	49,935
TOTAL	15,390	14,515				

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	173,382	89,816	72,084	1.25	1:17	2:28
February _____	178,423	90,111	71,614	1.26	1:17	2:32
March _____	228,821	105,471	82,250	1.28	1:15	2:42
April _____	199,201	97,448	77,332	1.26	1:18	2:39
May _____	181,820	89,673	71,844	1.25	1:16	2:34
June _____	173,490	87,601	68,680	1.28	1:19	2:36
AVERAGE:	189,190	93,353	73,967	1.26	1:17	2:35

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is 1.9% or 945 copies below the average of the other 5 issues reported in Paragraph two.

CLASSIFICATION OF BUSINESS & INDUSTRY	Print Version Only (A)	Digital Version Only (B)	Print & Digital Version (unduplicated) (C)	TOTAL QUALIFIED	PERCENT OF TOTAL
Aerospace	381	83	3	467	0.9
Construction, Mining and Agriculture	256	48	1	305	0.6
Education: Colleges, Universities, other Educational Institutions	4,427	1,146	57	5,630	11.2
Entertainment/Hospitality/Travel/Recreation	258	64	1	323	0.6
Finance: Banking, Insurance, Accounting, Securities, Credit	7,487	1,557	45	9,089	18.2
Government: Federal, State, Municipal including Military	11,195	3,132	132	14,459	29.0
Law Enforcement	238	46	-	284	0.6
Legal/Real Estate	514	153	3	670	1.3
Manufacturing (Computers/Software/Hardware)	1,021	267	4	1,292	2.6
Manufacturing (Non-computer related)	1,626	442	2	2,070	4.1
Media/Marketing/Advertising	356	69	2	427	0.9
Medical/Healthcare/Pharmaceuticals/BioTech	3,418	875	31	4,324	8.7
Medical and Legal	358	37	3	398	0.8
Non-Profit/Trade Associations	487	110	1	598	1.2
Technology Services (Consultants, Data Processing, Service Bureaus, Systems Integrators)	2,564	769	8	3,341	6.7
Telecommunications/Communications Carriers	465	126	-	591	1.2
Wholesale, Retail, Distribution	2,215	465	14	2,694	5.4
Transportation: Land, Sea, Air	332	99	1	432	0.9
Utilities: including Electric, Gas, Water, Oil	561	109	3	673	1.3
VAR/Systems Integrator/OEM Reseller	807	167	4	978	2.0
Other Business Services	632	157	3	792	1.6
Others Allied to the Field	88	13	-	101	0.2
TOTAL QUALIFIED CIRCULATION	39,686	9,934	318	49,938	100.0
PERCENT	79.5	19.9	0.6	100.0	

ADDITIONAL DATA		
Classification By Title	TOTAL QUALIFIED	PERCENT OF TOTAL
CORPORATE MANAGERS:		
CSO/CISO	2,090	4.2
CIO/CTO	3,386	6.8
CEO, President, Owner, Partner	4,512	9.1
CFO, Treasurer, Controller	437	0.9
COO, General Manager, Ex Director, Managing Director	2,669	5.3
Chief Risk/Privacy Compliance Officer	467	0.9
Subtotal	13,561	27.2
EVP, SR. VP, VP OF ANY OF THE FOLLOWING:		
Security	858	1.7
Finance/Accounting	289	0.5
Operations	1,126	2.3
IS/IT/communications/Networking	3,487	7.0
Risk/Privacy/Compliance	236	0.5
Subtotal	5,996	12.0
DIR/MGR OF ANY OF THE FOLLOWING:		
Security	2,080	4.2
Finance/Accounting	413	0.8
Operations	2,221	4.4
IS/IT/Communications/Networking	9,687	19.4
Risk/Privacy/Compliance	417	0.9
Subtotal	14,818	29.7
IT PROFESSIONALS:		
Engineer	3,238	6.5
Architect	1,038	2.1
Systems/Security Administrator/Programmer	3,353	6.7
Systems/Security Analyst	2,419	4.8
Systems/Security Auditor	445	0.9
Other Titled IT Professionals	2,779	5.6
Subtotal	13,272	26.6
Government/Military titled Personnel	819	1.6
Consultant	1,351	2.7
Other Titles	121	0.2
TOTAL QUALIFIED CIRCULATION	49,938	100.0

ADDITIONAL DATA		
NUMBER OF EMPLOYEES IN ENTIRE ORGANIZATION	TOTAL QUALIFIED	PERCENT OF TOTAL
under 100	11,385	22.8
100-499	8,261	16.6
500-999	4,299	8.6
1000-4999	8,978	18.0
5000-9999	4,320	8.7
10000-19999	3,410	6.8
20000 +	9,162	18.3
NO RESPONSE	123	0.2
TOTAL QUALIFIED CIRCULATION	49,938	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	42,203	7,735	-	39,686	9,934	318	49,938	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,203	7,735	-	39,686	9,934	318	49,938	100.0
PERCENT	84.5	15.5	-	79.5	19.9	0.6	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	39,676	9,934	318	49,928	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	10	-	-	10	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,686	9,934	318	49,938	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	148	42	-	190		400-427 Kentucky _____	516	103	3	622	
030-038 New Hampshire _____	206	54	1	261		370-385 Tennessee _____	692	185	4	881	
050-059 Vermont _____	77	22	-	99		350-369 Alabama _____	514	129	4	647	
010-027 Massachusetts _____	1,135	252	9	1,396		386-397 Mississippi _____	161	37	3	201	
028-029 Rhode Island _____	164	23	1	188		EAST SO. CENTRAL	1,883	454	14	2,351	4.7
060-069 Connecticut _____	531	132	3	666		716-729 Arkansas _____	313	57	2	372	
NEW ENGLAND	2,261	525	14	2,800	5.6	700-714 Louisiana _____	292	80	4	376	
100-149 New York _____	2,758	608	17	3,383		730-749 Oklahoma _____	429	109	2	540	
070-089 New Jersey _____	1,499	364	12	1,875		750-799 Texas _____	2,394	619	20	3,033	
150-196 Pennsylvania _____	1,723	396	17	2,136		WEST SO. CENTRAL	3,428	865	28	4,321	8.7
MIDDLE ATLANTIC	5,980	1,368	46	7,394	14.8	590-599 Montana _____	137	36	1	174	
430-459 Ohio _____	1,511	326	12	1,849		832-838 Idaho _____	137	39	1	177	
460-479 Indiana _____	631	151	6	788		820-831 Wyoming _____	73	24	-	97	
600-629 Illinois _____	1,849	408	10	2,267		800-816 Colorado _____	690	187	2	879	
480-499 Michigan _____	1,033	232	9	1,274		870-884 New Mexico _____	227	68	1	296	
530-549 Wisconsin _____	822	200	5	1,027		850-865 Arizona _____	529	160	5	694	
EAST NO. CENTRAL	5,846	1,317	42	7,205	14.4	840-847 Utah _____	318	96	1	415	
550-567 Minnesota _____	906	172	6	1,084		889-898 Nevada _____	187	52	3	242	
500-528 Iowa _____	525	123	4	652		MOUNTAIN	2,298	662	14	2,974	6.0
630-658 Missouri _____	906	233	10	1,149		995-999 Alaska _____	41	21	-	62	
580-588 North Dakota _____	144	26	-	170		980-994 Washington _____	756	179	5	940	
570-577 South Dakota _____	158	33	-	191		970-979 Oregon _____	341	98	5	444	
680-693 Nebraska _____	416	68	2	486		900-961 California _____	3,624	912	32	4,568	
660-679 Kansas _____	465	108	4	577		967-968 Hawaii _____	108	31	1	140	
WEST NO. CENTRAL	3,520	763	26	4,309	8.6	PACIFIC	4,870	1,241	43	6,154	12.3
197-199 Delaware _____	157	31	1	189		UNITED STATES	39,572	9,644	318	49,534	99.2
206-219 Maryland _____	1,543	357	15	1,915		969 & 004-009 U.S. Territories _____	18	5	-	23	
200-205 Washington, DC _____	1,192	406	12	1,610		Canada _____	39	262	-	301	
220-246 Virginia _____	2,056	580	19	2,655		Mexico _____	1	-	-	1	
247-268 West Virginia _____	202	55	2	259		Other International _____	27	15	-	42	
270-289 North Carolina _____	1,067	247	8	1,322		APO/FPO _____	29	8	-	37	
290-299 South Carolina _____	397	97	5	499		TOTAL QUALIFIED CIRCULATION	39,686	9,934	318	49,938	100.0
300-319 Georgia _____	971	226	9	1,206							
320-349 Florida _____	1,901	450	20	2,371							
SOUTH ATLANTIC	9,486	2,449	91	12,026	24.1						

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified:	55,000	55,000	50,000	44,913	50,413	50,726
Qualified Non-Paid:	55,000	55,000	50,000	44,775	50,240	50,472
Print Version Only _____	55,000	55,000	50,000	39,864	39,836	39,662
Digital Version Only _____	-	-	-	4,911	10,404	10,676
Print & Digital (Unduplicated) _____	-	-	-	-	-	134
Qualified Paid:	-	-	-	138	173	254
Print Version Only _____	-	-	-	138	164	231
Digital Version Only _____	-	-	-	-	9	23
Print & Digital (Unduplicated) _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - June 2010 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

8. 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 digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica -Editorial and design are unchanged from the original print edition.

Paragraphs 3c and 7 are reported at the option of the publisher.

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 _____	39,884	100.0	39,662	99.4	222	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	9	-	-	-	9	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,893	100.0	39,662	99.4	231	0.6

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 _____	10,699	100.0	10,676	99.8	23	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,699	100.0	10,676	99.8	23	0.2

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT + DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	134	100.0	134	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	134	100.0	134	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
 Sherry Oommen, Group Circulation Manager
 John Crewe, Director of Audience Development
 (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 August 02, 2010
 State New York
 County New York
 Received by BPA Worldwide August 02, 2010
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