

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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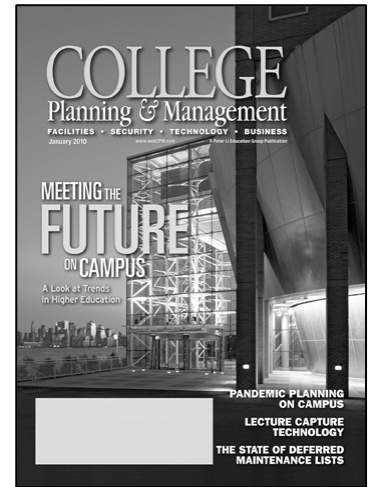
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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# COLLEGE Planning & Management

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Official Publication of: None  
Established: 1998  
Issues Per Year: 12



**FIELD SERVED**

COLLEGE Planning & Management serves the administrative, business, purchasing, facilities, construction, and technology planning levels in two-year colleges and four-year colleges/universities nationwide.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are administrative and management personnel including presidents, deans, chief administrators; State Higher Education agencies; and vice presidents, directors, managers and supervisors of: business, purchasing, facilities planning, physical plant, buildings and grounds, energy management, maintenance, safety and security, housing/residential life, college unions/student activity centers, food service, auxiliary/campus card services, and technology. Also qualified are architects, engineers, construction managers, design-builders, general contractors, interior designers and consultants serving the industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,238
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	541
Digital _____	-
All Other _____	1,183
<b>TOTAL</b>	<b>3,962</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,032	100.0	30,032	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,032</b>	<b>100.0</b>	<b>30,032</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	28	28	30,029
February _____	482	482	30,029
March _____	79	79	30,029
April _____	579	579	30,029
May _____	3,504	3,514	30,039
June _____	16	16	30,039
<b>TOTAL</b>	<b>4,688</b>	<b>4,698</b>	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	22,601	5,585	1,853	30,039	100.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - 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: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,601</b>	<b>5,585</b>	<b>1,853</b>	<b>30,039</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.2</b>	<b>18.6</b>	<b>6.2</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	30,039	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,039</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010			
State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	227		
030-038 New Hampshire _____	256		
050-059 Vermont _____	152		
010-027 Massachusetts _____	1,424		
028-029 Rhode Island _____	211		
060-069 Connecticut _____	511		
<b>NEW ENGLAND</b>	<b>2,781</b>	<b>9.3</b>	
100-149 New York _____	2,476		
070-089 New Jersey _____	801		
150-196 Pennsylvania _____	1,954		
<b>MIDDLE ATLANTIC</b>	<b>5,231</b>	<b>17.4</b>	
430-459 Ohio _____	1,301		
460-479 Indiana _____	632		
600-629 Illinois _____	1,153		
480-499 Michigan _____	941		
530-549 Wisconsin _____	597		
<b>EAST NO. CENTRAL</b>	<b>4,624</b>	<b>15.4</b>	
550-567 Minnesota _____	549		
500-528 Iowa _____	436		
630-658 Missouri _____	641		
580-588 North Dakota _____	148		
570-577 South Dakota _____	127		
680-693 Nebraska _____	321		
660-679 Kansas _____	416		
<b>WEST NO. CENTRAL</b>	<b>2,638</b>	<b>8.8</b>	
197-199 Delaware _____	85		
206-219 Maryland _____	609		
200-205 Washington, DC _____	231		
220-246 Virginia _____	955		
247-268 West Virginia _____	253		
270-289 North Carolina _____	1,210		
290-299 South Carolina _____	588		
300-319 Georgia _____	924		
320-349 Florida _____	1,210		
<b>SOUTH ATLANTIC</b>	<b>6,065</b>	<b>20.2</b>	
400-427 Kentucky _____	490		
370-385 Tennessee _____	602		
350-369 Alabama _____	521		
386-397 Mississippi _____	343		
<b>EAST SO. CENTRAL</b>	<b>1,956</b>	<b>6.5</b>	
716-729 Arkansas _____	304		
700-714 Louisiana _____	383		
730-749 Oklahoma _____	287		
750-799 Texas _____	1,712		
<b>WEST SO. CENTRAL</b>	<b>2,686</b>	<b>8.9</b>	
590-599 Montana _____	141		
832-838 Idaho _____	152		
820-831 Wyoming _____	70		
800-816 Colorado _____	333		
870-884 New Mexico _____	166		
850-865 Arizona _____	352		
840-847 Utah _____	179		
889-898 Nevada _____	116		
<b>MOUNTAIN</b>	<b>1,509</b>	<b>5.0</b>	
995-999 Alaska _____	76		
980-994 Washington _____	365		
970-979 Oregon _____	232		
900-961 California _____	1,757		
967-968 Hawaii _____	81		
<b>PACIFIC</b>	<b>2,511</b>	<b>8.4</b>	
<b>UNITED STATES</b>	<b>30,001</b>	<b>99.9</b>	
969 & 004-009 U.S. Territories _____	38		
Canada _____	-		
Mexico _____	-		
Other International _____	-		
APO/FPO _____	-		
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,039</b>	<b>100.0</b>	

**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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	29,263	30,264	30,045	30,040	30,029	30,032
Qualified Non-Paid: ____	29,263	30,264	30,045	30,040	30,029	30,032
Qualified Paid: _____	-	-	-	-	-	-
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: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. ADDITIONAL DATA**

The information found in this circulation statement is also available within the SCHOOL Planning & Management and COLLEGE Planning & Management Network Statement.

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

**PUBLISHER'S AFFIDAVIT**

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

Deborah P. Moore, Publisher

Patty James Mutchler, Publishing Director

(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 July 15, 2010

State Ohio

County Montgomery

Received by BPA Worldwide July 15, 2010

Type PJ

ID Number C410P0J0

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010																				
This issue is -% or 8 copies above the average of the other 5 issues reported in Paragraph two.																				
CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	TWO-YEAR COLLEGES BY ENROLLMENT									FOUR-YEAR COLLEGES/UNIVERSITIES BY ENROLLMENT								
			Two-Year Colleges	Percent	Over 30,000 (A)	20,000-29,999 (B)	10,000-19,999 (C)	5,000-9,999 (D)	2,500-4,999 (E)	1,000-2,499 (F)	Under 1,000 (G)	Four-Year Colleges/Universities	Percent	Over 30,000 (A)	20,000-29,999 (B)	10,000-19,999 (C)	5,000-9,999 (D)	2,500-4,999 (E)	1,000-2,499 (F)	Under 1,000 (G)
<b>THE EXECUTIVE LEVEL</b>																				
Presidents, Deans, Chief Administrators _____	4,382	14.6	1,257	4.2	2	24	93	197	236	259	446	3,125	10.4	53	122	344	423	393	603	1,187
State Higher Education Agencies (Boards of Regents and Higher Education Officers) _____	186	0.6	186	0.6	186	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>THE PURCHASING LEVEL</b>																				
Vice Presidents, Directors, Managers, Supervisors of:																				
Business (including members of NACUBO) _____	6,771	22.5	1,747	5.8	4	37	157	254	303	319	673	5,024	16.7	104	273	583	639	598	899	1,928
Purchasing (including members of NAEP) _____	1,030	3.4	317	1.1	1	6	34	63	68	59	86	713	2.4	12	41	101	119	125	114	201
<b>THE SPECIFIER LEVEL</b>																				
Vice Presidents, Directors, Managers, Supervisors of:																				
Facilities Planning (including members of SCUP) _____	2,833	9.4	653	2.2	1	30	81	132	107	89	213	2,180	7.3	72	190	316	290	217	292	803
Physical Plant, Buildings and Grounds, Energy Management, Maintenance, Safety and Security (including members of APPA) _____	4,783	15.9	1,212	4.0	3	37	141	196	256	219	360	3,571	11.9	73	202	378	472	465	738	1,243
Housing/Residential Life (including members of ACUHO) _____	1,581	5.3	188	0.6	-	2	7	35	42	51	51	1,393	4.6	31	66	197	246	186	241	426
College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services (including members of ACUI, NACAS and NACCU) _____	1,916	6.4	369	1.2	-	11	29	79	68	58	124	1,547	5.1	26	114	205	241	185	266	510
Technology/MIS _____	2,093	7.0	667	2.2	1	15	49	114	142	147	199	1,426	4.7	12	48	150	207	208	309	492
Sub-Total	25,575	85.1	6,596	22.0	198	162	591	1,070	1,222	1,201	2,152	18,979	63.1	383	1,056	2,274	2,637	2,377	3,462	6,790
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers and Consultants (including members of AIA/CAE) _____	4,464	14.9																		
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,039</b>	<b>100.0</b>																		