

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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SCHOOL

Planning & Management

Peter Li Inc.
2621 Dryden Road, Suite 300
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Tel. No.: (937) 293-1415
Fax No.: (937) 293-1310

Official Publication of: None
Established: 1962
Issues Per Year: 12



FIELD SERVED

SCHOOL Planning & Management serves the administrative, business, purchasing, facilities, construction, and technology planning levels in public school districts nationwide.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are administrative and management personnel including school board presidents, superintendents, chief administrators, assistant superintendents, vice presidents, directors, managers, and supervisors for: administration, business, purchasing, facilities planning, maintenance, buildings and grounds, energy management, safety and security, and technology. Also qualified are architects, engineers, construction managers, design-builders, general contractors, interior designers and consultants serving the industry, as well as Departments of Education.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,064
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	693
Digital _____	-
All Other _____	1,239
TOTAL	3,996

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,043	100.0	48,043	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,043	100.0	48,043	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	42	42	48,035
February _____	583	583	48,035
March _____	226	226	48,035
April _____	548	548	48,035
May _____	11,082	11,105	48,058
June _____	19	19	48,058
TOTAL	12,500	12,523	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is -% or 18 copies above the average of the other 5 issues reported in Paragraph two.

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	PUBLIC SCHOOL DISTRICT BY ENROLLMENT					
			Over 25,000 (A)	10,000-24,999 (B)	5,000-9,999 (C)	2,500-4,999 (D)	1,000-2,499 (E)	Under 1,000 (F)
THE EXECUTIVE LEVEL								
Presidents and Chairmen – Boards of Education (including members of NSBA) _____	6,505	13.5	182	326	592	1,098	1,771	2,536
Superintendents of Schools (including members of AASA) _____	10,936	22.8	489	650	1,054	1,828	2,824	4,091
Federal and State Departments of Education (Administrative, Business, Facilities, and Technology, including members of SETDA) _____	254	0.5	254	-	-	-	-	-
THE PURCHASING LEVEL								
Assistant Superintendents, Vice Presidents, Directors, Managers, And Supervisors Of:								
Business and Purchasing (including members of ASBO) _____	9,443	19.7	604	873	1,156	1,618	2,283	2,909
THE SPECIFIER LEVEL								
Assistant Superintendents, Vice Presidents, Directors, Managers, and Supervisors of:								
Facilities Planning, Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security (including members of APPA, NSPMA, and CEFPI) _____	12,697	26.4	1,473	1,355	1,710	2,323	2,836	3,000
Technology/MIS (including members of NSBA TLN) _____	2,151	4.5	165	298	380	379	437	492
Sub-Total	41,986	87.4	3,167	3,502	4,892	7,246	10,151	13,028
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Consultants (including members of AIA/CAE) _____	6,072	12.6						
TOTAL QUALIFIED CIRCULATION	48,058	100.0						
PERCENT	100.0							

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	36,192	9,569	2,297	48,058	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	36,192	9,569	2,297	48,058	100.0
PERCENT	75.3	19.9	4.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	48,058	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	48,058	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	470		Kentucky _____	694	
New Hampshire _____	366		Tennessee _____	606	
Vermont _____	255		Alabama _____	754	
Massachusetts _____	1,267		Mississippi _____	730	
Rhode Island _____	165		EAST SO. CENTRAL	2,784	5.8
Connecticut _____	760		Arkansas _____	701	
NEW ENGLAND	3,283	6.8	Louisiana _____	377	
New York _____	3,314		Oklahoma _____	965	
New Jersey _____	2,381		Texas _____	2,995	
Pennsylvania _____	2,439		WEST SO. CENTRAL	5,038	10.5
MIDDLE ATLANTIC	8,134	16.9	Montana _____	713	
Ohio _____	2,639		Idaho _____	438	
Indiana _____	1,076		Wyoming _____	176	
Illinois _____	2,560		Colorado _____	682	
Michigan _____	1,814		New Mexico _____	238	
Wisconsin _____	1,475		Arizona _____	853	
EAST NO. CENTRAL	9,564	19.9	Utah _____	227	
Minnesota _____	1,185		Nevada _____	156	
Iowa _____	1,307		MOUNTAIN	3,483	7.3
Missouri _____	1,505		Alaska _____	75	
North Dakota _____	495		Washington _____	579	
South Dakota _____	520		Oregon _____	337	
Nebraska _____	677		California _____	2,728	
Kansas _____	953		Hawaii _____	24	
WEST NO. CENTRAL	6,642	13.8	PACIFIC	3,743	7.8
Delaware _____	112		UNITED STATES	48,049	100.0
Maryland _____	459		U.S. Territories _____	7	
Washington, DC _____	39		Canada _____	-	
Virginia _____	896		Mexico _____	-	
West Virginia _____	245		Other International _____	-	
North Carolina _____	931		APO/FPO _____	2	
South Carolina _____	565		TOTAL QUALIFIED CIRCULATION	48,058	100.0
Georgia _____	1,098				
Florida _____	1,033				
SOUTH ATLANTIC	5,378	11.2			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	48,033	48,040	48,053	48,047	48,035	48,043
Qualified Non-Paid: _____	48,033	48,040	48,053	48,047	48,035	48,043
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

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

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 7, 2011
Deborah P. Moore, President/Publisher	State	Ohio
Patty James Mutchler, Publishing Director	County	Montgomery
(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 7, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	S008P0J1
It will be included in the annual audit made by BPA Worldwide.		