

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

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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 _____	2,050
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	362
Electronic _____	-
All Other _____	1,393
<b>TOTAL</b>	<b>3,805</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,040	100.0	48,040	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,040</b>	<b>100.0</b>	<b>48,040</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	33	33			48,033	April _____	207	207			48,033
February _____	1,376	1,376			48,033	May _____	11,248	11,268			48,053
March _____	437	437			48,033	June _____	25	25			48,053
						<b>TOTAL</b>	<b>13,326</b>	<b>13,346</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

This issue is -% or 16 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)
<b>THE EXECUTIVE LEVEL</b>								
Presidents and Chairmen – Boards of Education (including members of NSBA) _____	6,410	13.3	213	369	620	1,187	1,649	2,372
Superintendents of Schools (including members of AASA) _____	10,530	21.9	368	525	942	1,852	2,883	3,960
Federal and State Departments of Education (Administrative, Business, Facilities, and Technology, including members of SETDA) _____	263	0.5	263	-	-	-	-	-
<b>THE PURCHASING LEVEL</b>								
Assistant Superintendents, Vice Presidents, Directors, Managers, And Supervisors Of:								
Business (including members of ASBO) _____	9,225	19.2	554	776	1,080	1,706	2,323	2,786
Purchasing _____	888	1.8	180	203	169	116	114	106
<b>THE SPECIFIER LEVEL</b>								
Assistant Superintendents, Vice Presidents, Directors, Managers, and Supervisors of:								
Facilities Planning (including members of CEFPI) _____	1,660	3.5	381	296	251	242	250	240
Maintenance, Buildings and Grounds, Physical Plant, Energy Managers, Safety and Security (including members of APPA and NSPMA) _____	11,061	23.1	887	1,045	1,413	2,050	2,694	2,972
Technology/MIS (including members of NSBA/ITTE) _____	2,002	4.2	151	253	356	350	426	466
Sub-Total	42,039	87.5	2,997	3,467	4,831	7,503	10,339	12,902
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers, Consultants (including members of AIA/CAE) _____	6,014	12.5						
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,053</b>	<b>100.0</b>						
<b>PERCENT</b>	<b>100.0</b>							

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct request from the recipient: _____	34,975	11,246	1,832			48,053	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: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,975</b>	<b>11,246</b>	<b>1,832</b>			<b>48,053</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.8</b>	<b>23.4</b>	<b>3.8</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			48,053	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>48,053</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	492		400-427 Kentucky _____	772			
030-038 New Hampshire _____	303		370-385 Tennessee _____	674			
050-059 Vermont _____	239		350-369 Alabama _____	672			
010-027 Massachusetts _____	1,154		386-397 Mississippi _____	664			
028-029 Rhode Island _____	155		<b>EAST SO. CENTRAL</b>	<b>2,782</b>	<b>5.8</b>		
060-069 Connecticut _____	694		716-729 Arkansas _____	710			
<b>NEW ENGLAND</b>	<b>3,037</b>	<b>6.3</b>	700-714 Louisiana _____	415			
100-149 New York _____	2,983		730-749 Oklahoma _____	1,184			
070-089 New Jersey _____	2,180		750-799 Texas _____	3,632			
150-196 Pennsylvania _____	2,391		<b>WEST SO. CENTRAL</b>	<b>5,941</b>	<b>12.4</b>		
<b>MIDDLE ATLANTIC</b>	<b>7,554</b>	<b>15.7</b>	590-599 Montana _____	661			
430-459 Ohio _____	2,809		832-838 Idaho _____	406			
460-479 Indiana _____	1,287		820-831 Wyoming _____	170			
600-629 Illinois _____	2,477		800-816 Colorado _____	653			
480-499 Michigan _____	1,920		870-884 New Mexico _____	287			
530-549 Wisconsin _____	1,374		850-865 Arizona _____	817			
<b>EAST NO. CENTRAL</b>	<b>9,867</b>	<b>20.5</b>	840-847 Utah _____	212			
550-567 Minnesota _____	1,170		889-898 Nevada _____	152			
500-528 Iowa _____	1,200		<b>MOUNTAIN</b>	<b>3,358</b>	<b>7.0</b>		
630-658 Missouri _____	1,435		995-999 Alaska _____	80			
580-588 North Dakota _____	444		980-994 Washington _____	509			
570-577 South Dakota _____	542		970-979 Oregon _____	325			
680-693 Nebraska _____	731		900-961 California _____	2,870			
660-679 Kansas _____	893		967-968 Hawaii _____	29			
<b>WEST NO. CENTRAL</b>	<b>6,415</b>	<b>13.3</b>	<b>PACIFIC</b>	<b>3,813</b>	<b>7.9</b>		
197-199 Delaware _____	112		<b>UNITED STATES</b>	<b>48,049</b>	<b>99.9</b>		
206-219 Maryland _____	404		969 & 004-009 U.S. Territories _____	4			
200-205 Washington, DC _____	58		Canada _____	-			
220-246 Virginia _____	864		Mexico _____	-			
247-268 West Virginia _____	285		Other International _____	-			
270-289 North Carolina _____	878		APO/FPO _____	-			
290-299 South Carolina _____	568		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,053</b>	<b>100.0</b>		
300-319 Georgia _____	1,073						
320-349 Florida _____	1,040						
<b>SOUTH ATLANTIC</b>	<b>5,282</b>	<b>11.0</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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	48,092	48,143	48,148	48,110	48,033	48,040
Qualified Non-Paid: _____	48,092	48,143	48,148	48,110	48,033	48,040
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2008 - June 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	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. 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.		
Deborah P. Moore, Publisher	Date signed	July 7, 2009
Patty James Mutchler, Publishing Director	State	Ohio
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Montgomery
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	July 7, 2009
This unaudited circulation statement has been checked against the previous audit report.	Type	PJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	S008P0J9