



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

No. 999/06-11

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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**HOMEWORLD<sup>®</sup>**  
BUSINESS

ICD Publications  
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Tel. No.: (631) 246-9300  
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Official Publication of: None  
Established: 1989  
Issues Per Year: 26

**FIELD SERVED**

HOMEWORLD BUSINESS serves the retail and wholesale housewares industry, including mass merchandisers, department stores, housewares specialty stores, supermarkets, other retailers, wholesalers, distributors, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are corporate executives, managers, owners, buyers, merchandise managers, advertising promotion managers, sales/marketing managers and other titled and non-titled personnel in the field served, including company copies.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	85
Advertiser and Agency _____	923
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,037
Digital _____	-
All Other _____	247
<b>TOTAL</b>	<b>2,292</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,025	100.0	12,025	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,025</b>	<b>100.0</b>	<b>12,025</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2011 Issue	Total Qualified
January 10 _____	12,025
January 24 _____	12,025
February 7 _____	12,025
February 21 _____	12,025
March 7 _____	12,025
March 21 _____	12,025
April 4 _____	12,025
April 18 _____	12,025
<b>*May 2 _____</b>	<b>12,025</b>
May 16 _____	12,025
May 30 _____	12,025
June 13 _____	12,025
June 27 _____	12,025

\*Analyzed Issue

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**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2, 2011**  
 This issue is equal to the average of the other 12 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			CORPORATE EXECUTIVES, MANAGERS, OWNERS	BUYERS	MERCHANDISE MANAGERS	ADVERTISING PROMOTION MANAGERS	SALES/ MARKETING MANAGERS	OTHER TITLED AND NON-TITLED PERSONNEL INCLUDING COMPANY COPIES
MASS MERCHANDISERS: (including Discount Stores, Drug Stores, Direct Selling, Office Superstores, Hardware Stores, Home Centers, Mail Order/Internet, Variety Stores, Electronic/Appliance Stores, Wholesale clubs and other mass merchandisers)	5,096	42.4	3,873	626	291	28	249	29
DEPARTMENT STORES, HOUSEWARES SPECIALTY STORES	4,002	33.3	3,116	494	182	29	153	28
SUPERMARKETS	261	2.2	134	71	32	2	19	3
OTHER RETAILERS	810	6.7	504	126	68	11	93	8
<b>SUB-TOTAL RETAIL</b>	<b>10,169</b>	<b>84.6</b>	<b>7,627</b>	<b>1,317</b>	<b>573</b>	<b>70</b>	<b>514</b>	<b>68</b>
WHOLESALERS, DISTRIBUTORS	1,055	8.8	589	143	71	14	223	15
OTHERS ALLIED TO THE FIELD	801	6.6	493	33	25	12	194	44
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,025</b>	<b>100.0</b>	<b>8,709</b>	<b>1,493</b>	<b>669</b>	<b>96</b>	<b>931</b>	<b>127</b>
<b>PERCENT</b>	<b>100.0</b>		<b>72.4</b>	<b>12.4</b>	<b>5.6</b>	<b>0.8</b>	<b>7.7</b>	<b>1.1</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 2, 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	5,668	901	-	6,569	54.6
II. Request from recipient's company:	54	58	-	112	1.0
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,410	6	-	2,416	20.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,713</b>	<b>1,215</b>	<b>-</b>	<b>2,928</b>	<b>24.3</b>
Association rosters and directories	-	-	-	-	-
*Business directories	1,660	1,215	-	2,875	23.9
*Manufacturer's, distributor's, and wholesaler's lists	37	-	-	37	0.3
*Other sources	16	-	-	16	0.1
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,845</b>	<b>2,180</b>	<b>-</b>	<b>12,025</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.9</b>	<b>18.1</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2, 2011**

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	673	5.6	PACIFIC	1,682	14.0
MIDDLE ATLANTIC	1,851	15.4	UNITED STATES	11,922	99.1
EAST NO. CENTRAL	3,011	25.0	U.S. Territories	20	0.2
WEST NO. CENTRAL	854	7.1	CANADA	83	0.7
SOUTH ATLANTIC	1,816	15.1	MEXICO	-	-
EAST SO. CENTRAL	473	3.9	OTHER INTERNATIONAL	-	-
WEST SO. CENTRAL	947	7.9	APO/FPO	-	-
MOUNTAIN	615	5.1	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,025</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Communication from recipient or recipients' firm (other than request) contains 430 requestors or 3.6% from Gourmet Insider magazine. Business directories include 1 source of circulation for a quantity of 2,875 copies or 23.9%, including InfoUSA. Manufacturer's, distributor's, and wholesaler's lists include 1 source of circulation for a quantity of 37 copies or 0.3%. Other Sources include 1 source of circulation for a quantity of 16 copies or 0.1%.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2011
Dave Palcek, President	State	New York
Nadine Salogub, Circulation Director	County	Suffolk
(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 29, 2011
<b>IMPORTANT NOTE:</b>	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	H057POJ1