

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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# PULP&PAPER

RISI  
900 Circle 75 Parkway, Suite 1150  
Atlanta, GA 30339  
Tel.: 770-373-3100  
Fax: 770-373-3005  
[www.risiinfo.com](http://www.risiinfo.com)

Official Publication of: None  
Established: 1878  
Issues Per Year: 12

**FIELD SERVED**

PULP & PAPER serves the pulpwood, pulp, paper, paperboard and paper converting industries.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are corporate officers and directors, management, production, technical, engineering, purchasing, sales and other personnel of firms, in the field served. A limited number of copies are served to personnel outside the paper industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	292
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	892
<b>TOTAL</b>	<b>1,184</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,973	99.8	39,350	98.3	623	1.5
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	64	0.2	-	-	64	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,037</b>	<b>100.0</b>	<b>39,350</b>	<b>98.3</b>	<b>687</b>	<b>1.7</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	428	15			40,136	October _____	261	379			40,114
August _____	517	398			40,007	November _____	853	914			40,166
September _____	281	277			40,000	December _____	437	86			39,799
						<b>TOTAL</b>	<b>2,777</b>	<b>2,069</b>			

\*See Paragraph 11

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

This issue is 0.4% or 155 copies above the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Pulp and Paper Manufacturing Market in March 1972, revised June 1976 and August 1976, requiring participating publications to report their circulation on a comparable basis by June 1974. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Copies Foreign	Qualified Copies U.S.	Qualified Copies Canada	Sub-Total U.S. & Canada
<b>1. PULP, PAPER, &amp; PAPERBOARD INDUSTRIES:</b>						
A. Copies Addressed to Firm Names _____	29	0.1	7	20	2	22
B. Corporate Officers & Directors of Companies _____	6,842	17.0	73	6,226	543	6,769
Sub-Total: Copies to A & B (See Note 1)	6,871	17.1	80	6,246	545	6,791
<b>C. PRODUCTION:</b>						
(1) Vice Presidents of Manufacturing, Managers & Assistant Managers: General, Plant, Resident & Mill _____	4,437	11.0	87	3,867	483	4,350
(2) Mill Superintendents & Assistant Mill Superintendents _____	574	1.4	2	466	106	572
(3) Department Managers and Department Superintendents and Assistants _____	1,483	3.7	13	1,318	152	1,470
(4) Tour Bosses, Shift Bosses, Mill Foremen & Mill Supervisor _____	748	1.9	1	606	141	747
(5) Other Production Personnel _____	282	0.7	-	251	31	282
Sub-Total Production	7,524	18.7	103	6,508	913	7,421
<b>D. TECHNICAL:</b>						
(1) Vice Presidents, Research & Development, Technical Directors, Chief Chemists, Technical Superintendents, and Assistants _____	547	1.4	17	427	103	530
(2) Chemists _____	402	1.0	3	321	78	399
(3) Process & Quality Control _____	1,025	2.6	2	887	136	1,023
(4) Research & Development _____	869	2.2	5	771	93	864
(5) Other Technical Personnel _____	474	1.1	3	374	97	471
Sub-Total Technical	3,317	8.3	30	2,780	507	3,287
<b>E. ENGINEERING:</b>						
(1) Vice Presidents Engineering, Chief Engineers & Plant Engineers _____	883	2.2	8	762	113	875
(2) Maintenance Engineers _____	1,268	3.2	8	1,047	213	1,260
(3) Development Engineers _____	22	0.1	-	22	-	22
(4) Power Plant Engineers _____	304	0.8	-	235	69	304
(5) Chemical & Process Engineers _____	592	1.4	2	513	77	590
(6) Other Engineers & Master Mechanics _____	1,445	3.5	9	1,254	182	1,436
Sub-Total Engineering	4,514	11.2	27	3,833	654	4,487
F. Purchasing & Stores _____	1,404	3.5	24	1,215	165	1,380
Sub-Total A - F (See Note 1)	23,630	58.8	264	20,582	2,784	23,366
G. Marketing & Sales _____	2,385	5.9	23	2,160	202	2,362
H. Traffic & Shipping _____	199	0.5	-	173	26	199
I. Other Management & Administrative Personnel _____	3,131	7.8	53	2,793	285	3,078
J. Others _____	944	2.4	3	861	80	941
Sub-Total Copies to G - J (See Note 1)	6,659	16.6	79	5,987	593	6,580
Total Copies to 1. Pulp, Paper & Paperboard Industries	-	-	-	-	-	-
2. Consultants: Engineering, Technical, Production & Research _____	2,495	6.2	9	2,036	450	2,486
3. Woodlands, Forestry, Logging, Pulpwood & Chips _____	1,194	3.0	2	1,088	104	1,192
4. Converting _____	3,085	7.7	8	2,917	160	3,077
Total Copies to 2, 3, & 4	6,774	16.9	19	6,041	714	6,755
Total Copies to 1, 2, 3, & 4	37,063	92.3	362	32,610	4,091	36,701
5. Others (Including research organizations, suppliers to the industry, government personnel, associations, educational institutions, students, banks and financial institutions, newspapers, press agencies, and book agents)	2,791	6.9				
<b>OTHER PAID CIRCULATION (OPTIONAL):</b>						
Subscriptions _____	312	0.8				
Single Copy Sales _____	-	-				
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,166</b>	<b>100.0</b>				
<b>PERCENT</b>	<b>100.0</b>					

Note 1: Additional sub-total reported beyond the comparable program.

BUSINESS AND OCCUPATION (2)	TOTAL QUALIFIED	PERCENT OF TOTAL	TYPE OF PULP, PAPER & PAPERBOARD OPERATION					
			Pulp (A)	Paper & Paperboard (B)	Integrated Pulp/Paper/Paperboard (C)	Headquarters, Separate Engineering, Technical, Research and other locations not at mill site (D)	Independent Operations (E)	
<b>1. PULP, PAPER, &amp; PAPERBOARD INDUSTRIES:</b>								
A. Copies Addressed to Firm Names _____	29	0.1	2	2	9	16	-	
B. Corporate Officers & Directors of Companies _____	6,842	17.0	804	4,490	590	958	-	
Sub-Total: Copies to A & B (See Note 1)	6,871	17.1	806	4,492	599	974	-	
<b>C. PRODUCTION:</b>								
(1) Vice Presidents of Manufacturing, Managers & Assistant Managers: General, Plant, Resident & Mill _____	4,437	11.0	438	2,855	732	412	-	
(2) Mill Superintendents & Assistant Mill Superintendents _____	574	1.4	26	319	218	11	-	
(3) Department Managers and Department Superintendents and Assistants _____	1,483	3.7	157	849	357	120	-	
(4) Tour Bosses, Shift Bosses, Mill Foremen & Mill Supervisor _____	748	1.9	75	347	299	27	-	
(5) Other Production Personnel _____	282	0.7	31	132	104	15	-	
Sub-Total Production	7,524	18.7	727	4,502	1,710	585	-	
<b>D. TECHNICAL:</b>								
(1) Vice Presidents, Research & Development, Technical Directors, Chief Chemists, Technical Superintendents, and Assistants _____	547	1.4	55	259	133	100	-	
(2) Chemists _____	402	1.0	36	151	158	57	-	
(3) Process & Quality Control _____	1,025	2.6	101	475	389	60	-	
(4) Research & Development _____	869	2.2	59	295	290	225	-	
(5) Other Technical Personnel _____	474	1.1	25	141	129	179	-	
Sub-Total Technical	3,317	8.3	276	1,321	1,099	621	-	
<b>E. ENGINEERING:</b>								
(1) Vice Presidents Engineering, Chief Engineers & Plant Engineers _____	883	2.2	68	462	214	139	-	
(2) Maintenance Engineers _____	1,268	3.2	130	624	489	25	-	
(3) Development Engineers _____	22	0.1	-	11	6	5	-	
(4) Power Plant Engineers _____	304	0.8	49	115	134	6	-	
(5) Chemical & Process Engineers _____	592	1.4	57	254	241	40	-	
(6) Other Engineers & Master Mechanics _____	1,445	3.5	120	584	582	159	-	
Sub-Total Engineering	4,514	11.2	424	2,050	1,666	374	-	
F. Purchasing & Stores _____	1,404	3.5	129	747	351	177	-	
Sub-Total A - F (See Note 1)	23,630	58.8	2,362	13,112	5,425	2,731	-	
G. Marketing & Sales _____	2,385	5.9	150	1,203	351	681	-	
H. Traffic & Shipping _____	199	0.5	13	112	54	20	-	
I. Other Management & Administrative Personnel _____	3,131	7.8	330	1,731	624	446	-	
J. Others _____	944	2.4	90	492	211	151	-	
Sub-Total Copies to G - J (See Note 1)	6,659	16.6	583	3,538	1,240	1,298	-	
Total Copies to 1. Pulp, Paper & Paperboard Industries	30,289	75.4	2,945	16,650	6,665	4,029	-	
2. Consultants: Engineering, Technical, Production & Research _____	2,495	6.2	-	-	-	-	2,495	
3. Woodlands, Forestry, Logging, Pulpwood & Chips _____	1,194	3.0	6	33	27	222	906	
4. Converting _____	3,085	7.7	-	1	-	1,115	1,969	
Total Copies to 2, 3, & 4	6,774	16.9	6	34	27	1,337	5,370	
Total Copies to 1, 2, 3, & 4	37,063	92.3	2,951	16,684	6,692	5,366	5,370	
5. Others (Including research organizations, suppliers to the industry, government personnel, associations, educational institutions, students, banks and financial institutions, newspapers, press agencies, and book agents) _____	2,791	6.9						
<b>OTHER PAID CIRCULATION (OPTIONAL):</b>								
Subscriptions _____	312	0.8						
Single Copy Sales _____	-	-						
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,166</b>	<b>100.0</b>						
<b>PERCENT</b>	<b>100.0</b>							

Note 1: Additional sub-total reported beyond the comparable program.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>11,139</b>	<b>14,179</b>	<b>5,648</b>			<b>30,966</b>	<b>77.1</b>
a. Written _____	4,877	1,614	847			7,338	18.3
b. Telecommunication _____	72	10,788	4,250			15,110	37.6
c. Internet and E-Mail _____	6,190	1,777	551			8,518	21.2
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>332</b>	<b>138</b>	<b>36</b>			<b>506</b>	<b>1.3</b>
a. Written _____	331	136	35			502	1.3
b. Telecommunication _____	-	2	1			3	-
c. Internet and E-Mail _____	1	-	-			1	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	<b>229</b>	<b>58</b>			<b>287</b>	<b>0.7</b>
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	158	-			158	0.4
c. Internet and E-Mail _____	-	71	58			129	0.3
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>5,581</b>	<b>1,353</b>	<b>1,473</b>			<b>8,407</b>	<b>20.9</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	3,320	490	415			4,225	10.5
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,261	863	1,058			4,182	10.4
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,052</b>	<b>15,899</b>	<b>7,215</b>			<b>40,166</b>	<b>100.0</b>
<b>*See Paragraph 11 PERCENT</b>	<b>42.5</b>	<b>39.5</b>	<b>18.0</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			39,702	98.8
Individuals by name only _____			98	0.3
Titles or functions only _____			45	0.1
Company names only _____			258	0.6
Multi-Copy Same Addressee copies _____			63	0.2
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,166</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	868		400-427 Kentucky _____	488	
030-038 New Hampshire _____	263		370-385 Tennessee _____	1,165	
050-059 Vermont _____	104		350-369 Alabama _____	1,343	
010-027 Massachusetts _____	1,086		386-397 Mississippi _____	489	
028-029 Rhode Island _____	67		<b>EAST SO. CENTRAL</b>	<b>3,485</b>	<b>8.7</b>
060-069 Connecticut _____	527		716-729 Arkansas _____	476	
<b>NEW ENGLAND</b>	<b>2,915</b>	<b>7.3</b>	700-714 Louisiana _____	723	
100-149 New York _____	1,724		730-749 Oklahoma _____	238	
070-089 New Jersey _____	831		750-799 Texas _____	1,574	
150-196 Pennsylvania _____	1,423		<b>WEST SO. CENTRAL</b>	<b>3,011</b>	<b>7.5</b>
<b>MIDDLE ATLANTIC</b>	<b>3,978</b>	<b>9.9</b>	590-599 Montana _____	56	
430-459 Ohio _____	1,798		832-838 Idaho _____	214	
460-479 Indiana _____	492		820-831 Wyoming _____	5	
600-629 Illinois _____	1,578		800-816 Colorado _____	218	
480-499 Michigan _____	1,137		870-884 New Mexico _____	60	
530-549 Wisconsin _____	2,728		850-865 Arizona _____	228	
<b>EAST NO. CENTRAL</b>	<b>7,733</b>	<b>19.3</b>	840-847 Utah _____	67	
550-567 Minnesota _____	865		889-898 Nevada _____	73	
500-528 Iowa _____	228		<b>MOUNTAIN</b>	<b>921</b>	<b>2.3</b>
630-658 Missouri _____	410		995-999 Alaska _____	11	
580-588 North Dakota _____	10		980-994 Washington _____	1,174	
570-577 South Dakota _____	42		970-979 Oregon _____	753	
680-693 Nebraska _____	65		900-961 California _____	1,687	
660-679 Kansas _____	159		967-968 Hawaii _____	24	
<b>WEST NO. CENTRAL</b>	<b>1,779</b>	<b>4.4</b>	<b>PACIFIC</b>	<b>3,649</b>	<b>9.0</b>
197-199 Delaware _____	95		<b>UNITED STATES</b>	<b>35,302</b>	<b>87.9</b>
206-219 Maryland _____	344		969 & 004-009 U.S. Territories _____	32	
200-205 Washington, DC _____	51		Canada _____	4,313	
220-246 Virginia _____	1,102		Mexico _____	319	
247-268 West Virginia _____	90		Other International _____	200	
270-289 North Carolina _____	1,392		APO/FPO _____	-	
290-299 South Carolina _____	1,231		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,166</b>	<b>100.0</b>
300-319 Georgia _____	2,375				
320-349 Florida _____	1,151				
<b>SOUTH ATLANTIC</b>	<b>7,831</b>	<b>19.5</b>			

**9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	40,366	40,162	40,016	40,226	40,131
Qualified Non-Paid: _____	39,381	39,304	39,249	39,510	39,430
Qualified Paid: _____	985	858	767	716	701
Post Expire Copies included in Paid Circulation: _____	0.2 %	0.2 %	**NC	0.1 %	0.1 %
Average Annual Order Price: _____	\$143.29	\$151.59	\$176.40	\$189.90	\$184.31

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

\$184.31	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)

**11. ADDITIONAL DATA****PARAGRAPH 3b:**

Business directories include 3 sources of circulation for quantities of 1,175 copies or 2.9% to 1,750 copies or 4.4%. Other sources include 1 source of circulation for a quantity of 4,182 copies or 10.4%, including PCS Directory.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

Rhiannon James-van Beuningen, Senior VP, Media Products

Marlon Martin, Corporate Operations 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 February 27, 2009

City San Francisco

State CA

Received by BPA Worldwide February 27, 2009

Type PD

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