

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 INTERNATIONAL

RISI  
326 Avenue Louise, bte 22  
B-1050 Brussels  
Belgium  
32 (0)2 538 60 40  
Tel.: (678) 589-8800 (USA)  
Fax: (678) 589-8885

Official Publication of: None  
Established: 1958  
Issues Per Year: 12

**FIELD SERVED**

PULP & PAPER INTERNATIONAL serves the pulp, paper, paperboard, paper converting and pulpwood industries world-wide.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are executives, management, production, technical, engineering, purchasing, sales and other personnel of firms in the field served including consultants and research organizations. 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 _____	561
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	671
<b>TOTAL</b>	<b>1,232</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,975	99.8	14,496	96.6	479	3.2
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	35	0.2	-	-	35	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,010</b>	<b>100.0</b>	<b>14,496</b>	<b>96.6</b>	<b>514</b>	<b>3.4</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 _____	29	23			15,010	October _____	33	60			15,009
August _____	7	29			15,013	November _____	266	281			15,020
September _____	69	48			14,986	December _____	46	47			15,020
						<b>TOTAL</b>	<b>450</b>	<b>488</b>			

\*See Paragraph 11

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008</b>									
<b>This issue is 0.2% or 34 copies below the average of the other 5 issues reported in Paragraph two.</b>									
<b>This publication conforms to the uniform business/occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Pulp &amp; 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 and title classification manual can be obtained from BPA Worldwide.</b>									
BUSINESS AND OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Total Qualified Copies International (See Note 2)	Total Qualified Copies U.S.A. & Canada (See Note 2)	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	Independent Operations (E)
<b>1. PULP, PAPER, &amp; PAPERBOARD INDUSTRIES:</b>									
A. Copies Addressed to Firm Names _____	31	0.2	31	-	3	3	14	9	2
B. Corporate Officers & Directors of Companies _____	3,346	22.3	3,344	2	150	2,162	545	436	53
Sub-Total: Copies to A & B (See Note 1)	3,377	22.5	3,375	2	153	2,165	559	445	55
<b>C. PRODUCTION :</b>									
(1) Vice Presidents of Manufacturing, Managers & Assistant Managers: General, Plant, Resident & Mill _____	3,743	24.9	3,739	4	220	2,468	774	243	38
(2) Mill Superintendents & Assistant Mill Superintendents _____	60	0.4	60	-	7	37	13	3	-
(3) Department Managers and Department Superintendents and Assistants _____	340	2.3	338	2	21	193	98	26	2
(4) Tour Bosses, Shift Bosses, Mill Foremen & Mill Supervisors _____	58	0.4	57	1	4	34	14	5	1
(5) Other Production Personnel _____	22	0.1	22	-	3	12	7	-	-
Sub-Total Production	4,223	28.1	4,216	7	255	2,744	906	277	41
<b>D. TECHNICAL:</b>									
(1) Vice Presidents, Research & Development, Technical Directors, Chief Chemists, Technical Superintendents, and Assistants _____	829	5.5	829	-	41	569	177	40	2
(2) Chemist _____	58	0.4	58	-	7	25	21	5	-
(3) Process & Quality Control _____	170	1.1	170	-	11	101	49	5	4
(4) Research & Development _____	291	1.9	290	1	29	142	88	28	4
(5) Other Technical Personnel _____	67	0.4	67	-	3	39	14	8	3
Sub-Total Technical	1,415	9.4	1,414	1	91	876	349	86	13
<b>E. ENGINEERING:</b>									
(1) Vice Presidents Engineering, Chief Engineers & Plant Engineers _____	435	2.9	434	1	37	262	102	28	6
(2) Maintenance Engineers _____	297	2.0	296	1	32	173	84	7	1
(3) Development Engineers _____	12	0.1	12	-	-	6	5	-	1
(4) Power Plant Engineers _____	28	0.2	28	-	5	8	15	-	-
(5) Chemical & Process Engineers _____	105	0.7	105	-	13	44	34	13	1
(6) Other Engineers & Master Mechanics _____	380	2.5	378	2	54	175	94	42	15
Sub-Total Engineering	1,257	8.4	1,253	4	141	668	334	90	24
F. Purchasing & Stores _____	617	4.1	617	-	17	426	111	55	8
G. Marketing & Sales _____	1,205	8.0	1,203	2	63	742	202	184	14
H. Traffic & Shipping _____	9	0.1	9	-	2	6	-	1	-
I. Other Management & Administrative Personnel _____	1,227	8.2	1,225	2	73	681	272	193	8
J. Others _____	227	1.5	226	1	14	96	53	55	9
Sub-Total: Copies to F-J (See Note 2)	3,285	21.9	3,280	5	169	1,951	638	488	39
<b>Total Copies to 1 Pulp, Paper &amp; Paperboard Industries</b>	<b>13,557</b>	<b>90.3</b>	<b>13,538</b>	<b>19</b>	<b>809</b>	<b>8,404</b>	<b>2,786</b>	<b>1,386</b>	<b>172</b>
<b>2. Consultants: Engineering, Technical, Production &amp; Research _____</b>	<b>401</b>	<b>2.7</b>	<b>395</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>401</b>
<b>3. Woodlands, Forestry, Logging, Pulpwood &amp; Chips _____</b>	<b>214</b>	<b>1.4</b>	<b>214</b>	<b>-</b>	<b>-</b>	<b>4</b>	<b>3</b>	<b>13</b>	<b>194</b>
<b>4. Converting _____</b>	<b>353</b>	<b>2.4</b>	<b>353</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>139</b>	<b>214</b>
Total Copies to 2, 3, & 4	968	6.4	962	6	-	4	3	152	809
<b>Total Copies to 1, 2, 3, &amp; 4</b>	<b>14,525</b>	<b>96.7</b>	<b>14,500</b>	<b>25</b>	<b>809</b>	<b>8,408</b>	<b>2,789</b>	<b>1,538</b>	<b>981</b>
<b>5. Others (Including government personnel, financial institutions, and educational institutions)</b>	<b>119</b>	<b>0.8</b>							
<b>OTHER PAID CIRCULATION:</b>									
Subscriptions _____	376	2.5							
Single Copy Sales _____	-	-							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,020</b>	<b>100.0</b>							

Note 1: Non-comparable sub-total reported at the publisher's option.

Note 2: Non-comparable sub-total reported at the publisher's option.

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>8,427</b>	<b>2,717</b>	-			<b>11,144</b>	<b>74.2</b>
a. Written _____	1,561	425	-			1,986	13.2
b. Telecommunication _____	3,999	1,651	-			5,650	37.6
c. Electronic _____	2,867	641	-			3,508	23.4
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>353</b>	<b>91</b>	-			<b>444</b>	<b>3.0</b>
a. Written _____	323	91	-			414	2.8
b. Telecommunication _____	30	-	-			30	0.2
c. Electronic _____	-	-	-			-	-
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>1</b>	-	-			<b>1</b>	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	1	-	-			1	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>2,891</b>	<b>540</b>	-			<b>3,431</b>	<b>22.8</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,891	540	-			3,431	22.8
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,672</b>	<b>3,348</b>	-			<b>15,020</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>77.7</b>	<b>22.3</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 _____			14,662	97.6
Individuals by name only _____			86	0.6
Titles or functions only _____			19	0.1
Company names only _____			220	1.5
Multi-Copy Same Addressee copies _____			33	0.2
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>15,020</b>	<b>100.0</b>



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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified: _____	15,010	14,949	15,032	15,026	15,010
Qualified Non-Paid: _	14,306	14,320	14,429	14,469	14,496
Qualified Paid: _____	704	629	603	557	514
Post Expire Copies included in Paid Circulation: _____	0.4 %	0.3 %	**NC	0.3 %	0.3 %
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	\$147.97

**\*NOTE: July-December 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**

\$147.97	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 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Business directories include 1 source for quantities of 3,431 copies or 22.8%, including Lockwood Post 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.

Marlon Martin, Corporate Operations Director

Rhiannon James-van Beuningen, Senior VP, Media Products

(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 26, 2009
City	San Francisco
State	California
Received by BPA Worldwide	February 26, 2009
Type	PJ
ID Number	P164P0D8