

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, Box 22
Brussels, B-1050, BELGIUM
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.

METHOD OF DISTRIBUTION (SEE PARAGRAPH 11)

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	365
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,725
TOTAL	2,090

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,144	99.7	29,183	96.6	961	3.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	81	0.3	-	-	81	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,225	100.0	29,183	96.6	1,042	3.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
February ___	31	83	30219	10	0	29179	1050	30229	May ___	3928	4461	28121	1260	1088	29477	992	30469
March ___	829	550	29521	355	124	28900	1100	30000	June ___	0	0	28121	1260	1088	29477	992	30469
TOTAL	7430	22390															

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

This issue is 0.2% or 34 copies below 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 & 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.

BUSINESS AND OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Only	Digital Only	Print & Digital (unduplicated)	Total Qualified Copies International	Total Qualified Copies U.S.A. & Canada	Pulp (A)	Paper & Paperboard (B)	Integrated Pulp/Paper/Paperboard (C)	Headquarters, Separate Engineering, Technical, Research and other locations not	Independent Operations (E)
1. PULP, PAPER, & PAPERBOARD INDUSTRIES:												
A. Copies Addressed to Firm Names _____	41	0.1	40	1	-	24	17	1	2	18	15	5
B. Corporate Officers & Directors of Companies	6,092	20.0	5,857	124	111	3,600	2,492	331	3,644	1,141	931	45
Sub-Total: Copies to A & B (Note 1)	6,133	20.1	5,897	125	111	3,624	2,509	332	3,646	1,159	946	50
C. PRODUCTION:												
(1) Vice Presidents of Manufacturing, Managers & Assistant Managers: General, Plant, Resident & Mill _____	6,339	20.8	6,034	146	159	3,943	2,396	410	3,915	1,495	481	38
(2) Mill Superintendents & Assistant Mill Superintendents _____	476	1.6	452	8	16	48	428	34	263	174	5	-
(3) Department Managers and Department Superintendents and Assistants _____	1,095	3.6	1,002	46	47	314	781	98	521	362	113	1
(4) Tour Bosses, Shift Bosses, Mill Foremen & Mill Supervisors _____	641	2.1	613	12	16	44	597	58	285	274	24	-
(5) Other Production Personnel _____	144	0.5	137	3	4	14	130	16	56	64	8	-
Sub-Total Production	8,695	28.5	8,238	215	242	4,363	4,332	616	5,040	2,369	631	39
D. TECHNICAL:												
(1) Vice Presidents, Research & Development, Technical Directors, Chief Chemists, Technical Superintendents, and Assistants _____	923	3.0	882	16	25	571	352	61	526	239	96	1
(2) Chemist _____	334	1.1	310	12	12	45	289	35	137	134	28	-
(3) Process & Quality Control _____	869	2.9	833	16	20	143	726	82	413	345	28	1
(4) Research & Development _____	849	2.8	782	36	31	242	607	66	322	306	154	1
(5) Other Technical Personnel _____	281	0.9	239	23	19	49	232	18	98	72	92	1
Sub-Total Technical	3,256	10.7	3,046	103	107	1,050	2,206	262	1,496	1,096	398	4
E. ENGINEERING:												
(1) Vice Presidents Engineering, Chief Engineers & Plant Engineers _____	859	2.8	803	29	27	316	543	71	417	275	96	-
(2) Maintenance Engineers _____	1,069	3.5	1,038	15	16	220	849	114	524	416	15	-
(3) Development Engineers _____	29	0.1	26	2	1	10	19	-	12	14	3	-
(4) Power Plant Engineers _____	240	0.8	233	2	5	26	214	32	72	130	6	-
(5) Chemical & Process Engineers _____	522	1.7	489	17	16	103	419	60	228	204	29	1
(6) Other Engineers & Master Mechanics _____	973	3.2	882	40	51	272	701	80	367	414	109	3
Sub-Total Engineering	3,692	12.1	3,471	105	116	947	2,745	357	1,620	1,453	258	4
F. Purchasing & Stores _____	1,383	4.5	1,329	23	31	492	891	98	770	343	166	6
G. Marketing & Sales _____	1,732	5.7	1,524	98	110	1,003	729	70	855	306	490	11
H. Traffic & Shipping _____	85	0.3	81	2	2	3	82	5	44	23	13	-
I. Other Management & Administrative Personnel _____	1,332	4.4	1,190	76	66	649	683	75	537	395	316	9
J. Others _____	273	0.9	187	50	36	161	112	12	82	77	89	13
Sub-Total: Copies to F-J (Note 2)	4,805	15.8	4,311	249	245	2,308	2,497	260	2,288	1,144	1,074	39
Total Copies to 1 Pulp, Paper & Paperboard Industries	26,581	87.2	24,963	797	821	12,292	14,289	1,827	14,090	7,221	3,307	136
2. Consultants: Engineering, Technical, Production & Research _____	1,434	4.7	1,008	263	163	392	1,042	-	-	-	-	1,434
3. Woodlands, Forestry, Logging, Pulpwood & Chips _____	379	1.2	322	28	29	107	272	3	13	13	68	282
4. Converting _____	1,216	4.0	1,016	130	70	241	975	-	-	-	391	825
Total Copies to 2, 3, & 4	3,029	9.9	2,346	421	262	740	2,289	3	13	13	459	2,541
Total Copies to 1, 2, 3, & 4 _____	29,610	97.2	27,309	1,218	1,083	13,032	16,578	1,830	14,103	7,234	3,766	2,677
5. Others (including government personnel, financial institutions, and educational institutions) _____	336	1.1	289	42	5	-	-	-	-	-	-	-

OTHER PAID CIRCULATION (OPTIONAL):												
Subscriptions _____	523	1.7	523	-	-	-	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,469	100.0	28,121	1,260	1,088	13,032	16,578	1,830	14,103	7,234	3,766	2,677
PERCENT	100.0	-	92.3	4.1	3.6	42.8	54.4	6.0	46.3	23.7	12.4	8.8

Note 1: Non-comparable sub-total reported at the publisher's option.
Note 2: Non-comparable sub-total reported at the publisher's option.

Data Review, Not Proof Copy

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years							
I. Direct request: _____	11,328	9,852	3,991	22,823	1,260	1,088	-	-	25,171	82.6
II. Request from recipient's company: _____	476	306	32	814	-	-	-	-	814	2.7
III. Membership Benefit: _____	-	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	37	-	47	84	-	-	-	-	84	0.3
V. TOTAL – Sources other than above (listed alphabetically): _____	4,400	-	-	4,400	-	-	-	-	4,400	14.4
Association rosters and directories _____	-	-	-	-	-	-	-	-	-	-
Business directories _____	4,400	-	-	4,400	-	-	-	-	4,400	14.4
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,241	10,158	4,070	28,121	1,260	1,088	-	-	30,469	100.0
PERCENT	53.3	33.3	13.4	92.3	4.1	3.6	-	-	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	27,443	1,260	1,088	-	-	29,791	97.8
Individuals by name only _____	127	-	-	-	-	127	0.4
Titles or functions only _____	45	-	-	-	-	45	0.1
Company names only _____	428	-	-	-	-	428	1.4
Multi-Copy Same Addressee copies _____	78	-	-	-	78	78	0.3
Single Copy Sales _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,121	1,260	1,088	-	78	30,469	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

Region/Country	Print Only	Digital Only	Print & Digital (unduplicated)	Total Qualified	Percent
ASIA					
Afghanistan	1			1	
Bangladesh	48	1		49	
China	1,033	16	28	1,077	
Georgia	1			1	
Hong Kong - SAR	32	7	7	46	
India	824	27	35	886	
Indonesia	405	8	13	426	
Japan	335	8	7	350	
Kazakhstan	6			6	
Korea, Republic Of	173	6	7	186	
Kyrgyzstan	2			2	
Macao		1		1	
Malaysia	180	10	22	212	
Myanmar	3			3	
Nepal	10			10	
Pakistan	148	3	4	155	
Philippines	153		1	154	
Singapore	72	9	10	91	
Sri Lanka	17		1	18	
Taiwan	279	6	2	287	
Thailand	208	9	10	227	
Uzbekistan	2			2	
Vietnam	123	5	3	131	
Subtotal	4,055	116	150	4,321	14.2
MIDDLE EAST					
Bahrain	4	1		5	
Iran	76		2	78	
Iraq	13	1		14	
Israel	46	2	1	49	
Jordan	23	2	3	28	
Kuwait	11		1	12	
Lebanon	24		6	30	
Oman	1			1	
Qatar		1		1	
Saudi Arabia	46	3	6	55	
Syrian Arab Republic	20	1	1	22	
United Arab Emirates	52	4	4	60	
Subtotal	316	15	24	355	1.2
EUROPE					
Albania		1		1	
Austria	191	5	4	200	
Belarus	33			33	
Belgium	134	11	6	151	
Bosnia and Herzegovina	10	1	1	12	
Bulgaria	50	2	1	53	
Croatia	19			19	
Cyprus	5			5	
Czech Republic	82	2	2	86	
Denmark	22	2	1	25	
Estonia	25	1	1	27	
Finland	481	20	10	511	
France	517	18	7	542	
Germany	743	11	10	764	
Gibraltar	1			1	
Greece	70	3	3	76	
Hungary	65	1	2	68	
Iceland		2		2	
Italy	433	9	10	452	
Latvia	10			10	
Lithuania	11		1	12	
Macedonia	15	3		18	
Moldova	1			1	
Netherlands	170	12	8	190	
Norway	95	2	4	101	
Poland	166	4	4	174	
Portugal	164	4	7	175	
Ireland	18	1		19	
Romania	96	2	2	100	

Region/Country	Print Only	Digital Only	Print & Digital (unduplicated)	Total Qualified	Percent
Russian Federation _____	277	6	1	284	
San Marino _____	2			2	
Slovakia _____	64	1	3	68	
Slovenia _____	69	1	2	72	
Spain _____	406	12	9	427	
Sweden _____	335	16	9	360	
Switzerland _____	100	4	1	105	
Turkey _____	289	3	11	303	
Ukraine _____	34			34	
United Kingdom _____	413	32	20	465	
unspecified Europe _____	48	1	1	50	
Subtotal	5,664	193	141	5,998	19.7
AFRICA					
Algeria _____	14		1	15	
Cameroon _____	3			3	
Cote D'Ivoire _____	1			1	
Egypt _____	95	1	7	103	
Ethiopia _____	15			15	
Ghana _____	9		1	10	
Kenya _____	33	1		34	
Madagascar _____	4			4	
Mauritius _____	1			1	
Morocco _____	32		1	33	
Mozambique _____	1			1	
Nigeria _____	5			5	
South Africa _____	221	12	5	238	
Swaziland _____	5			5	
Tanzania _____	10		1	11	
Tunisia _____	24	1		25	
Uganda _____	2			2	
Zambia _____	5		1	6	
Zimbabwe _____	28			28	
Subtotal	508	15	17	540	1.8
NORTH AMERICA					
Canada _____	2,080	180	135	2,395	
United States _____	13,489	627	515	14,631	
Mexico _____	334	21	25	380	
Subtotal	15,903	828	675	17,406	57.1
CARIBBEAN					
Cuba _____	9			9	
Dominican Republic _____	1	2		3	
Trinidad and Tobago _____	5	1		6	
Subtotal	15	3	-	18	0.1
CENTRAL AMERICA					
Costa Rica _____	5	2		7	
El Salvador _____	10	1		11	
Guatemala _____	18	1	1	20	
Nicaragua _____			1	1	
Panama _____	4			4	
Subtotal	37	4	2	43	0.1
SOUTH AMERICA					
Argentina _____	258	10	12	280	
Bolivia _____	15			15	
Brazil _____	548	26	24	598	
Chile _____	166	7	12	185	
Colombia _____	122	5	4	131	
Ecuador _____	26	1	1	28	
Guyana _____		1		1	
Paraguay _____	6			6	
Peru _____	90	1	5	96	
Uruguay _____	48	6	3	57	
Venezuela _____	50	2	1	53	
Subtotal	1,329	59	62	1,450	4.8
ASIA PACIFIC					
Australia _____	206	22	14	242	
New Caledonia _____		1		1	
New Zealand _____	88	4	3	95	
Subtotal	294	27	17	338	1.1
TOTAL QUALIFIED CIRCULATION	28,121	1,260	1,088	30,469	100.0

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6 Month Period Ended:	2005	2006	2007	June 2008	December 2008*	June 2009*
Total Audit Average Qualified	15,010	14,949	15,032	15,026	15,010	30,226
Qualified Non-Paid	14,306	14,320	14,429	14,469	14,496	29,184
Print Only _____	14,306	14,320	14,429	14,469	14,496	28,123
Digital Only _____	-	-	-	-	-	621
Print & Digital (Unduplicated) _____	-	-	-	-	-	440
Qualified Paid	704	629	603	557	514	1,042
Print Only _____	704	629	603	557	514	1,042
Digital Only _____	-	-	-	-	-	-
Print & Digital (Unduplicated) _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	0.4 %	0.3 %	**NC	0.3 %	0.3 %	0.3 %
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	\$176.55

8. PAID CIRCULATION DATA

\$176.55	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION

Print copies are distributed via postal services or other carriers. Recipients who request the electronic version are notified via email when the version is available.

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3B:

Business directories include 1 source of circulation for a quantity of 4,400 copies or 14.4%, including Lockwood Post Directory.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,083	99.7	28,122	96.4	961	3.3
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	81	0.3	-	-	81	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,164	100.0	28,122	96.4	1,042	3.6

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	621	100.0	621	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	621	100.0	621	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print+Digital Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	440	100.0	440	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	440	100.0	440	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.		
Marlin Martin, Mgr. Circulation & Fulfillment	Date signed	September 18, 2009
	State	Massachusetts
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	City	Bedford
IMPORTANT NOTE:	Received by BPA Worldwide	September 18, 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	P164Y0J9