

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Flatdog Media, Inc.
20 W. Third St.
Frederick, MD 21701-5331
Tel. No.: (301) 682-6101
Fax No.: (301) 682-6105
www.profsurv.com
profsurv@profsurv.com

Official Publication of: None
Established: 1981
Issues Per Year: 12

FIELD SERVED

PROFESSIONAL SURVEYOR MAGAZINE serves the measurement and positioning community, including surveying and engineering companies; photogrammetry and aerial service firms; federal, state and municipal government; military organizations; GIS Service companies; educational institutions; utility companies; construction and mining businesses; dealers and distributors and/or developers of software, engineering and/or surveying equipment and supplies; transportation organizations (eg. D.O.T.) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are partners, owners, presidents, chairmen, vice presidents, managers, field or project supervisors, surveyors, engineers, geodesists, GIS managers/specialists, party or section chiefs, crew members, technicians, professors, teachers, librarians, consultants, sales and repair persons, designers, drafters, planners, landscape architects, and other titled and non-titled personnel within the fields served including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	219
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	495
Digital _____	-
All Other _____	913
TOTAL	1,627

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,285	99.1	31,285	99.1	-	-
Sponsored Individually Addressed ___	281	0.9	-	-	281	0.9
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,566	100.0	31,285	99.1	281	0.9

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	693	38	31,615
February _____	409	105	31,311
March _____	5,284	5,997	32,024
April _____	435	96	31,685
May _____	360	178	31,503
June _____	302	54	31,255
TOTAL	7,483	6,468	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 0.2% or 75 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE											
			Partners/ Owners/ Presidents/ Chairmen	Vice Presidents/ Managers	Field or Project Supervisors	Surveyors/ Engineers/ Geodesists	GIS Managers/ Specialists	Party or Section Chiefs/ Crew Members/ Technicians	Professors/ Teachers/ Librarians	Consultants	Sales persons/ Repair persons	Designers/ Drafters	Planners/ Landscape Architects	Other Titled and Non- Titled Personnel Including Company Copies
Surveying Services _____	11,943	37.9	8,516	552	476	1,185	21	637	2	155	25	71	2	301
Engineering Services _____	1,606	5.1	486	159	154	409	36	86	6	119	7	88	10	46
Both of the Above _____	6,901	21.9	2,575	826	782	1,490	62	675	8	167	16	117	4	179
Photogrammetry/ Aerial Services _____	325	1.0	128	54	27	34	17	8	3	13	12	3	-	26
Government: Federal, State, Municipal, Military _____	2,950	9.4	45	198	275	1,174	318	397	26	51	2	63	39	362
GIS _____	389	1.2	128	15	5	25	142	12	6	21	5	4	3	23
Education _____	1,232	3.9	48	17	6	55	43	14	846	19	2	10	3	169
Utilities _____	495	1.6	36	59	63	141	60	55	2	16	2	21	-	40
Construction & Mining _____	989	3.1	254	92	193	217	3	85	2	33	8	18	14	70
Dealer, Distributor, or Manufacturer of Software, Engineering, and/or Surveying Equipment and Supplies _____	677	2.2	205	158	8	31	10	10	4	20	155	4	1	71
Transportation _____	343	1.1	15	28	54	122	12	44	3	11	3	14	4	33
Others allied to the field (Note 1) _____	3,653	11.6	237	57	37	2,501	27	15	1	68	6	9	8	687
TOTAL QUALIFIED CIRCULATION	31,503	100.0	12,673	2,215	2,080	7,384	751	2,038	909	693	243	422	88	2,007
PERCENT	100.0		40.2	7.0	6.6	23.4	2.4	6.5	2.9	2.2	0.8	1.3	0.3	6.4

Note 1: Others allied to the field and/or individuals that did not indicate their principal business include the following categories: Architects; Cartographers; Construction/Contractors; Consultants; Dealers and manufacturers of Land Surveying and Engineering Equipment; Developers of Land Surveying or Engineering Software; Engineers in Training; Environmentalists; Field personnel; Foresters; Government including Local, State, Federal & Military; Land Developers; Land Economists; Landscape Architects; Legal Professionals; Mapmakers; Mining; Professional Engineers; Property Appraisers; Registered Land Surveyors; Research/Data Analysts; Retired Persons; Scientists and Students; Surveyors in Training.

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	13,262	7,942	3,999	25,203	80.0
a. Written _____	5,210	1,899	1,800	8,909	28.3
b. Telecommunication _____	927	831	568	2,326	7.4
c. Electronic _____	7,125	5,212	1,631	13,968	44.3
II. TOTAL - Request from recipient's company: _____	553	92	15	660	2.1
a. Written _____	553	92	15	660	2.1
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,640	-	-	5,640	17.9
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	3,235	-	-	3,235	10.3
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,405	-	-	2,405	7.6
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,455	8,034	4,014	31,503	100.0
PERCENT	61.8	25.5	12.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	31,422	99.8
Individuals by name only _____	25	0.1
Titles or functions only _____	9	-
Company names only _____	47	0.1
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	31,503	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	286		Kentucky _____	441	
New Hampshire _____	274		Tennessee _____	557	
Vermont _____	133		Alabama _____	434	
Massachusetts _____	593		Mississippi _____	353	
Rhode Island _____	95		EAST SO. CENTRAL	1,785	5.7
Connecticut _____	389		Arkansas _____	244	
NEW ENGLAND	1,770	5.6	Louisiana _____	387	
New York _____	1,263		Oklahoma _____	256	
New Jersey _____	683		Texas _____	2,581	
Pennsylvania _____	1,304		WEST SO. CENTRAL	3,468	11.0
MIDDLE ATLANTIC	3,250	10.3	Montana _____	228	
Ohio _____	1,158		Idaho _____	282	
Indiana _____	571		Wyoming _____	165	
Illinois _____	917		Colorado _____	812	
Michigan _____	693		New Mexico _____	287	
Wisconsin _____	606		Arizona _____	594	
EAST NO. CENTRAL	3,945	12.5	Utah _____	303	
Minnesota _____	480		Nevada _____	312	
Iowa _____	325		MOUNTAIN	2,983	9.5
Missouri _____	556		Alaska _____	243	
North Dakota _____	119		Washington _____	823	
South Dakota _____	131		Oregon _____	682	
Nebraska _____	178		California _____	4,013	
Kansas _____	255		Hawaii _____	112	
WEST NO. CENTRAL	2,044	6.5	PACIFIC	5,873	18.6
Delaware _____	122		UNITED STATES	30,856	97.9
Maryland _____	553		U.S. Territories _____	187	
Washington, DC _____	31		Canada _____	406	
Virginia _____	915		Mexico _____	1	
West Virginia _____	241		Other International _____	44	
North Carolina _____	1,099		APO/FPO _____	9	
South Carolina _____	419		TOTAL QUALIFIED CIRCULATION	31,503	100.0
Georgia _____	780				
Florida _____	1,578				
SOUTH ATLANTIC	5,738	18.2			

ADDITIONAL DATA**AVERAGE NON-QUALIFIED CIRCULATION:**

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS

2011 ISSUES	STATE SHOWS	COPIES
January _____	GA, IN, ME, MN, NE, NY, OR, PA, SD, VA, WI	510
February _____	CA, HI, IL, KY, MI, MS, MT, NJ, NC, ND, OH, SC, UT, WA, WV	720
March _____	CO, IA, TN	140
April _____	AR, LA, NM	150
May _____	AZ	50
TOTAL		1,570

2011 ISSUES	CONVENTIONS	COPIES
February _____	International Lidar Forum-February 7-9, 2011; New Orleans, LA	200
March _____	American Council of Engineering Companies 2011 Convention- March 30-April 2, 2011; Washington DC	100
March _____	SPAR 2011-March 21-24, 2011; Houston, TX	100
April _____	American Association of Geographers 2011 Conference- April 12-16; Seattle, WA	100
May _____	Optech Innovative Lidar Solutions Conference 2011- May 31-June 1, 2011; Toronto, ON, Canada	216
May _____	ASPRS 2011 Annual Conference-May 1-5, 2011; Milwaukee, WI	216
June _____	7 th Annual National Surveyors Conference- June 21-24; Yellowknife, NT, Canada	150
June _____	Leica Hexagon 2011 Conference- June 6-9 2011; Orlando, FL	320
TOTAL		1,402

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,235 or 10.3%, including Dun & Bradstreet. Other sources include 2 sources of circulation for quantities of 813 or 2.6% and 1,592 or 5.0%.

PUBLISHER'S AFFIDAVIT

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

Neil Sandler, Publisher

Karen Seldon, Circulation Manager

(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 July 14, 2011

State Maryland

County Frederick

Received by BPA Worldwide July 14, 2011

Type PJ

ID Number P209P0J1