

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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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 _____	123
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	224
Digital _____	-
All Other _____	1,291
TOTAL	1,638

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,435	98.4	35,435	98.4	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	578	1.6	578	1.6	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,013	100.0	36,013	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	983	42			36,668	October _____	425	116			35,858
August _____	489	114			36,293	November _____	599	342			35,601
September _____	238	112			36,167	December _____	193	83			35,491
						TOTAL	2,927	809			

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

This issue is 1.4% or 494 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 _____	12,727	35.8	8,686	531	610	1,352	36	896	14	147	28	88	8	331
Engineering Services _____	2,075	5.8	650	188	203	500	45	147	5	155	7	105	10	60
Both of the Above _____	7,816	22.0	2,864	880	994	1,474	75	924	16	194	15	153	7	220
Photogrammetry/ Aerial Services _____	419	1.2	214	49	26	32	12	10	2	16	14	6	1	37
Government: Federal, State, Municipal, Military _____	3,178	8.9	52	223	349	1,181	344	418	34	64	6	65	44	398
GIS _____	428	1.2	136	26	8	21	146	17	4	33	5	3	2	27
Education _____	1,364	3.8	59	27	11	54	32	22	952	30	3	13	3	158
Utilities _____	575	1.6	47	60	80	145	61	74	4	21	4	33	3	43
Construction & Mining _____	1,208	3.4	353	110	243	204	9	119	2	41	11	19	14	83
Dealer, Distributor, or Manufacturer of Software, Engineering, and/or Surveying Equipment and Supplies _____	804	2.3	260	165	9	41	16	9	6	28	192	10	1	67
Transportation _____	402	1.1	16	36	60	131	17	58	3	25	7	17	4	28
Others allied to the field (Note 1) _____	4,605	12.9	278	68	51	3,146	32	45	13	82	18	25	7	840
TOTAL QUALIFIED CIRCULATION	35,601	100.0	13,615	2,363	2,644	8,281	825	2,739	1,055	836	310	537	104	2,292
PERCENT	100.0		38.2	6.6	7.4	23.3	2.3	7.7	3.0	2.4	0.9	1.5	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 NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request: _____	15,952	7,685	5,856			29,493	82.9
a. Written _____	7,084	2,887	1,915			11,886	33.4
b. Telecommunication _____	-	719	836			1,555	4.4
c. Electronic _____	8,868	4,079	3,105			16,052	45.1
II. TOTAL – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	506	142	3			651	1.8
a. Written _____	506	142	3			651	1.8
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	5,457	-	-			5,457	15.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,428	-	-			2,428	6.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,029	-	-			3,029	8.5
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	21,915	7,827	5,859			35,601	100.0
PERCENT	61.6	22.0	16.4			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			34,765	97.7
Individuals by name only _____			124	0.3
Titles or functions only _____			5	-
Company names only _____			56	0.2
Multi-Copy Same Addressee copies _____			651	1.8
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			35,601	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		319		400-427 Kentucky _____		477	
030-038 New Hampshire _____		305		370-385 Tennessee _____		620	
050-059 Vermont _____		134		350-369 Alabama _____		485	
010-027 Massachusetts _____		661		386-397 Mississippi _____		347	
028-029 Rhode Island _____		103		EAST SO. CENTRAL		1,929	5.4
060-069 Connecticut _____		410		716-729 Arkansas _____		272	
NEW ENGLAND		1,932	5.4	700-714 Louisiana _____		437	
100-149 New York _____		1,438		730-749 Oklahoma _____		279	
070-089 New Jersey _____		781		750-799 Texas _____		3,002	
150-196 Pennsylvania _____		1,484		WEST SO. CENTRAL		3,990	11.2
MIDDLE ATLANTIC		3,703	10.4	590-599 Montana _____		251	
430-459 Ohio _____		1,319		832-838 Idaho _____		303	
460-479 Indiana _____		648		820-831 Wyoming _____		179	
600-629 Illinois _____		1,037		800-816 Colorado _____		959	
480-499 Michigan _____		787		870-884 New Mexico _____		319	
530-549 Wisconsin _____		673		850-865 Arizona _____		681	
EAST NO. CENTRAL		4,464	12.6	840-847 Utah _____		334	
550-567 Minnesota _____		522		889-898 Nevada _____		370	
500-528 Iowa _____		341		MOUNTAIN		3,396	9.5
630-658 Missouri _____		611		995-999 Alaska _____		271	
580-588 North Dakota _____		127		980-994 Washington _____		939	
570-577 South Dakota _____		144		970-979 Oregon _____		741	
680-693 Nebraska _____		203		900-961 California _____		4,754	
660-679 Kansas _____		288		967-968 Hawaii _____		127	
WEST NO. CENTRAL		2,236	6.3	PACIFIC		6,832	19.2
197-199 Delaware _____		142		UNITED STATES		34,918	98.1
206-219 Maryland _____		638		969 & 004-009 U.S. Territories _____		177	
200-205 Washington, DC _____		35		Canada _____		431	
220-246 Virginia _____		1,037		Mexico _____		1	
247-268 West Virginia _____		254		Other International _____		60	
270-289 North Carolina _____		1,185		AP0/FPO _____		14	
290-299 South Carolina _____		492		TOTAL QUALIFIED CIRCULATION		35,601	100.0
300-319 Georgia _____		883					
320-349 Florida _____		1,770					
SOUTH ATLANTIC		6,436	18.1				

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	39,321	39,107	39,583	38,960	37,910	36,013
Qualified Non-Paid: _____	39,321	39,107	39,583	38,960	37,910	36,013
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	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)

9. ADDITIONAL DATA**ALLOCATED FOR TRADE SHOWS AND CONVENTIONS**

2009 ISSUES	STATE SHOWS	COPIES
July _____	Georgia	50
August _____	Florida	100
September _____	Massachusetts; Vermont	120
October _____	Alabama; Kansas; Maryland; Missouri; Texas	375
November _____	Connecticut; Delaware; Rhode Island	150
December _____	New Hampshire	50
TOTAL		845

2009 ISSUES	NATIONAL CONVENTIONS	COPIES
July _____	ESRI; San Diego, CA	200
September _____	Intergeo; Karlsruhe, Germany	100
October _____	Intergeo; Karlsruhe, Germany	100
November _____	ASPRS; San Antonio, TX	100
TOTAL		500

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,428 or 6.8%.

Other sources include 2 sources of circulation for quantities of 944 or 2.6% and 2,085 or 5.9%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**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 January 15, 2010

State Maryland

County Frederick

Received by BPA Worldwide January 15, 2010

Type PJ

ID Number P209POD9