

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011
(Including Supplementary Data)**

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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Official Publication of: None
Established: 1985
Issues Per Year: 12

FIELD SERVED

PAINT & COATINGS INDUSTRY serves manufacturers of paints/coatings, adhesives/sealants and printing inks; distributors; suppliers to manufacturers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are research and development; chemistry/formulation, product/production management and supervisory; executive management (owners/officers), general management; purchasing and buying; sales and marketing; and other functions and functions not available.

PURPOSE

Included herein is a supplementary analysis of respondents who influence the purchase or specification of materials or equipment used in the manufacture of paints/coatings, adhesives/sealants or printing inks.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	55
Advertiser and Agency _____	515
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	600
TOTAL	1,170

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,798	100.0	18,764	99.8	34	0.2
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,800	100.0	18,764	99.8	36	0.2

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	13	13	14,723	4,077	18,800
August _____	218	218	14,718	4,082	18,800
September _____	76	76	14,750	4,050	18,800
October _____	49	49	14,768	4,032	18,800
November _____	116	116	14,825	3,975	18,800
December _____	39	39	14,839	3,961	18,800
TOTAL	511	511			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	50,689	28,320	23,464	1.21	01:17	02:18
August _____	56,341	29,343	23,759	1.24	01:15	02:26
September _____	49,673	27,479	22,676	1.21	01:23	02:30
October _____	61,325	34,746	28,724	1.21	01:26	02:32
November _____	60,000	33,522	27,489	1.22	01:22	02:26
December _____	57,487	28,992	23,600	1.23	01:08	02:21
AVERAGE:	55,919	30,400	24,952	1.22	01:18	02:26

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION					
					Research & Development Chemistry/Formulation/Product/Production Management/Supervisory	Executive Management (Owner/Officer)/General Management	Purchasing/Buying	Sales/Marketing	Other Functions and Functions Not Available	
MANUFACTURERS										
Paints/Coatings _____	13,944	74.2	11,579	2,365	7,408	5,380	233	923	-	-
Adhesives/Sealants _____	1,239	6.6	962	277	831	318	15	75	-	-
Printing Inks _____	524	2.8	379	145	342	148	13	21	-	-
SUB-TOTAL MANUFACTURERS	15,707	83.6	12,920	2,787	8,581	5,846	261	1,019	-	-
Distributors _____	767	4.1	571	196	265	368	17	117	-	-
Suppliers to Manufacturers _____	2,326	12.3	1,334	992	1,317	541	51	417	-	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,800	100.0	14,825	3,975	10,163	6,755	329	1,553	-	-
PERCENT	100.0		78.9	21.1	54.1	35.9	1.7	8.3	-	-

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2011

This is an analysis of 15,676 or 83.4% of recipients who responded to the question, "Do you influence the purchase or specification of materials or equipment used in the manufacture of paints/coatings, adhesives/sealants or printing inks?" (See questionnaire used to elicit this data on the back page of this report.) This data is used for statistical and marketing purposes only.

ANALYSIS OF RECIPIENT PERSONAL INFLUENCE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	MANUFACTURERS				Distributors to Paints/Coatings, Ink or Adhesives Manufacturers	Suppliers to Manufacturers	Others
					Paints/Coatings	Adhesives/Sealants	Printing Inks	Sub-Total Manufacturers			
QUESTION: DO YOU INFLUENCE THE PURCHASE OR SPECIFICATION OF MATERIALS OR EQUIPMENT USED IN THE MANUFACTURE OF PAINTS/COATINGS, ADHESIVES/SEALANTS OR PRINTING INKS?											
Recipients who replied YES _____	11,683	62.2	8,741	2,942	8,521	771	397	9,689	445	1,549	-
Recipients who replied NO _____	3,993	21.2	2,981	1,012	2,679	216	109	3,004	304	685	-
Non-respondents _____	3,124	16.6	3,103	21	2,744	252	18	3,014	18	92	-
TOTAL	18,800	100.0	14,825	3,975	13,944	1,239	524	15,707	767	2,326	-

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request: _____	9,828	5,054	564	11,471	3,975	15,446	82.2
a. Written _____	1,308	394	91	1,748	45	1,793	9.5
b. Telecommunication _____	3,243	2,696	278	5,523	694	6,217	33.1
c. Electronic _____	5,277	1,964	195	4,200	3,236	7,436	39.6
II. TOTAL - Request from recipient's company: _____	470	-	-	470	-	470	2.5
a. Written _____	10	-	-	10	-	10	0.1
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	460	-	-	460	-	460	2.4
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	184	-	-	184	-	184	0.9
a. Written _____	39	-	-	39	-	39	0.2
b. Telecommunication _____	65	-	-	65	-	65	0.3
c. Electronic _____	80	-	-	80	-	80	0.4
V. TOTAL - Sources other than above (listed alphabetically): _____	2,700	-	-	2,700	-	2,700	14.4
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	2,700	-	-	2,700	-	2,700	14.4
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,182	5,054	564	14,825	3,975	18,800	100.0
PERCENT	70.1	26.9	3.0	78.9	21.1	100.0	

*See Additional Data

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	14,823	3,975	18,798	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	2	-	2	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,825	3,975	18,800	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	26	2	28	
New Hampshire	67	12	79	
Vermont	16	-	16	
Massachusetts	368	51	419	
Rhode Island	72	11	83	
Connecticut	215	35	250	
NEW ENGLAND	764	111	875	4.7
New York	467	63	530	
New Jersey	625	118	743	
Pennsylvania	891	155	1,046	
MIDDLE ATLANTIC	1,983	336	2,319	12.3
Ohio	1,095	203	1,298	
Indiana	350	39	389	
Illinois	876	147	1,023	
Michigan	735	116	851	
Wisconsin	472	66	538	
EAST NO. CENTRAL	3,528	571	4,099	21.8
Minnesota	355	66	421	
Iowa	147	20	167	
Missouri	342	49	391	
North Dakota	22	3	25	
South Dakota	27	1	28	
Nebraska	41	7	48	
Kansas	114	18	132	
WEST NO. CENTRAL	1,048	164	1,212	6.5
Delaware	82	15	97	
Maryland	167	25	192	
Washington, DC	4	2	6	
Virginia	201	22	223	
West Virginia	39	7	46	
North Carolina	453	78	531	
South Carolina	203	31	234	
Georgia	451	67	518	
Florida	673	64	737	
SOUTH ATLANTIC	2,273	311	2,584	13.7

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky	200	38	238	
Tennessee	254	28	282	
Alabama	155	16	171	
Mississippi	54	8	62	
EAST SO. CENTRAL	663	90	753	4.0
Arkansas	66	3	69	
Louisiana	103	6	109	
Oklahoma	149	18	167	
Texas	809	107	916	
WEST SO. CENTRAL	1,127	134	1,261	6.7
Montana	37	2	39	
Idaho	47	1	48	
Wyoming	13	-	13	
Colorado	163	16	179	
New Mexico	27	4	31	
Arizona	218	31	249	
Utah	87	13	100	
Nevada	62	12	74	
MOUNTAIN	654	79	733	3.9
Alaska	15	-	15	
Washington	198	26	224	
Oregon	188	31	219	
California	1,365	163	1,528	
Hawaii	23	4	27	
PACIFIC	1,789	224	2,013	10.7
UNITED STATES	13,829	2,020	15,849	84.3
U.S. Territories	19	6	25	
Canada	82	118	200	
Mexico	71	107	178	
Other International	823	1,724	2,547	
APO/FPO	1	-	1	
TOTAL QUALIFIED CIRCULATION	14,825	3,975	18,800	100.0

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

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent of Total
ASIA				
Azerbaijan	-	2	2	
Bangladesh	-	1	1	
Brunei Darussalam	-	1	1	
Cambodia	-	1	1	
China	52	94	146	
Hong Kong - SAR	3	10	13	
India	178	437	615	
Indonesia	18	46	64	
Japan	5	12	17	
Korea, Republic Of	7	18	25	
Malaysia	110	54	164	
Nepal	1	1	2	
Pakistan	10	48	58	
Philippines	7	24	31	
Singapore	17	34	51	
Sri Lanka	4	3	7	
Taiwan	13	18	31	
Thailand	15	25	40	
Turkmenistan	1	-	1	
Vietnam	6	10	16	
Subtotal	447	839	1,286	6.8

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent of Total
MIDDLE EAST	48	121	169	0.9
EUROPE	165	422	587	3.1
ASIA PACIFIC	30	65	95	0.5
AFRICA	52	89	141	0.8
CARIBBEAN	10	14	24	0.1
CENTRAL AMERICA	3	10	13	0.1
SOUTH AMERICA	68	164	232	1.2
NORTH AMERICA				
Canada	82	118	200	
United States	13,829	2,020	15,849	
Mexico	71	107	178	
unspecified North America	20	6	26	
Subtotal	14,002	2,251	16,253	86.5
TOTAL QUALIFIED CIRCULATION	14,825	3,975	18,800	100.0

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
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified	18,050	18,050	18,050	18,233	18,667	18,800
Qualified Non-Paid Total	17,989	17,997	18,005	18,195	18,631	18,764
Print Version Only	16,123	15,508	14,601	14,639	14,704	14,734
Digital Version Only	1,866	2,489	3,404	3,556	3,927	4,030
Qualified Paid Total	61	53	45	38	36	36
Print Version Only	60	51	44	38	36	36
Digital Version Only	1	2	1	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition on a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email, when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 1,009 copies or 5.4% to 1,691 copies or 9.0%.

WEBSITE GLOSSARY:

- Unique Browsers:** An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
- Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period
- User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
- Unique Browser Frequency:** The average number of user sessions per Unique Browser over the selected reporting period
- User Session Duration:** The average time a browser remained on the site per session
- Page Duration:** The average time a browser spent viewing any page(s) on the site

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,768	100.0	14,734	99.8	34	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,770	100.0	14,734	99.8	36	0.2

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,030	100.0	4,030	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,030	100.0	4,030	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

PCI Paint & Coatings Industry
 Globally Selling Liquid and Powder Manufacturers and Formulators

1 Would you like to start/continue a FREE subscription to PCI?
 YES NO
 How would you like to receive your subscription?
 PRINT DIGITAL
 Would you like to receive the PCI E-Newsletter for FREE?
 YES NO
 Would you like to receive subscription faxes sent by PCI/BSP Media?
 YES NO
 Would you like to receive the China Edition of PCI?
 YES NO
 How would you like to receive PCI's China Edition?
 PRINT DIGITAL

2 Please check the category that best describes your primary business activity at your location. (Check one only)
 Coatings Manufacturer/Formulator Packaging Supplier
 Adhesives/Sealants Manufacturer Distributor to Coatings Mfrs.
 Printing Ink Manufacturer Other (specify) _____
 Chemicals/Resin Supplier Equipment Supplier

3 What is your primary job function? (Check one only)
 Research & Development Supervisory
 Chemist/Formulator Purchasing/Buying
 Production/Plant Mgrt. Sales/Marketing
 Owner/Officer/General Mgrt. Other (specify) _____

4 Please check the following products you manufacture/formulate. (Check all that apply)
 Waterborne Radiation Curable
 Solventborne Powder
 High Solids None of the above

5 Please check the following industries you manufacture products for. (Check all that apply)
 Aerospace Machinery & Equipment
 Appliances Special Purpose
 Architectural Transportation (non-auto)
 Automotive/Auto Refresh Wood Finishing
 Civil Other (specify) _____
 Consumer Packaging Other (specify) _____
 None of the above

6 Do you influence the purchase or specification of materials or equipment used in the manufacture of coatings?
 YES NO

Signature: _____ Date: _____
 First Name: _____ Title: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Work Phone: _____ Work Fax: _____
 E-Mail: _____

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 *To all more subscriber and record retention BPA Media as a rule.

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PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager
 Rita M. Fournia, Corporate Strategy 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 January 11, 2012
 State Michigan
 County Oakland
 Received by BPA Worldwide January 11, 2012
 Type PSJ
 ID Number P007Y0D1