

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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display & design ideas



The Nielsen Company
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Suite 355
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Tel.: (770) 569-1540
Fax: (770) 569-5105
www.ddimagazine.com

Official Publication of: none
Established: 1988
Issues Per Year: 12

FIELD SERVED

ddi (Display & Design Ideas) serves department stores, discount stores/mass merchandisers, apparel specialty chains, supermarket/convenience store/drug chains, consumer products manufacturers/service company, shopping center owners/developers/operators, non-apparel specialty and other specialty retail chains; as well as contract designers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients have the functions of corporate management, management, merchandising management/merchandising and other functions including construction/facilities, visual merchandising/display, store planning/design, operations, purchasing, specifying/estimating, marketing/advertising/sales, product/brand/category management and creative/design/graphic arts. Also qualified are contract designers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	269
Advertiser and Agency _____	738
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	958
Electronic _____	-
All Other _____	920
TOTAL	2,885

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,209	100.0	21,209	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,209	100.0	21,209	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ____	185	-	20,000	1,315	-			21,315	April ____	43	45	20,000	1,585	-			21,585
February ____	186	221	20,000	1,350	-			21,350	May ____	5,032	4,158	18,493	709	1,509			20,711
March ____	113	346	20,000	1,583	-			21,583	June ____	-	-	18,493	709	1,509			20,711
TOTAL	5,559	4,770															

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
This issue is 2.8% or 598 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Corporate Management (Vice President)	Merchandising Mgmt/ Merchandising, Visual Merchandising/ Display	Store Planning/ Design	Operations, Construction/ Facilities	Other Functions Including Purchasing, Specifying/ Estimating, Marketing/ Advertising/ Sales, Product/ Brand/ Category Mgmt and Creative Design/ Graphic Arts
Department Stores _____	1,026	5.0	935	30	61	284	368	159	42	173
Discount stores/mass merchandisers, factory outlet _____	935	4.5	855	39	41	380	186	102	53	214
Specialty Chains—Apparel _____	2,518	12.2	2,316	88	114	947	519	250	189	613
Supermarket/convenience store/drug chain _____	2,702	13.0	2,483	77	142	1,692	303	154	136	417
Shopping center owners/developers/operators	139	0.7	120	5	14	81	12	7	13	26
Specialty Chains—Non-apparel including automotive, consumer electronics, home center/ hardware, houseware/giftware, jewelry, optical, shoes, sporting goods, toy/hobby/ craft/ novelties, books/music/video, banking/ financial institutions, entertainment chain/ museum, restaurants _____	4,001	19.3	3,666	115	220	1,808	731	375	264	823
Other Specialty Chains incl. military exchanges, office supply/stationery, telecommunications, furniture, beauty supplies, duty free shops _____	658	3.2	579	34	45	277	136	50	53	142
Consumer products manufacturers/service company _____	3,403	16.4	3,042	141	220	1,373	496	205	150	1,179
Retailer Sub-Total	15,382	74.3	13,996	529	857	6,842	2,751	1,302	900	3,587
Contract Designers, including store planning/ design, visual merchandising/display, lighting design, architect _____	3,491	16.9	2,970	132	389	1,156	238	752	164	1,181
Others _____	1,838	8.8	1,527	48	263	618	210	137	135	738
TOTAL QUALIFIED CIRCULATION	20,711	100.0	18,493	709	1,509	8,616	3,199	2,191	1,199	5,506

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009										
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request:	9,927	10,735	41	18,485	709	1,509			20,703	100.0
II. Request from recipient's company:	-	-	-	-	-	-			-	-
III. Membership Benefit:	-	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request):	8	-	-	8	-	-			8	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-			-	-
Association rosters and directories	-	-	-	-	-	-			-	-
Business directories	-	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-			-	-
Other sources	-	-	-	-	-	-			-	-
VI. Single Copy Sales:	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,935	10,735	41	18,493	709	1,509			20,711	100.0
PERCENT	48.0	51.8	0.2	89.3	3.4	7.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	18,493	709	1,509			20,711	100.0
Individuals by name only	-	-	-			-	-
Titles or functions only	-	-	-			-	-
Company names only	-	-	-			-	-
Multi-Copy Same Addressee copies	-	-	-			-	-
Single Copy Sales	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	18,493	709	1,509			20,711	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009											
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine	69	4	7	80		400-427 Kentucky	140	6	8	154	
030-038 New Hampshire	81	4	9	94		370-385 Tennessee	229	4	15	248	
050-059 Vermont	30	4	3	37		350-369 Alabama	95	1	3	99	
010-027 Massachusetts	411	14	51	476		386-397 Mississippi	63	2	2	67	
028-029 Rhode Island	88	3	5	96		EAST SO. CENTRAL	527	13	28	568	2.7
060-069 Connecticut	221	3	16	240		716-729 Arkansas	156	3	9	168	
NEW ENGLAND	900	32	91	1,023	4.9	700-714 Louisiana	115	2	3	120	
100-149 New York	1,330	47	140	1,517		730-749 Oklahoma	98	6	8	112	
070-089 New Jersey	588	15	61	664		750-799 Texas	917	49	97	1,063	
150-196 Pennsylvania	600	27	48	675		WEST SO. CENTRAL	1,286	60	117	1,463	7.1
MIDDLE ATLANTIC	2,518	89	249	2,856	13.8	590-599 Montana	90	-	-	90	
430-459 Ohio	882	37	95	1,014		832-838 Idaho	132	3	3	138	
460-479 Indiana	276	10	10	296		820-831 Wyoming	59	1	-	60	
600-629 Illinois	1,407	58	130	1,595		800-816 Colorado	283	14	26	323	
480-499 Michigan	494	19	42	555		870-884 New Mexico	46	-	3	49	
530-549 Wisconsin	586	13	32	631		850-865 Arizona	257	8	23	288	
EAST NO. CENTRAL	3,645	137	309	4,091	19.8	840-847 Utah	454	7	12	473	
550-567 Minnesota	586	23	50	659		889-898 Nevada	231	7	21	259	
500-528 Iowa	114	6	8	128		MOUNTAIN	1,552	40	88	1,680	8.1
630-658 Missouri	454	18	31	503		995-999 Alaska	33	1	-	34	
580-588 North Dakota	38	1	1	40		980-994 Washington	429	13	30	472	
570-577 South Dakota	41	1	1	43		970-979 Oregon	281	13	26	320	
680-693 Nebraska	137	2	6	145		900-961 California	2,255	98	210	2,563	
660-679 Kansas	167	6	13	186		967-968 Hawaii	110	8	4	122	
WEST NO. CENTRAL	1,537	57	110	1,704	8.2	PACIFIC	3,108	133	270	3,511	17.0
197-199 Delaware	23	-	3	26		UNITED STATES	17,338	656	1,495	19,489	94.1
206-219 Maryland	189	3	20	212		969 & 004-009 U.S. Territories	40	1	2	43	
200-205 Washington, DC	33	2	2	37		Canada	975	49	5	1,029	
220-246 Virginia	260	14	21	295		Mexico	136	2	7	145	
247-268 West Virginia	39	2	-	41		Other International	-	1	-	1	
270-289 North Carolina	353	20	27	400		APO/FPO	4	-	-	4	
290-299 South Carolina	90	3	11	104		TOTAL QUALIFIED CIRCULATION	18,493	709	1,509	20,711	100.0
300-319 Georgia	463	24	50	537							
320-349 Florida	815	27	99	941							
SOUTH ATLANTIC	2,265	95	233	2,593	12.5						

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified _____	21,481	21,486	21,500	21,500	21,500	21,209
Qualified Non-Paid Total _	21,481	21,486	21,500	21,500	21,500	21,209
Print Only _____	21,481	21,486	21,500	21,500	21,500	19,498
Electronic Only _____	-	-	-	-	-	1,208
Print & Electronic (Unduplicated) _____	-	-	-	-	-	503
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Electronic Only _____	-	-	-	-	-	-
Print & Electronic (Unduplicated) _____	-	-	-	-	-	-
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 2008 - June 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

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. 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.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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 _____	19,498	100.0	19,498	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,498	100.0	19,498	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,208	100.0	1,208	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,208	100.0	1,208	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Both Print & Electronic

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	503	100.0	503	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	503	100.0	503	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
 Doug Hope, Publisher
 Daniel Collins, Group Director
 (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed September 9, 2009
 State Georgia
 County Fulton
 Received by BPA Worldwide September 9, 2009
 Type PJ
 ID Number D048P0J9

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.