

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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INK WORLD

Rodman Publishing Corporation
70 Hilltop Road
3rd Floor
Ramsey, NJ 07446
Tel.: (201) 825-2552
Fax: (201) 825-0553
www.inkworldmagazine.com

Official Publication of: None
Established: 1995
Issues Per Year: 12

FIELD SERVED

INK WORLD serves the printing ink industry, as reported in paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of INK WORLD are individuals in corporate management, research and development formulation, plant production management, sales/marketing management and other functions not available in the printing ink industry as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	171
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	133
All Other _____	261
TOTAL	565

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,054	100.0	4,938	97.7	116	2.3
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,054	100.0	4,938	97.7	116	2.3

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup- licated) (C)	Qualified Non- Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
August ____	23	87	3,919	1,393	32			5,344	November ____	691	60	3,075	1,419	13			4,507
September _	15	82	3,937	1,442	32			5,411	December ____	35	169	3,123	1,503	15			4,641
TOTAL									TOTAL	1,151	558						

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008 This issue is 12.7% or 656 copies below the average of the other 5 issues reported in Paragraph two. (See Paragraph 11)										
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Print & Digital (unduplicated) (C)	Corporate Management	Technical (Formulation, R&D)	Sales/Marketing Management	Production/Plant Management	Others Allied to the field
Ink Manufacturer _____	1,803	40.0	1,249	550	4	449	722	360	164	108
Supplier to Ink Manufacturers _____	1,116	24.8	747	367	2	223	251	585	28	29
Manufacturer of Dispersions _____	186	4.1	131	55	-	38	88	43	10	7
Printer _____	517	11.5	354	163	-	107	191	28	142	49
Distributor, Consultant and others allied to the field ____	885	19.6	594	284	7	210	212	252	20	191
TOTAL QUALIFIED CIRCULATION	4,507	100.0	3,075	1,419	13	1,027	1,464	1,268	364	384

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008										
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. TOTAL – Personal direct request from the recipient: _____	3,529	964	-	3,061	1,419	13			4,493	99.7
a. Written _____	798	199	-	955	30	12			997	22.1
b. Telecommunication _____	-	-	-	-	-	-			-	-
c. Internet and E-Mail _____	2,731	765	-	2,106	1,389	1			3,496	77.6
II. TOTAL – Request from recipient's company: _____	13	1	-	14	-	-			14	0.3
a. Written _____	13	1	-	14	-	-			14	0.3
b. Telecommunication _____	-	-	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-	-	-			-	-
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. Internet and E-Mail _____	-	-	-	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	3,542	965	-	3,075	1,419	13			4,507	100.0
PERCENT	78.6	21.4	-	68.2	31.5	0.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008							
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 _____	3,017	1,405	12			4,434	98.4
Individuals by name only _____	27	14	1			42	0.9
Titles or functions only _____	18	-	-			18	0.4
Company names only _____	13	-	-			13	0.3
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	3,075	1,419	13			4,507	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008											
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Print & Digital (unduplicated) (C)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Print & Digital (unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	3	-	-	3		400-427 Kentucky _____	50	5	-	55	
030-038 New Hampshire _____	26	8	-	34		370-385 Tennessee _____	40	8	-	48	
050-059 Vermont _____	-	1	-	1		350-369 Alabama _____	11	-	-	11	
010-027 Massachusetts _____	84	11	-	95		386-397 Mississippi _____	6	1	-	7	
028-029 Rhode Island _____	11	3	-	14		EAST SO. CENTRAL	107	14	-	121	2.7
060-069 Connecticut _____	32	5	-	37		716-729 Arkansas _____	6	2	-	8	
NEW ENGLAND	156	28	-	184	4.1	700-714 Louisiana _____	2	-	-	2	
100-149 New York _____	134	20	-	154		730-749 Oklahoma _____	6	-	-	6	
070-089 New Jersey _____	298	39	1	338		750-799 Texas _____	71	16	-	87	
150-196 Pennsylvania _____	177	30	-	207		WEST SO. CENTRAL	85	18	-	103	2.3
MIDDLE ATLANTIC	609	89	1	699	15.5	590-599 Montana _____	1	-	-	1	
430-459 Ohio _____	249	37	-	286		832-838 Idaho _____	2	-	-	2	
460-479 Indiana _____	43	7	-	50		820-831 Wyoming _____	-	-	-	-	
600-629 Illinois _____	376	25	-	401		800-816 Colorado _____	18	-	-	18	
480-499 Michigan _____	107	18	-	125		870-884 New Mexico _____	1	-	-	1	
530-549 Wisconsin _____	103	12	-	115		850-865 Arizona _____	15	-	-	15	
EAST NO. CENTRAL	878	99	-	977	21.7	840-847 Utah _____	8	2	-	10	
550-567 Minnesota _____	76	9	-	85		889-898 Nevada _____	9	-	-	9	
500-528 Iowa _____	16	2	-	18		MOUNTAIN	54	2	-	56	1.2
630-658 Missouri _____	33	9	-	42		995-999 Alaska _____	-	-	-	-	
580-588 North Dakota _____	-	-	-	-		980-994 Washington _____	19	3	-	22	
570-577 South Dakota _____	2	-	-	2		970-979 Oregon _____	32	5	-	37	
680-693 Nebraska _____	4	-	-	4		900-961 California _____	172	34	-	206	
660-679 Kansas _____	30	4	-	34		967-968 Hawaii _____	-	-	-	-	
WEST NO. CENTRAL	161	24	-	185	4.1	PACIFIC	223	42	-	265	5.9
197-199 Delaware _____	31	6	-	37		UNITED STATES	2,710	376	1	3,087	68.5
206-219 Maryland _____	30	5	-	35		969 & 004-009 U.S. Territories _____	8	5	-	13	
200-205 Washington, DC _____	2	1	-	3		Canada _____	40	64	3	107	
220-246 Virginia _____	40	8	-	48		Mexico _____	11	42	1	54	
247-268 West Virginia _____	4	-	-	4		Other International _____	305	932	8	1,245	
270-289 North Carolina _____	109	9	-	118		AP0/FPO _____	1	-	-	1	
290-299 South Carolina _____	60	9	-	69		TOTAL QUALIFIED CIRCULATION	3,075	1,419	13	4,507	100.0
300-319 Georgia _____	91	10	-	101							
320-349 Florida _____	70	12	-	82							
SOUTH ATLANTIC	437	60	-	497	11.0						

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008					
Region/Country	Print Version Only (A)	Digital Version Only (B)	Print & Digital (unduplicated) (C)	Total Qualified	Percent
ASIA					
Bangladesh	-	1	-	1	
China	16	55	-	71	
Hong Kong - SAR	8	18	-	26	
India	40	159	-	199	
Indonesia	6	31	-	37	
Japan	17	8	1	26	
Korea, Republic Of	4	15	-	19	
Malaysia	7	39	-	46	
Pakistan	5	16	-	21	
Philippines	8	16	-	24	
Singapore	6	20	-	26	
Sri Lanka	3	2	-	5	
Taiwan	2	12	-	14	
Thailand	9	26	-	35	
Vietnam	4	9	1	14	
Subtotal	135	427	2	564	12.5
MIDDLE EAST					
Subtotal	13	54	-	67	1.5
EUROPE					
Austria	2	3	-	5	
Azores	-	1	-	1	
Belgium	5	24	-	29	
Bosnia and Herzegovina	1	-	-	1	
Bulgaria	-	1	-	1	
Croatia	1	2	-	3	
Cyprus	-	1	-	1	
Czech Republic	1	4	-	5	
Denmark	1	1	-	2	
Finland	3	6	-	9	
France	13	13	-	26	
Germany	27	44	1	72	
Greece	2	2	-	4	
Hungary	-	1	-	1	
AFRICA					
Subtotal	16	42	2	60	1.3
NORTH AMERICA					
Canada	40	64	3	107	
United States	2,719	381	1	3,101	
Mexico	11	42	1	54	
Subtotal	2,770	487	5	3,262	72.4
CARIBBEAN					
Subtotal	-	3	-	3	0.1
CENTRAL AMERICA					
Subtotal	2	7	-	9	0.2
SOUTH AMERICA					
Subtotal	17	92	-	109	2.4
ASIA PACIFIC					
Subtotal	15	28	-	43	1.0
TOTAL QUALIFIED CIRCULATION	3,075	1,419	13	4,507	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified	6,344	6,231	5,902	5,230	5,054
Qualified Non-Paid Total	6,193	6,089	5,773	5,109	4,938
Print Only	6,193	6,089	5,043	3,884	3,493
Digital Only	-	-	693	1,192	1,424
Both Print & Digital (Unduplicated)	-	-	37	33	21
Qualified Paid Total	151	142	129	121	116
Print Only	151	142	127	116	111
Digital Only	-	-	-	-	-
Both Print & Digital (Unduplicated)	-	-	2	5	5
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

*NOTE: July-December 2008 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

METHOD OF DISTRIBUTION

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

PARAGRAPH 3a:

The November 2008 issue is 12.7% or 656 copies below the average of the other 5 issues reported in Paragraph two.

PARAGRAPHS 5 THROUGH 8 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	3,604	100.0	3,493	96.9	111	3.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,604	100.0	3,493	96.9	111	3.1

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	1,424	100.0	1,424	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,424	100.0	1,424	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Both Print + Digital Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26	100.0	21	80.8	5	19.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26	100.0	21	80.8	5	19.2

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	December 22, 2008
C. Dale Pritchett, Publisher	State	New Jersey
Joe DiMauro, Circulation Manager	County	Bergen
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	December 22, 2008
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	I189Y0D8