

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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PRINTWEAR

National Business Media, Inc.
2800 W. Midway
Broomfield, CO 80020
Tel. No.: (303) 469-0424
FAX No.: (303) 469-5730

Official Publication of: None
Established: 1987
Issues Per Year: 12

FIELD SERVED

PRINTWEAR MAGAZINE serves apparel decorators (screenprinters and/or embroiders); team sports/uniform decorators; ad specialty/promotional products; sublimation; heat transfer and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals in Sr. management (including pres/owner/ceo), purchasing, sales, production, and other functions as indicated in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,284
Rotated or Occasional _____	290
Allocated for Trade Shows and Conventions _____	225
All Other _____	1,229
TOTAL	3,028

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,026	100.0	20,008	99.9	18	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,026	100.0	20,008	99.9	18	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	372	376			20,028	October _____	336	341			20,025
August _____	240	237			20,025	November _____	392	397			20,030
September _____	789	784			20,020	December _____	342	339			20,027
						TOTAL	2,471	2,474			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006
This issue is 0% or 5 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION				
			SR. MANAGEMENT (See Note 1)	PUR-CHASING	SALES	PRO-DUCTION	OTHER FUNCTIONS
A. Apparel Decorator (screenprinter and/or embroiderer) _____	15,825	79.0	13,924	324	551	693	333
B. Team Sports/Uniform Decorator	586	2.9	473	29	31	37	16
C. Ad Specialty/Promotional Products	1,771	8.9	1,449	54	196	40	32
D. Sublimation _____	480	2.4	423	10	14	19	14
E. Heat Transfer _____	940	4.7	827	29	38	33	13
F. Others (related to the field) _____	428	2.1	309	12	39	18	50
TOTAL QUALIFIED CIRCULATION	20,030	100.0	17,405	458	869	840	458

Note 1: SR Management includes Presidents/Owners/CEO's.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	16,221	3,794	-			20,015	99.9
a. Written	4,288	785	-			5,073	25.3
b. Telecommunication	7,690	1,901	-			9,591	47.9
c. Electronic	4,243	1,108	-			5,351	26.7
II. TOTAL - Request from recipient's company:	10	5	-			15	0.1
a. Written	-	1	-			1	-
b. Telecommunication	10	4	-			14	0.1
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):	-	-	-			-	-
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	16,231	3,799	-			20,030	100.0
PERCENT	81.0	19.0	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			20,015	99.9
Individuals by name only			-	-
Titles or functions only			15	0.1
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			20,030	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine			103		400-427 Kentucky			353	
030-038 New Hampshire			114		370-385 Tennessee			373	
050-059 Vermont			37		350-369 Alabama			241	
010-027 Massachusetts			327		386-397 Mississippi			132	
028-029 Rhode Island			75		EAST SO. CENTRAL			1,099	5.5
060-069 Connecticut			174		716-729 Arkansas			185	
NEW ENGLAND			830	4.1	700-714 Louisiana			214	
100-149 New York			869		730-749 Oklahoma			304	
070-089 New Jersey			457		750-799 Texas			1,252	
150-196 Pennsylvania			845		WEST SO. CENTRAL			1,955	9.8
MIDDLE ATLANTIC			2,171	10.8	590-599 Montana			81	
430-459 Ohio			1,143		832-838 Idaho			102	
460-479 Indiana			792		820-831 Wyoming			50	
600-629 Illinois			929		800-816 Colorado			444	
480-499 Michigan			796		870-884 New Mexico			124	
530-549 Wisconsin			426		850-865 Arizona			341	
EAST NO. CENTRAL			4,086	20.4	840-847 Utah			139	
550-567 Minnesota			361		889-898 Nevada			130	
500-528 Iowa			251		MOUNTAIN			1,411	7.1
630-658 Missouri			476		995-999 Alaska			36	
580-588 North Dakota			43		980-994 Washington			338	
570-577 South Dakota			76		970-979 Oregon			213	
680-693 Nebraska			139		900-961 California			2,175	
660-679 Kansas			258		967-968 Hawaii			100	
WEST NO. CENTRAL			1,604	8.0	PACIFIC			2,862	14.3
197-199 Delaware			47		UNITED STATES			19,460	97.2
206-219 Maryland			342		969 & 004-009 U.S. Territories			75	
200-205 Washington, DC			13		Canada			477	
220-246 Virginia			384		Mexico			-	
247-268 West Virginia			96		Other International			16	
270-289 North Carolina			740		APO/FPO			2	
290-299 South Carolina			306		TOTAL QUALIFIED CIRCULATION			20,030	100.0
300-319 Georgia			551						
320-349 Florida			963						
SOUTH ATLANTIC			3,442	17.2					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2002	2003	2004	2005	*2006
Total Audit Average Qualified:	20,032	20,032	20,013	20,012	20,022
Qualified Non-Paid: _____	20,010	20,014	19,995	19,993	20,006
Qualified Paid: _____	22	18	18	19	16
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	\$115.69	\$100.78	\$112.74	\$96.72	\$117.79

***NOTE: The audited average qualified circulation for January-June 2006 = 20,018. The unaudited average qualified circulation for July-December 2006 = 20,026. Yielding an average qualified circulation of 20,022. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA	
\$120.62	Average Annual Subscription Order Price for the Period Required (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

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	December 8, 2006
Alexis Ciesla, Publisher	State	Colorado
Loretta Reitcheck, Fulfillment Director	County	Broomfield
(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 8, 2006
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	P187P0D6