

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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Worth International Media Group
5979 NW 151st Street
Suite 120
Miami Lakes, FL 33014
Tel.: (305) 828-0123
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www.recommend.com

Official Publication of: None
Established: 1967
Issues Per Year: 12

FIELD SERVED

Recommend serves retail travel agents, home-based travel agents, tour operators and travel suppliers (other than tour operators).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, partners, directors, vice presidents, general managers, C-level, managers, travel agents, travel consultants, home based agents, travel counselors, independent agents, meeting planners, group travel specialists, cruise specialists/planners and other titled and untitled personnel who work at travel agencies, tour operators and travel suppliers (other than tour operators) or who are home based travel agents with the aforementioned titles.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,316
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	182
Digital _____	-
All Other _____	1,362
TOTAL	2,860

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	49,759	100.0	49,759	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,759	100.0	49,759	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	76	123	45,496	3,806	49,302
February _____	161	242	45,554	3,829	49,383
March _____	193	360	45,667	3,883	49,550
April _____	345	1,039	46,268	3,976	50,244
May _____	629	393	45,873	4,135	50,008
June _____	584	642	45,902	4,164	50,066
TOTAL	1,988	2,799			

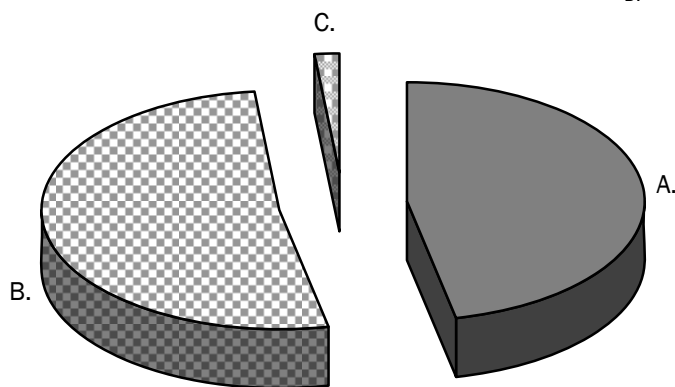
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
 This issue is 0.6% or 299 copies above the average of the other 5 issues reported in Paragraph two.

CLASSIFICATION BY INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	President/ Partner/Owner/ VP/Director/ C-Level/Gen Mgr	Front Line Travel Agent	Other Titled & Untitled Personnel
Travel Agency _____	23,572	47.1	21,938	1,634	10,403	12,944	225
Home Based Agency _____	24,136	48.3	22,002	2,134	11,423	12,344	369
Tour Operator _____	1,916	3.8	1,631	285	1,355	490	71
Travel Supplier _____	107	0.2	88	19	74	7	26
Other _____	277	0.6	214	63	140	50	87
TOTAL QUALIFIED CIRCULATION	50,008	100.0	45,873	4,135	23,395	25,835	778
PERCENT	100.0		91.7	8.3	46.8	51.7	1.5

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
1. President/Partner/Owner/VP/Director/C-Level/Gen Mgr _____	23,395	46.8
2. Front Line Travel Agent _____	25,835	51.7
3. Other Titled & Untitled Personnel _____	778	1.5
TOTAL QUALIFIED CIRCULATION	50,008	100.0

3a. Breakout out of Qualified Circulation by Title
 (Please Refer to Paragraph 3a for Complete Descriptions)

Classification by Title	Copies	%
A. President/Partner/Owner/VP/Director/C-Level/Gen Mgr _____	23,395	46.8
B. Front Line Travel Agent _____	25,835	51.7
D. Other Titled & Untitled Personnel _____	778	1.5
TOTAL	50,008	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	38,090	11,918	-	45,873	4,135	50,008	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
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	38,090	11,918	-	45,873	4,135	50,008	100.0
PERCENT	76.2	23.8	-	91.7	8.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	45,873	4,135	50,008	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,873	4,135	50,008	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	107	7	114	
030-038 New Hampshire _____	183	9	192	
050-059 Vermont _____	59	3	62	
010-027 Massachusetts _____	912	67	979	
028-029 Rhode Island _____	180	15	195	
060-069 Connecticut _____	531	29	560	
NEW ENGLAND	1,972	130	2,102	4.2
100-149 New York _____	3,225	240	3,465	
070-089 New Jersey _____	1,783	127	1,910	
150-196 Pennsylvania _____	1,839	128	1,967	
MIDDLE ATLANTIC	6,847	495	7,342	14.7
430-459 Ohio _____	1,331	87	1,418	
460-479 Indiana _____	559	58	617	
600-629 Illinois _____	2,208	153	2,361	
480-499 Michigan _____	1,197	93	1,290	
530-549 Wisconsin _____	759	59	818	
EAST NO. CENTRAL	6,054	450	6,504	13.0
550-567 Minnesota _____	685	58	743	
500-528 Iowa _____	283	24	307	
630-658 Missouri _____	927	72	999	
580-588 North Dakota _____	61	1	62	
570-577 South Dakota _____	81	4	85	
680-693 Nebraska _____	168	13	181	
660-679 Kansas _____	294	22	316	
WEST NO. CENTRAL	2,499	194	2,693	5.4
197-199 Delaware _____	134	8	142	
206-219 Maryland _____	1,175	88	1,263	
200-205 Washington, DC _____	135	10	145	
220-246 Virginia _____	950	71	1,021	
247-268 West Virginia _____	78	4	82	
270-289 North Carolina _____	1,002	72	1,074	
290-299 South Carolina _____	520	42	562	
300-319 Georgia _____	1,483	132	1,615	
320-349 Florida _____	4,464	403	4,867	
SOUTH ATLANTIC	9,941	830	10,771	21.5
400-427 Kentucky _____	293	22	315	
370-385 Tennessee _____	680	41	721	
350-369 Alabama _____	373	40	413	
386-397 Mississippi _____	153	9	162	
EAST SO. CENTRAL	1,499	112	1,611	3.2
716-729 Arkansas _____	182	9	191	
700-714 Louisiana _____	363	18	381	
730-749 Oklahoma _____	315	27	342	
750-799 Texas _____	2,415	214	2,629	
WEST SO. CENTRAL	3,275	268	3,543	7.1
590-599 Montana _____	71	7	78	
832-838 Idaho _____	152	15	167	
820-831 Wyoming _____	41	2	43	
800-816 Colorado _____	825	82	907	
870-884 New Mexico _____	126	14	140	
850-865 Arizona _____	759	78	837	
840-847 Utah _____	274	29	303	
889-898 Nevada _____	435	47	482	
MOUNTAIN	2,683	274	2,957	5.9
995-999 Alaska _____	51	8	59	
980-994 Washington _____	634	63	697	
970-979 Oregon _____	396	50	446	
900-961 California _____	5,359	501	5,860	
967-968 Hawaii _____	158	14	172	
PACIFIC	6,598	636	7,234	14.5
UNITED STATES	41,368	3,389	44,757	89.5
969 & 004-009 U.S. Territories _____	278	22	300	
Canada _____	4,219	460	4,679	
Mexico _____	-	19	19	
Other International _____	-	244	244	
APO/FPO _____	8	1	9	
TOTAL QUALIFIED CIRCULATION	45,873	4,135	50,008	100.0

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified	48,554	49,427	49,917	50,523	49,948	49,759
Qualified Non-Paid Total	48,554	49,427	49,917	50,523	49,948	49,759
Print Version Only	46,996	47,490	47,759	47,661	46,432	45,793
Digital Version Only	1,558	1,937	2,158	2,862	3,516	3,966
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. 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 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.

Paragraphs 3c and 7 are reported at the option of the publisher.

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	45,793	100.0	45,793	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,793	100.0	45,793	100.0	-	-

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	3,966	100.0	3,966	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,966	100.0	3,966	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 14, 2010
Lorri Robbins, VP, Group Publisher	State	Florida
Mercedes Pagano, Audience Development Coordinator	County	Miami
(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	July 14, 2010
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	R012Y0J0
It will be included in the annual audit made by BPA Worldwide.		