



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2007**

No. 930/12-07

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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# PMQ MAGAZINE

PMQ Magazine Inc.  
605 Edison Street  
Oxford, MS 38655  
Tel.: (662) 234-5481  
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[www.pmq.com](http://www.pmq.com)

Official Publication of: None  
Established: 1997  
Issues Per Year: 9  
(See Paragraph 11)

**FIELD SERVED**

PMQ serves independent operators, franchise operators, chain operators, manufacturers, distributors, future pizza operators, consultants, associations and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, store managers, marketing managers, supervisors, industry vendors and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,320
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	-
<b>TOTAL</b>	<b>2,320</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,021	100.0	40,756	99.4	265	0.6
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,021</b>	<b>100.0</b>	<b>40,756</b>	<b>99.4</b>	<b>265</b>	<b>0.6</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	90	261	41,401	308	41,709	October _____	112	549	40,521	219	40,740
September _____	69	837	40,957	257	41,214	November/December ____	20	480	40,144	277	40,421
						<b>TOTAL</b>	<b>291</b>	<b>2,127</b>			

\*See Paragraph 11

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<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2007</b> This issue is 1.9% or 800 copies below the average of the other 3 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Independent Operators, franchise operators, chain operators, manufacturers, distributors, future pizza operators, consultants, associations and others allied to the field _____	40,421	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,421</b>	<b>100.0</b>



**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Circulation Claim
	2005	2006	*2007
Total Audit Average Qualified: _____	40,153	40,100	40,922
Qualified Non-Paid: _____	39,219	38,941	40,804
Qualified Paid: _____	934	1,159	317
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	\$25.00

**\*NOTE: The audited average qualified circulation for January – June 2007 = 40,842. The unaudited average qualified circulation for July – December 2007 = 41,021. Yielding an average qualified circulation of 40,922. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

\$25.00	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**ISSUES PER YEAR:**

Effective with the January 2007 issue, this publication changed its frequency from 8 to 9 issues per year.

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 32,315 copies or 79.9%, including InfoUSA.

**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.

Steve Green, Publisher

Sherlyn Clark, Circulation Manager

(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 March 14, 2008

State Mississippi

County LaFayette

Received by BPA Worldwide March 14, 2008

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