

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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**About BPA Worldwide**

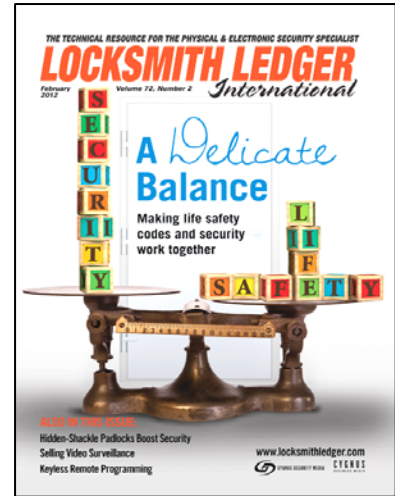
A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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**THE TECHNICAL RESOURCE FOR THE PHYSICAL & ELECTRONIC SECURITY SPECIALIST**  
**LOCKSMITH LEDGER**  
*International*

Cygnus Business Media Inc.  
3030 West Salt Creek Lane  
Arlington Heights, IL 60005  
Tel. No.: (847) 454-2702  
FAX No.: (847) 454-2759  
[www.locksmithledger.com](http://www.locksmithledger.com)

Official Publication of: None  
Established: 1939  
Issues Per Year: 13



**FIELD SERVED**

LOCKSMITH LEDGER serves the field of locksmith shops, institutional (facilities), security and maintenance, hardware, wholesalers, distributors, manufacturers, architects, specifiers, consultants. Also included are others allied to the field and other paid circulation.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Corporate Management (includes owner, president, vice president, general manager), Other Management (includes director, manager, supervisor), Support Personnel (includes locksmith, installation/ service staff, technician, office staff), Apprenticeship (includes apprentice, trainee, student) Facility Management (includes maintenance mgr/dir/supv/coord, facility mgr/dir/supv/coord, security/property/service mgr), related personnel and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	353
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	179
Digital _____	-
All Other _____	367
<b>TOTAL</b>	<b>899</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,053	99.9	6,186	55.9	4,867	44.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	6	0.1	-	-	6	0.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,059</b>	<b>100.0</b>	<b>6,186</b>	<b>55.9</b>	<b>4,873</b>	<b>44.1</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	6,487	4,988	11,475
February _____	6,082	4,893	10,975
March _____	6,186	4,789	10,975
April _____	6,146	4,829	10,975
May _____	6,072	4,903	10,975
June _____	6,141	4,834	10,975

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**  
**This issue is 0.9% or 100 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	CLASSIFICATION BY TITLES (Note 1)
Locksmith shop or individual involved in locksmithing _____	6,166	56.2	2,311	3,855	6,166
Institutional (Facilities) (Note 2) _____	3,020	27.5	2,520	500	3,020
Hardware _____	1,128	10.3	1,074	54	1,128
Wholesaler/Distributor _____	239	2.2	129	110	239
Manufacturer _____	108	1.0	17	91	108
Architect/Specifier/Consultant _____	68	0.6	21	47	68
Other Paid Circulation _____	246	2.2	-	246	246
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,975</b>	<b>100.0</b>	<b>6,072</b>	<b>4,903</b>	<b>10,975</b>
<b>PERCENT</b>	<b>100.0</b>		<b>55.3</b>	<b>44.7</b>	<b>100.0</b>

Note 1: Qualified titles include owner, president, vice president, general manager, director, manager, supervisor, locksmith, installation/service staff, technician, office staff, apprentice, trainee, student, maintenance mgr/dir/supv/coord, facility mgr/dir/supv/coord, security/property/service manager, other titled and related personnel  
 Note 2: Institutional includes Security and Maintenance

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3+ years*				
I. <b>TOTAL</b> - Direct Request:	<b>3,249</b>	<b>3,348</b>	<b>1,015</b>	<b>2,752</b>	<b>4,860</b>	<b>7,612</b>	<b>69.3</b>
a. Written	1,501	1,639	441	-	3,581	3,581	32.6
b. Telecommunication	1,462	1,515	533	2,752	758	3,510	32.0
c. Electronic	286	194	41	-	521	521	4.7
II. <b>TOTAL</b> - Request from recipient's company:	<b>40</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>43</b>	<b>43</b>	<b>0.4</b>
a. Written	40	2	1	-	43	43	0.4
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>3,320</b>	-	-	<b>3,320</b>	-	<b>3,320</b>	<b>30.3</b>
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	3,320	-	-	3,320	-	3,320	30.3
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,609</b>	<b>3,350</b>	<b>1,016</b>	<b>6,072</b>	<b>4,903</b>	<b>10,975</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.2</b>	<b>30.5</b>	<b>9.3</b>	<b>55.3</b>	<b>44.7</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	6,072	4,615	10,687	97.4
Individuals by name only	-	147	147	1.3
Titles or functions only	-	100	100	0.9
Company names only	-	35	35	0.3
Multi-Copy Same Addressee copies	-	6	6	0.1
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,072</b>	<b>4,903</b>	<b>10,975</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012									
State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	32	27	59		Kentucky	74	55	129	
New Hampshire	38	23	61		Tennessee	125	74	199	
Vermont	18	20	38		Alabama	112	47	159	
Massachusetts	149	120	269		Mississippi	53	27	80	
Rhode Island	21	16	37		<b>EAST SO. CENTRAL</b>	<b>364</b>	<b>203</b>	<b>567</b>	<b>5.2</b>
Connecticut	83	47	130		Arkansas	64	32	96	
<b>NEW ENGLAND</b>	<b>341</b>	<b>253</b>	<b>594</b>	<b>5.4</b>	Louisiana	103	53	156	
New York	386	308	694		Oklahoma	52	62	114	
New Jersey	157	138	295		Texas	356	230	586	
Pennsylvania	172	197	369		<b>WEST SO. CENTRAL</b>	<b>575</b>	<b>377</b>	<b>952</b>	<b>8.7</b>
<b>MIDDLE ATLANTIC</b>	<b>715</b>	<b>643</b>	<b>1,358</b>	<b>12.4</b>	Montana	39	18	57	
Ohio	164	163	327		Idaho	35	24	59	
Indiana	102	106	208		Wyoming	18	22	40	
Illinois	239	208	447		Colorado	125	106	231	
Michigan	192	122	314		New Mexico	56	42	98	
Wisconsin	114	108	222		Arizona	119	98	217	
<b>EAST NO. CENTRAL</b>	<b>811</b>	<b>707</b>	<b>1,518</b>	<b>13.8</b>	Utah	45	41	86	
Minnesota	136	75	211		Nevada	63	39	102	
Iowa	100	51	151		<b>MOUNTAIN</b>	<b>500</b>	<b>390</b>	<b>890</b>	<b>8.1</b>
Missouri	109	89	198		Alaska	13	19	32	
North Dakota	16	14	30		Washington	94	85	179	
South Dakota	38	7	45		Oregon	91	65	156	
Nebraska	51	39	90		California	694	558	1,252	
Kansas	72	50	122		Hawaii	33	31	64	
<b>WEST NO. CENTRAL</b>	<b>522</b>	<b>325</b>	<b>847</b>	<b>7.7</b>	<b>PACIFIC</b>	<b>925</b>	<b>758</b>	<b>1,683</b>	<b>15.3</b>
Delaware	14	14	28		<b>UNITED STATES</b>	<b>6,072</b>	<b>4,466</b>	<b>10,538</b>	<b>96.0</b>
Maryland	81	101	182		U.S. Territories	-	13	13	
Washington, DC	10	7	17		Canada	-	301	301	
Virginia	120	100	220		Mexico	-	3	3	
West Virginia	42	28	70		Other International	-	116	116	
North Carolina	199	118	317		AP0/FPO	-	4	4	
South Carolina	101	60	161		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,072</b>	<b>4,903</b>	<b>10,975</b>	<b>100.0</b>
Georgia	242	103	345						
Florida	510	279	789						
<b>SOUTH ATLANTIC</b>	<b>1,319</b>	<b>810</b>	<b>2,129</b>	<b>19.4</b>					

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*	January-June 2012*
Total Audit Average Qualified: _____	11,324	11,436	11,427	11,482	11,482	11,059
Qualified Non-Paid: ___	3,834	4,205	5,028	5,589	6,207	6,186
Qualified Paid: _____	7,490	7,231	6,399	5,893	5,275	4,873
Post Expire Copies included in Total Qualified Circulation:___	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$41.77	\$41.59	\$42.06	\$42.43	\$42.02	\$41.98

**\*NOTE: July 2011 - June 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,320 copies or 30.3%, including InfoUSA. Included in the 3+ year category are 105 qualified paid subscriptions over three years old.

##### PROMOTIONAL INCENTIVES:

An insulated lunch bag, a baseball cap, multi-pliers tool, with no advertised or stated values were offered with the one and two year subscriptions sold a basic rate.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Nancy Levenson-Brokamp, Publisher

Angela Kelty, Audience Development 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 July 18, 2012

State Wisconsin

County Jefferson

Received by BPA Worldwide July 18, 2012

Type PJ

ID Number L120P0J2