

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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ICD Publications  
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Tel.: (631) 246-9300  
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Official Publication of: None  
Established: 1989  
Issues Per Year: 26

**FIELD SERVED**

HOMEWORLD BUSINESS serves the retail and wholesale housewares industry, including mass merchandisers, department stores, housewares specialty stores, supermarkets, other retailers, wholesalers, distributors, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are corporate executives, managers, owners, buyers, merchandise managers, advertising promotion managers, sales/marketing managers and other titled and non-titled personnel in the field served, including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	113
Advertiser and Agency _____	829
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	331
Digital _____	-
All Other _____	439
<b>TOTAL</b>	<b>1,712</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,388	100.0	12,388	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,388</b>	<b>100.0</b>	<b>12,388</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 6 _____	-	-			12,500	October 12 _____	-	-			12,500
July 20 _____	89	89			12,500	October 26 _____	135	117			12,482
August 3 _____	-	-			12,500	November 9 _____	-	-			12,482
August 17 _____	-	-			12,500	<b>*November 23 ____</b>	<b>5,703</b>	<b>5,246</b>			<b>12,025</b>
August 31 _____	132	132			12,500	December 7 _____	-	-			12,025
September 14 _____	-	-			12,500	December 21 _____	11	11			12,025
September 28 _____	70	70			12,500	<b>TOTAL</b>	<b>6,140</b>	<b>5,665</b>			

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 23, 2009**  
**This issue is 3.2% or 393 copies below the average of the other 12 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			CORPORATE EXECUTIVES, MANAGERS, OWNERS	BUYERS	MERCHANDISE MANAGERS	ADVERTISING PROMOTION MANAGERS	SALES/MARKETING MANAGERS	OTHER TITLED AND NON-TITLED PERSONNEL INCLUDING COMPANY COPIES
MASS MERCHANDISERS: (including Discount Stores, Drug Stores, Direct Selling, Office Superstores, Hardware Stores, Home Centers, Mail Order/Internet, Variety Stores, Electronic/Appliance Stores, Supermarkets, Wholesale clubs and other mass merchandisers) ____	5,413	45.0	4,459	457	273	28	166	30
DEPARTMENT STORES, HOUSEWARES SPECIALTY STORES _____	4,071	33.9	3,265	420	179	36	145	26
OTHER RETAILERS _____	884	7.4	589	150	59	7	62	17
<b>SUB-TOTAL RETAIL</b>	<b>10,368</b>	<b>86.3</b>	<b>8,313</b>	<b>1,027</b>	<b>511</b>	<b>71</b>	<b>373</b>	<b>73</b>
WHOLESALERS, DISTRIBUTORS _____	690	5.7	400	84	35	5	147	19
OTHERS ALLIED TO THE FIELD _____	967	8.0	573	55	34	15	220	70
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,025</b>	<b>100.0</b>	<b>9,286</b>	<b>1,166</b>	<b>580</b>	<b>91</b>	<b>740</b>	<b>162</b>
<b>PERCENT</b>	<b>100.0</b>		<b>77.2</b>	<b>9.7</b>	<b>4.8</b>	<b>0.8</b>	<b>6.2</b>	<b>1.3</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 23, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	4,931	1,952	-			6,883	57.3
II. Request from recipient's company: _____	149	-	-			149	1.2
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,993	-	-			4,993	41.5
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	4,993	-	-			4,993	41.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,073</b>	<b>1,952</b>	<b>-</b>			<b>12,025</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.8</b>	<b>16.2</b>	<b>-</b>			<b>100.0</b>	

\*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 23, 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			12,020	100.0
Individuals by name only _____			-	-
Titles or functions only _____			4	-
Company names only _____			1	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>12,025</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 23, 2009								
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	53		400-427 Kentucky _____	141				
030-038 New Hampshire _____	51		370-385 Tennessee _____	208				
050-059 Vermont _____	44		350-369 Alabama _____	143				
010-027 Massachusetts _____	248		386-397 Mississippi _____	98				
028-029 Rhode Island _____	33		<b>EAST SO. CENTRAL</b>	<b>590</b>	<b>4.9</b>			
060-069 Connecticut _____	154		716-729 Arkansas _____	142				
<b>NEW ENGLAND</b>	<b>583</b>	<b>4.8</b>	700-714 Louisiana _____	137				
100-149 New York _____	895		730-749 Oklahoma _____	103				
070-089 New Jersey _____	402		750-799 Texas _____	631				
150-196 Pennsylvania _____	454		<b>WEST SO. CENTRAL</b>	<b>1,013</b>	<b>8.4</b>			
<b>MIDDLE ATLANTIC</b>	<b>1,751</b>	<b>14.6</b>	590-599 Montana _____	32				
430-459 Ohio _____	458		832-838 Idaho _____	42				
460-479 Indiana _____	299		820-831 Wyoming _____	15				
600-629 Illinois _____	1,582		800-816 Colorado _____	140				
480-499 Michigan _____	425		870-884 New Mexico _____	45				
530-549 Wisconsin _____	407		850-865 Arizona _____	131				
<b>EAST NO. CENTRAL</b>	<b>3,171</b>	<b>26.4</b>	840-847 Utah _____	66				
550-567 Minnesota _____	229		889-898 Nevada _____	66				
500-528 Iowa _____	145		<b>MOUNTAIN</b>	<b>537</b>	<b>4.5</b>			
630-658 Missouri _____	198		995-999 Alaska _____	22				
580-588 North Dakota _____	24		980-994 Washington _____	267				
570-577 South Dakota _____	30		970-979 Oregon _____	151				
680-693 Nebraska _____	72		900-961 California _____	1,150				
660-679 Kansas _____	99		967-968 Hawaii _____	38				
<b>WEST NO. CENTRAL</b>	<b>797</b>	<b>6.6</b>	<b>PACIFIC</b>	<b>1,628</b>	<b>13.5</b>			
197-199 Delaware _____	29		<b>UNITED STATES</b>	<b>11,958</b>	<b>99.4</b>			
206-219 Maryland _____	141		969 & 004-009 U.S. Territories _____	18				
200-205 Washington, DC _____	41		Canada _____	48				
220-246 Virginia _____	234		Mexico _____	-				
247-268 West Virginia _____	63		Other International _____	-				
270-289 North Carolina _____	331		APO/FPO _____	1				
290-299 South Carolina _____	148		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,025</b>	<b>100.0</b>			
300-319 Georgia _____	268							
320-349 Florida _____	633							
<b>SOUTH ATLANTIC</b>	<b>1,888</b>	<b>15.7</b>						

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	12,500	12,500	12,500	12,502	12,500	12,388
Qualified Non-Paid: ___	12,500	12,500	12,500	12,502	12,500	12,388
Qualified Paid: _____	-	-	-	-	-	-
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-December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
26	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 4,993 copies or 41.5%, including INFOUSA.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Dave Palcek, President/Co-Publisher	Date signed	January 15, 2010
Nadine Salogub, Circulation Director	State	New York
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Suffolk
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	January 15, 2010
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PD
	ID Number	H057POD9