

## BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2010

(Including Supplementary Data)

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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# computing

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Official Publication of: None  
Established: 1973  
Issues Per Year: 24  
(See Paragraph 8)



### FIELD SERVED

COMPUTING serves the IT community in the following industries:

Education, Training, Government, Local authority, Public sector agency, Medical, Healthcare, Pharmaceutical, Banking, Finance Insurance, Business services, Property, Law, Accountancy, Manufacturing, Engineering, Oil, Gas, Mining, Construction, Agriculture, Utilities: energy & water, Media, Leisure, Travel, Entertainment, Marketing, Advertising, PR, Broadcasting, Distribution, Logistics, Transport, Retail/wholesale services, Telecommunications, Cable, Satellite, Service provider, ASP, ISP, Wireless SP, Web host, Manufacturers of computers and/or IT equipment/software, Computer dealer, Reseller, VAR, Network/systems integrator, IT consultancy and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include IT professionals in IT management, Corporate/business management, IT staff, Consultant/System integrator/Contractor and other functions throughout the industry.

### PURPOSE

Included herein is a supplementary analysis of Primary Job Function, Number of Employees and Number of Client Connected Computers at Site and Organisation.

### AVERAGE NON-QUALIFIED CIRCULATION

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

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	85,964	100.0	85,864	99.9	100	0.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	12	-	-	-	12	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>85,976</b>	<b>100.0</b>	<b>85,864</b>	<b>100.0</b>	<b>112</b>	-

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2010 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January 14	45,112	41,000	86,112
January 21	45,111	41,000	86,111
*January 28	45,108	40,992	86,100
February 4	45,110	41,000	86,110
February 11	45,110	41,000	86,110
February 18	45,113	41,000	86,113
February 25	45,113	41,000	86,113
March 4	45,114	41,000	86,114
March 11	45,113	41,000	86,113
March 18	45,117	41,000	86,117
March 25	45,115	41,000	86,115
April 15	40,114	46,000	86,114
April 22	40,114	46,000	86,114
April 29	40,112	46,000	86,112
May 13	40,107	46,000	86,107
<b>**May 20</b>	<b>40,109</b>	<b>46,000</b>	<b>86,109</b>
June 10	40,109	43,548	83,657
June 24	40,107	46,000	86,107

\*See Paragraph 8

\*\*Analyzed Issue

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 2010**

This issue is 0.2% or 142 copies above the average of the other 17 issues reported in Paragraph two.

JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
CIO/CTO/IT Director/Head of IT/Director Responsible for IT _____	9,866	11.5	5,364	4,502
IT Manager/Manager Responsible for IT/Other IT related Director/Manager _____	28,144	32.7	14,839	13,305
IT Team Leader / Supervisor _____	3,398	3.9	1,694	1,704
FD/CFO/Controller/Treasurer responsible for IT _____	3,159	3.7	1,692	1,467
Total Management Responsible for IT	44,567	51.8	23,589	20,978
MD/CEO/COO/Proprietor _____	10,178	11.8	5,860	4,318
Departmental Head _____	3,173	3.7	1,686	1,487
Other Manager/Director _____	10,901	12.6	4,331	6,570
Total Corporate/Business Management	24,252	28.1	11,877	12,375
IT Consultant / Consultant _____	9,001	10.5	2,588	6,413
Business Analyst _____	513	0.6	275	238
Software/Systems Application Developer _____	-	-	-	-
Webmaster/Web Development _____	-	-	-	-
Consultants, Analysts and other IT Staff	9,514	11.1	2,863	6,651
Other _____	7,667	8.9	1,671	5,996
SUB TOTAL	86,000	99.9	40,000	46,000
Information Not Available _____	-	-	-	-
Subscriptions _____	109	0.1	109	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>86,109</b>	<b>100.0</b>	<b>40,109</b>	<b>46,000</b>

PRIMARY JOB FUNCTION				
JOB TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Senior IT Management _____	19,926	23.2	10,655	9,271
Strategy & Planning _____	3,817	4.4	1,788	2,029
Database Management _____	1,410	1.6	636	774
Security Management _____	798	0.9	319	479
Network Management _____	3,214	3.7	1,590	1,624
Software/Systems Management _____	5,611	6.5	2,552	3,059
Project Manager _____	4,750	5.5	2,210	2,540
Other IT Management _____	-	-	-	-
Internet/New Media/E-business _____	844	1.0	346	498
Knowledge Management/Intranets _____	486	0.6	226	260
Extranets/EDI/ERP/Supply Chain _____	157	0.2	62	95
CRM (online and/or call centre) _____	174	0.2	56	118
Business Analysis _____	2,264	2.6	968	1,296
Telecommunications _____	552	0.6	195	357
Application Development/Programming _____	142	0.2	69	73
Training _____	1,024	1.2	371	653
Consultancy _____	872	1.0	347	525
Other IT/IS Function _____	2,405	2.8	645	1,760
IT/IS Functions	48,446	56.2	23,035	25,411
Executive/Board Level _____	9,315	10.8	4,748	4,567
General Management _____	10,558	12.3	5,258	5,300
Financial/Accounting _____	4,077	4.7	1,908	2,169
Operations _____	5,315	6.2	2,214	3,101
HR _____	340	0.4	155	185
Sales/Marketing/Product Management _____	2,579	3.0	828	1,751
Supply Chain, Logistics, Distribution _____	454	0.5	173	281
Manufacturing/Production _____	859	1.0	350	509
Purchasing/Procurement _____	918	1.1	384	534
Property/Facilities _____	222	0.3	82	140
Other Business Function _____	2,917	3.4	865	2,052
Other Function _____	-	-	-	-
Business Functions	37,554	43.7	16,965	20,589
SUB TOTAL	86,000	99.9	40,000	46,000
Information Not Available _____	-	-	-	-
Subscriptions _____	109	0.1	109	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>86,109</b>	<b>100.0</b>	<b>40,109</b>	<b>46,000</b>

<b>ADDITIONAL ANALYSIS</b>								
<b>This is an additional analysis of Number of Employees at Recipient's Organisation and at Site.</b>								
Number of Employees at Organisation and at Site	In Whole Company/ Organisation	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	At Respondents Location/ Site/Offices	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
5000+ _____	19,571	22.7	7,705	11,866	1,638	1.9	652	986
2000 to 4999 _____	6,070	7.0	2,663	3,407	3,594	4.2	1,467	2,127
1000 to 1999 _____	4,647	5.4	2,140	2,507	4,621	5.4	1,856	2,765
500 to 999 _____	5,117	5.9	2,391	2,726	6,305	7.3	2,604	3,701
200 to 499 _____	8,140	9.5	4,048	4,092	12,347	14.3	5,548	6,799
100 to 199 _____	8,658	10.1	4,527	4,131	12,278	14.3	5,907	6,371
50 to 99 _____	10,988	12.8	5,868	5,120	13,578	15.8	7,003	6,575
1 to 49 _____	22,628	26.3	10,579	12,049	31,418	36.4	14,865	16,553
<b>Sub Total</b>	<b>85,819</b>	<b>99.7</b>	<b>39,921</b>	<b>45,898</b>	<b>85,779</b>	<b>99.6</b>	<b>39,902</b>	<b>45,877</b>
Information not available _____	181	0.2	79	102	221	0.3	98	123
Paid Subscriptions _____	109	0.1	109	-	109	0.1	109	-
Single Copy Sales _____	-	-	-	-	-	-	-	-
<b>Total</b>	<b>86,109</b>	<b>100.0</b>	<b>40,109</b>	<b>46,000</b>	<b>86,109</b>	<b>100.0</b>	<b>40,109</b>	<b>46,000</b>

<b>ADDITIONAL ANALYSIS</b>								
<b>This is an additional analysis of Number of Client Connected Computers at Recipient's Organisation and at Site.</b>								
Number of Client Connected Computers at Organisation and at Site	In Whole Company/ Organisation	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	At Respondents Location/ Site/Offices	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
5000+ _____	18,026	20.9	7,047	10,979	2,039	2.4	834	1,205
2000 to 4999 _____	6,392	7.4	2,738	3,654	3,658	4.2	1,467	2,191
1000 to 1999 _____	4,918	5.7	2,162	2,756	4,944	5.7	1,956	2,988
500 to 999 _____	5,341	6.2	2,481	2,860	6,748	8.0	2,815	3,933
200 to 499 _____	8,012	9.3	3,922	4,090	11,804	13.7	5,213	6,591
100 to 199 _____	7,217	8.4	3,733	3,484	10,401	12.0	4,901	5,500
50 to 99 _____	8,065	9.4	4,256	3,809	11,076	12.9	5,608	5,468
1 to 49 _____	27,801	32.3	13,565	14,236	35,050	40.7	17,083	17,967
<b>Sub Total</b>	<b>85,772</b>	<b>99.6</b>	<b>39,904</b>	<b>45,868</b>	<b>85,720</b>	<b>99.6</b>	<b>39,877</b>	<b>45,843</b>
Information not available _____	228	0.3	96	132	280	0.3	123	157
Paid Subscriptions _____	109	0.1	109	-	109	0.1	109	-
Single Copy Sales _____	-	-	-	-	-	-	-	-
<b>Total</b>	<b>86,109</b>	<b>100.0</b>	<b>40,109</b>	<b>46,000</b>	<b>86,109</b>	<b>100.0</b>	<b>40,109</b>	<b>46,000</b>

<b>ADDITIONAL ANALYSIS</b>				
PRIMARY BUSINESS	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Education, Training _____	7,806	9.1	3,716	4,090
Government, Local Authority, Public Sector Agency _____	8,064	9.4	3,466	4,598
Medical, Healthcare, Pharmaceutical _____	3,124	3.6	1,592	1,532
Banking, Finance, Insurance _____	6,533	7.6	2,749	3,784
Business services, Property, Law, Accountancy _____	6,629	7.7	3,525	3,104
Manufacturing, Engineering _____	10,387	12.1	5,356	5,031
Oil, Gas, Mining, Construction, Agriculture _____	2,449	2.8	1,224	1,225
Utilities: Energy & Water _____	850	1.0	362	488
Media, leisure, Travel, Entertainment, Marketing, Advertising, PR, Broadcasting _____	3,536	4.1	1,661	1,875
Distribution, Logistics, Transport _____	2,959	3.4	1,537	1,422
Retail/Wholesale Services _____	4,514	5.2	2,338	2,176
Telecommunications, Cable, Satellite _____	2,060	2.5	818	1,242
Service provider, ASP, ISP, Wireless SP, Web host _____	1,305	1.5	610	695
Manufacturers of Computers, IT equipment or Software _____	5,127	6.0	2,266	2,861
Computer dealer, reseller, VAR _____	1,279	1.5	550	729
Network Integrator/Systems Integrator _____	1,722	2.0	701	1,021
IT Consultancy _____	10,819	12.6	4,293	6,526
Other _____	4,703	5.5	1,963	2,740
<b>SUB TOTAL</b>	<b>83,866</b>	<b>97.4</b>	<b>38,727</b>	<b>45,139</b>
Information not available _____	2,134	2.5	1,273	861
Paid Subscriptions _____	109	0.1	109	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>86,109</b>	<b>100.0</b>	<b>40,109</b>	<b>46,000</b>

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 20, 2010</b>							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	*Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	86,000	-	-	40,000	46,000	86,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>86,000</b>	-	-	<b>40,000</b>	<b>46,000</b>	<b>86,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>46.5</b>	<b>53.5</b>	<b>100.0</b>	

\*See Paragraph 8

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 2010</b>				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	40,000	46,000	86,000	99.9
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	97	-	97	0.1
Multi-Copy Same Addressee copies _____	12	-	12	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,109</b>	<b>46,000</b>	<b>86,109</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 2010				
GEOGRAPHICAL AREA	Print Version Only (A)	Digital Version Only (B)	TOTAL QUALIFIED	PERCENT OF TOTAL
London _____	4,776	6,120	10,896	
Middlesex _____	997	1,335	2,332	
Bedfordshire _____	444	503	947	
Berkshire _____	1,309	1,657	2,966	
Buckinghamshire _____	864	1,021	1,885	
Essex _____	1,136	1,254	2,390	
Hampshire _____	1,482	1,732	3,214	
Isle of Wight _____	40	58	98	
Hertfordshire _____	1,182	1,439	2,621	
Kent _____	1,197	1,300	2,497	
Oxfordshire _____	607	644	1,251	
Surrey _____	1,866	2,170	4,036	
Sussex _____	1,032	1,114	2,146	
<b>Total South East England</b>	<b>16,932</b>	<b>20,347</b>	<b>37,279</b>	<b>43.3</b>
Gloucestershire _____	520	592	1,112	
Somerset _____	280	272	552	
Avon _____	830	943	1,773	
Wiltshire _____	548	621	1,169	
Dorset _____	512	550	1,062	
Devon _____	547	637	1,184	
Cornwall & Isles of Scilly _____	138	183	321	
Channel Islands _____	119	129	248	
<b>Total South West England</b>	<b>3,494</b>	<b>3,927</b>	<b>7,421</b>	<b>8.6</b>
Cambridgeshire _____	683	711	1,394	
Norfolk _____	422	423	845	
Suffolk _____	475	491	966	
<b>Total East Anglia</b>	<b>1,580</b>	<b>1,625</b>	<b>3,205</b>	<b>3.7</b>
Derbyshire _____	565	663	1,228	
Leicestershire _____	660	721	1,381	
Lincolnshire _____	476	487	963	
Northamptonshire _____	449	489	938	
Nottinghamshire _____	580	710	1,290	
<b>Total East Midlands</b>	<b>2,730</b>	<b>3,070</b>	<b>5,800</b>	<b>6.7</b>
Herefordshire and Worcestershire _____	441	508	949	
Shropshire _____	246	276	522	
Staffordshire _____	565	565	1,130	
Warwickshire _____	369	478	847	
West Midlands _____	1,779	2,020	3,799	
<b>Total West Midlands</b>	<b>3,400</b>	<b>3,847</b>	<b>7,247</b>	<b>8.4</b>
Cheshire _____	947	1,240	2,187	
Cumbria _____	215	234	449	
Greater Manchester and Lancashire _____	1,806	2,064	3,870	
Merseyside _____	564	589	1,153	
Isle of Man _____	67	79	146	
<b>Total North West England</b>	<b>3,599</b>	<b>4,206</b>	<b>7,805</b>	<b>9.1</b>
Cleveland _____	213	212	425	
County Durham _____	217	253	470	
Northumberland _____	93	90	183	
Tyne and Wear _____	487	590	1,077	
<b>Total North East England</b>	<b>1,010</b>	<b>1,145</b>	<b>2,155</b>	<b>2.5</b>
West Yorkshire _____	1,361	1,443	2,804	
South Yorkshire _____	601	670	1,271	
North Yorkshire _____	490	468	958	
East Yorkshire _____	229	237	466	
<b>Total Yorkshire and Humber</b>	<b>2,681</b>	<b>2,818</b>	<b>5,499</b>	<b>6.4</b>
<b>Total England</b>	<b>35,426</b>	<b>40,985</b>	<b>76,411</b>	<b>88.7</b>
Scotland _____	2,686	2,914	5,600	
Wales _____	1,324	1,398	2,722	
Northern Ireland _____	644	699	1,343	
Overseas _____	29	4	33	
<b>Total Analysed</b>	<b>4,683</b>	<b>5,015</b>	<b>9,698</b>	<b>11.3</b>
Single Copies _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,109</b>	<b>46,000</b>	<b>86,109</b>	<b>100.0</b>

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	100,174	100,307	92,362	87,057	85,281	85,976
Qualified Non-Paid Total	100,000	100,000	92,022	86,916	85,152	85,864
Print Only	70,000	70,000	63,632	57,396	45,786	43,056
Digital Only	30,000	30,000	28,390	29,520	39,366	42,808
Qualified Paid Total	364	349	340	141	129	112
Print Only	364	349	340	141	129	112
Digital Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified 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 and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

ISSUES PER YEAR:

Effective with the 10th June issue, this publication changed its frequency from 47 to 24 issues per year.

PARAGRAPH 2 - LATE MAILING OF ISSUES:

40,992 copies or 47.6% of the total copies mailed for the January 28, 2010 issue were mailed on February 1, 2010.

PARAGRAPH 3b:

Paragraph 3b includes 86,000 qualified non-paid circulation. Qualified paid circulation of 109 combined with the qualified non-paid circulation equal 86,109 total qualified circulation for the analyzed issue.

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	43,156	100.0	43,056	99.7	100	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	12	-	-	-	12	-
Single Copy Sales	-	-	-	-	-	-
Non-Continuous	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,168</b>	<b>100.0</b>	<b>43,056</b>	<b>99.7</b>	<b>112</b>	<b>0.3</b>

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	42,808	100.0	42,808	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
Non-Continuous	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,808</b>	<b>100.0</b>	<b>42,808</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTAL DATA:

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

Kim Baker, Senior Audience Development Manager

Robin Booth, Publishing Director

(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.

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