

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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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e. Republic
100 Blue Ravine
Folsom, CA 95630
Tel.: (916) 932-1300
Fax: (916) 932-1470
www.govtech.com/pcio/

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FIELD SERVED

GOVERNMENT TECHNOLOGY'S PUBLIC CIO serves branches of the public sector including: Federal/National Civilian, Federal/National Defense/Military, State/Provincial, Local, Higher Education, K-12 Education, Education Policy/Other Education, and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients are IT Policy Makers, Elected Officials, Agency Management/ Director/ Commissioner, Senior Government Officials, and Other Functions Allied to the Field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,276
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	817
All Other _____	1,735
TOTAL	3,828

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,423	99.7	26,423	99.7	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	67	0.3	67	0.3	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,490	100.0	26,490	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
June/ July _____	130	213	21,287	5,256			26,543	October/ November _____	376	253	21,253	5,148			26,401
August/ September _____	204	185	21,316	5,208			26,524	TOTAL	710	651					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL – Personal direct request from the recipient: _____	23,253	3,015	-	21,120	5,148			26,268	99.5
a. Written _____	3,710	744	-	4,242	212			4,454	16.9
b. Telecommunication _____	15,311	1,534	-	14,515	2,330			16,845	63.8
c. Electronic _____	4,232	737	-	2,363	2,606			4,969	18.8
II. TOTAL – Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	130	3	-	133	-			133	0.5
a. Written _____	17	1	-	18	-			18	0.1
b. Telecommunication _____	35	2	-	37	-			37	0.1
c. Electronic _____	78	-	-	78	-			78	0.3
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	23,383	3,018	-	21,253	5,148			26,401	100.0
PERCENT	88.6	11.4	-	80.5	19.5			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	20,988	5,148			26,136	99.0
Individuals by name only _____	64	-			64	0.2
Titles or functions only _____	1	-			1	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	200	-			200	0.8
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	21,253	5,148			26,401	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	102	20	122	
030-038 New Hampshire _____	95	11	106	
050-059 Vermont _____	37	5	42	
010-027 Massachusetts _____	442	52	494	
028-029 Rhode Island _____	84	5	89	
060-069 Connecticut _____	195	22	217	
NEW ENGLAND	955	115	1,070	4.1
100-149 New York _____	1,454	245	1,699	
070-089 New Jersey _____	588	64	652	
150-196 Pennsylvania _____	708	105	813	
MIDDLE ATLANTIC	2,750	414	3,164	12.0
430-459 Ohio _____	725	117	842	
460-479 Indiana _____	362	51	413	
600-629 Illinois _____	777	111	888	
480-499 Michigan _____	473	69	542	
530-549 Wisconsin _____	256	22	278	
EAST NO. CENTRAL	2,593	370	2,963	11.2
550-567 Minnesota _____	319	56	375	
500-528 Iowa _____	222	35	257	
630-658 Missouri _____	421	57	478	
580-588 North Dakota _____	111	7	118	
570-577 South Dakota _____	86	12	98	
680-693 Nebraska _____	221	30	251	
660-679 Kansas _____	225	47	272	
WEST NO. CENTRAL	1,605	244	1,849	7.0
197-199 Delaware _____	87	4	91	
206-219 Maryland _____	692	84	776	
200-205 Washington, DC _____	1,550	135	1,685	
220-246 Virginia _____	1,071	119	1,190	
247-268 West Virginia _____	138	19	157	
270-289 North Carolina _____	518	81	599	
290-299 South Carolina _____	239	11	250	
300-319 Georgia _____	509	94	603	
320-349 Florida _____	809	131	940	
SOUTH ATLANTIC	5,613	678	6,291	23.8

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	302	20	322	
370-385 Tennessee _____	367	61	428	
350-369 Alabama _____	299	25	324	
386-397 Mississippi _____	208	22	230	
EAST SO. CENTRAL	1,176	128	1,304	4.9
716-729 Arkansas _____	154	16	170	
700-714 Louisiana _____	59	9	68	
730-749 Oklahoma _____	252	24	276	
750-799 Texas _____	1,729	332	2,061	
WEST SO. CENTRAL	2,194	381	2,575	9.8
590-599 Montana _____	101	37	138	
832-838 Idaho _____	100	22	122	
820-831 Wyoming _____	79	9	88	
800-816 Colorado _____	389	81	470	
870-884 New Mexico _____	160	17	177	
850-865 Arizona _____	337	62	399	
840-847 Utah _____	168	39	207	
889-898 Nevada _____	95	20	115	
MOUNTAIN	1,429	287	1,716	6.5
995-999 Alaska _____	107	23	130	
980-994 Washington _____	330	53	383	
970-979 Oregon _____	150	25	175	
900-961 California _____	1,694	414	2,108	
967-968 Hawaii _____	150	31	181	
PACIFIC	2,431	546	2,977	11.3
UNITED STATES	20,746	3,163	23,909	90.6
969 & 004-009 U.S. Territories _____	69	12	81	
Canada _____	418	82	500	
Mexico _____	-	18	18	
Other International _____	14	1,869	1,883	
APO/FPO _____	6	4	10	
TOTAL QUALIFIED CIRCULATION	21,253	5,148	26,401	100.0

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified _____	25,901	26,524	26,607	27,215	26,490
Qualified Non-Paid Total _____	25,901	26,524	26,607	27,215	26,490
Print Only _____	25,901	25,294	22,939	21,873	21,286
Electronic Only _____	-	1,230	3,668	5,342	5,204
Qualified Paid Total _____	-	-	-	-	-
Print Only _____	-	-	-	-	-
Electronic Only _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

***NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA

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

11. 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 electronic versions are notified via email when the version is available.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,219	99.7	21,219	99.7	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	67	0.3	67	0.3	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,286	100.0	21,286	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,204	100.0	5,204	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,204	100.0	5,204	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Don Pearson, Publisher

Paul Harney, CFO

(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 January 15, 2009

State California

County Sacramento

Received by BPA Worldwide January 15, 2009

Type PJ

ID Number G170Y0D8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008									
This issue is 0.5% or 133 copies below the average of the other 2 issues reported in Paragraph two.									
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Classification by Function				
					IT Policy Maker	Elected Official	Agency Management/ Director/ Commissioner	Senior Government Official	Other
Federal/ National Civilian _____	4,605	17.4	3,966	639	1,145	278	1,981	759	442
Federal/ National Defense/ Military ____	1,441	5.5	1,194	247	363	32	492	278	276
State/ Provincial _____	6,754	25.6	5,365	1,389	1,464	1,050	2,722	721	797
Local _____	8,849	33.5	7,512	1,337	1,476	1,611	4,017	1,058	687
Higher Education _____	1,693	6.4	1,045	648	494	33	591	126	449
K-12 Education _____	1,268	4.8	1,101	167	292	42	590	134	210
Education Policy/ Other Education ____	451	1.7	210	241	143	33	131	42	102
Others allied to the Field _____	1,340	5.1	860	480	212	21	144	28	935
TOTAL QUALIFIED CIRCULATION	26,401	100.0	21,253	5,148	5,589	3,100	10,668	3,146	3,898
PERCENT	100.0	-	80.5	19.5	21.2	11.7	40.4	11.9	14.8

ADDITIONAL DATA FOR ISSUE OF OCTOBER/NOVEMBER 2008																															
Business and Industry	Total Qualified	Percent of Total	Print Version Only (A)	Electronic Version Only (B)	Administrative/ Business & Consumer Affairs	Department of Commerce	Department of Defense	Department of Energy	Department of HUD	Department of Labor	Department of State	DP/Telecom or Information Services	Education (Higher Ed)	Education (K-12)	Elected Official-Legislative/Admin/Staff	Federal/Government Independent Agency	Finance/revenue/Accounting/Audit	Forestry/Land Mgmt/Parks & Recreation/Agriculture	Health, Welfare & Social Services, Housing & Community Development	Homeland Security	Justice/Judicial/Courts/Prosecution/Defense/Corrections	Law Enforcement/Public Safety/Fire/Emergency Services/911	Office of the President	Personnel/Human Resources/Training	Public Works/Engineering/Public Utility/Transportation	Purchasing/General Services	Records Management/Archives	Regulatory/Licensing	Waste-water/Sanitation/Environment	Zoning/Land Use/Planning	Others
Federal/ National Civilian _____	4,605	17.4	3,966	639	367	184	205	110	28	39	93	284	37	20	348	501	151	164	265	475	241	426	18	53	191	72	29	52	55	31	166
Federal/ National Defense/ Military ____	1,441	5.5	1,194	247	97	12	613	25	2	4	11	71	13	3	19	82	18	9	36	162	34	87	2	20	37	11	8	7	10	6	42
State/ Provincial _____	6,754	25.6	5,365	1,389	493	40	66	28	11	67	200	542	225	162	977	96	325	103	545	84	393	958	9	82	558	114	66	132	86	93	299
Local _____	8,849	33.5	7,512	1,337	688	31	29	26	9	11	69	628	54	124	954	83	272	70	266	79	236	3,481	19	84	765	156	98	31	123	178	285
Higher Education _____	1,693	6.4	1,045	648	85	23	5	22	2	6	9	73	1,122	37	5	8	26	9	38	7	4	34	1	31	40	14	5	6	10	5	66
K-12 Education _____	1,268	4.8	1,101	167	36	2	1	1	-	1	2	22	28	1,065	9	2	5	2	8	2	3	15	1	4	21	20	1	-	-	2	15
Education Policy/ Other Education ____	451	1.7	210	241	46	13	2	4	1	3	4	31	105	58	4	3	12	3	30	5	2	7	3	28	22	7	4	6	1	5	42
Others allied to the Field _____	1,340	5.1	860	480	91	9	13	17	2	2	6	153	12	12	5	27	37	6	55	34	15	51	5	40	54	25	15	4	13	8	629
TOTAL QUALIFIED CIRCULATION	26,401	100.0	21,253	5,148	1,903	314	934	233	55	133	394	1,804	1,596	1,481	2,321	802	846	366	1,243	848	928	5,059	58	342	1,688	419	226	238	298	328	1,544
PERCENT OF TOTAL	100.0	-	80.5	19.5	7.2	1.2	3.5	0.9	0.2	0.5	1.5	6.8	6.1	5.6	8.8	3.0	3.2	1.4	4.7	3.2	3.5	19.2	0.2	1.3	6.4	1.6	0.9	0.9	1.1	1.2	5.9