

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, Suite 900
Shelton, CT 06484-6259
Phone (203) 447-2800
FAX (203) 447-2900
www.bpaww.com

Since 1931, BPA Worldwide has set the standard for thoroughness, accuracy, transparency and timeliness in media and event audits.

For media buyers and media owners all over the globe, BPA Worldwide helps turn assurance into insight, and insight into advantage.

A not-for-profit organization, BPA Worldwide is governed by a board comprised of media buyers and media owners. Our global membership includes more than 2,500 media properties – including B-to-B publications and consumer magazines, Web sites, newspapers, events, databases, email newsletters and wireless media – and 2,800 media-buying organizations in over 20 countries.

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Reed Business Information™
FURNITURE/TODAY

Reed Business Information
7025 Albert Pick Road, 2nd Floor
Greensboro, NC 27409
Tel. No.: (336) 605-0121
FAX No.: (336) 605-1143

Official Publication of: None
Established: 1976
Issues Per Year: 50

FIELD SERVED

FURNITURE/TODAY serves the North American and International Furniture Industry: retailers, manufacturers and suppliers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are retail furniture stores, department stores, warehouse clubs, national and regional chain stores, discount chain stores, buying groups, rent-to-own stores, mass merchants, specialty stores, gallery dealers, manufacturer franchised stores, furniture superstores, furniture wholesalers, furniture distributors, catalog/mail order retailers, office superstores, home accent stores, furniture manufacturers and manufacturer's sales representatives, interior decorators, suppliers, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	881
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,432
All Other _____	874
TOTAL	3,187

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,146	92.6	5,384	26.1	13,762	66.6
Sponsored Individually Addressed _	1,474	7.1	-	-	1,474	7.1
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	47	0.2	-	-	47	0.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,667	100.0	5,384	26.1	15,283	73.9

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2004 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2004 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January 5 _____	7	-	5,599	15,273	20,872	April 5 _____	8	-	5,358	15,533	20,891
January 12 _____	35	-	5,564	15,165	20,729	April 12 _____	11	-	5,347	15,621	20,968
January 19 _____	23	-	5,541	15,110	20,651	April 19 _____	6	-	5,341	15,588	20,929
January 26 _____	7	-	5,534	15,082	20,616	May 3 _____	42	1	5,300	15,583	20,883
February 2 _____	28	-	5,506	15,101	20,607	May 10 _____	9	-	5,291	15,486	20,777
February 9 _____	16	-	5,490	15,091	20,581	May 17 _____	5	-	5,286	15,382	20,668
February 16 _____	6	-	5,484	15,021	20,505	May 24 _____	23	-	5,263	15,390	20,653
February 23 _____	9	-	5,475	15,066	20,541	**May 31 _____	3	-	5,260	15,324	20,584
March 1 _____	18	-	5,457	15,061	20,518	June 7 _____	9	-	5,251	15,317	20,568
March 8 _____	23	-	5,434	15,007	20,441	June 14 _____	6	-	5,245	15,281	20,526
March 15 _____	26	-	5,408	15,034	20,442	June 21 _____	27	-	5,218	15,300	20,518
March 22 _____	33	-	5,375	15,414	20,789	June 28 _____	15	-	5,203	15,304	20,507
March 29 _____	11	2	5,366	15,544	20,910	TOTAL	406	3			

*See Paragraph
**Analyzed Issue

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 31, 2004
This issue is 0.4% or 86 copies below the average of the other 24 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Total Qualified Non-Paid	Total Qualified Paid
Qualified recipients are retail furniture stores, department stores, warehouse clubs, national and regional chain stores, discount chain stores, buying groups, rent-to-own stores, mass merchants, specialty stores, gallery dealers, manufacturer franchised stores, furniture superstores, furniture wholesalers, furniture distributors, catalog/mail order retailers, office superstores, home accent stores, furniture manufacturers and manufacturer's sales representatives, interior decorators, suppliers, and others allied to the field _____	20,584	100.0	5,260	15,324
TOTAL QUALIFIED CIRCULATION	20,584	100.0	5,260	15,324

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 31, 2004							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	11,593	2,102	111	8	13,798	13,806	67.1
a. Written _____	10,900	2,102	111	5	13,108	13,113	63.7
b. Telecommunication _____	571	-	-	3	568	571	2.8
c. Internet and E-Mail _____	122	-	-	-	122	122	0.6
II. TOTAL - Request from recipient's company: _____	1,897	84	3	458	1,526	1,984	9.6
a. Written _____	1,895	84	3	458	1,524	1,982	9.6
b. Telecommunication _____	1	-	-	-	1	1	-
c. Internet and E-Mail _____	1	-	-	-	1	1	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	645	-	-	645	-	645	3.1
a. Written _____	645	-	-	645	-	645	3.1
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,149	-	-	4,149	-	4,149	20.2
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	4,149	-	-	4,149	-	4,149	20.2
Independent field reports _____	-	-	-	-	-	-	-
Licenseses - National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,284	2,186	114	5,260	15,324	20,584	100.0
*See Paragraph 11	PERCENT	88.8	10.6	0.6	25.6	74.4	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 31, 2004				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	5,058	10,958	16,016	77.8
Individuals by name only _____	164	3,469	3,633	17.6
Titles or functions only _____	17	387	404	2.0
Company names only _____	21	454	475	2.3
Multi-Copy Same Addressee copies _____	-	56	56	0.3
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,260	15,324	20,584	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 31, 2004									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	21	43	64		400-427 Kentucky _____	71	141	212	
030-038 New Hampshire _____	28	86	114		370-385 Tennessee _____	108	352	460	
050-059 Vermont _____	11	37	48		350-369 Alabama _____	93	208	301	
010-027 Massachusetts _____	99	340	439		386-397 Mississippi _____	64	310	374	
028-029 Rhode Island _____	9	38	47		EAST SO. CENTRAL	336	1,011	1,347	6.6
060-069 Connecticut _____	58	166	224		716-729 Arkansas _____	53	92	145	
NEW ENGLAND	226	710	936	4.5	700-714 Louisiana _____	58	125	183	
100-149 New York _____	283	896	1,179		730-749 Oklahoma _____	43	97	140	
070-089 New Jersey _____	151	425	576		750-799 Texas _____	361	646	1,007	
150-196 Pennsylvania _____	189	656	845		WEST SO. CENTRAL	515	960	1,475	7.2
MIDDLE ATLANTIC	623	1,977	2,600	12.6	590-599 Montana _____	15	47	62	
430-459 Ohio _____	147	477	624		832-838 Idaho _____	24	27	51	
460-479 Indiana _____	79	271	350		820-831 Wyoming _____	8	15	23	
600-629 Illinois _____	188	633	821		800-816 Colorado _____	62	188	250	
480-499 Michigan _____	123	422	545		870-884 New Mexico _____	30	52	82	
530-549 Wisconsin _____	84	278	362		850-865 Arizona _____	86	178	264	
EAST NO. CENTRAL	621	2,081	2,702	13.1	840-847 Utah _____	33	83	116	
550-567 Minnesota _____	89	261	350		889-898 Nevada _____	33	59	92	
500-528 Iowa _____	41	111	152		MOUNTAIN	291	649	940	4.6
630-658 Missouri _____	88	218	306		995-999 Alaska _____	7	18	25	
580-588 North Dakota _____	9	21	30		980-994 Washington _____	90	202	292	
570-577 South Dakota _____	11	43	54		970-979 Oregon _____	53	109	162	
680-693 Nebraska _____	19	52	71		900-961 California _____	594	1,254	1,848	
660-679 Kansas _____	39	107	146		967-968 Hawaii _____	15	10	25	
WEST NO. CENTRAL	296	813	1,109	5.4	PACIFIC	759	1,593	2,352	11.4
197-199 Delaware _____	14	51	65		UNITED STATES	4,769	14,149	18,918	91.9
206-219 Maryland _____	61	209	270		969 & 004-009	-	25	25	
200-205 Washington, DC _____	6	27	33		U.S. Territories _____	-	-	-	
220-246 Virginia _____	112	457	569		Canada _____	491	749	1,240	
247-268 West Virginia _____	24	40	64		Mexico _____	-	20	20	
270-289 North Carolina _____	254	1,835	2,089		Other International _____	-	380	380	
290-299 South Carolina _____	94	189	283		APO/FPO _____	-	1	1	
300-319 Georgia _____	158	603	761		TOTAL QUALIFIED CIRCULATION	5,260	15,324	20,584	100.0
320-349 Florida _____	379	944	1,323						
SOUTH ATLANTIC	1,102	4,355	5,457	26.5					

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 50 issues for \$158.76		
5. PRICES	Total	Percent
50 issues for \$139.97 _____	1,965	25.0
50 issues for \$159.97 _____	4,928	62.7
All other _____	969	12.3
TOTAL	7,862	100.0

6. LENGTH OF SUBSCRIPTIONS	Total	Percent
Less than 1 year _____	73	0.9
1 year or more (but less than two) _____	7,565	96.2
2 years or more (but less than three) _____	193	2.5
3 years or more _____	31	0.4
TOTAL	7,862	100.0

7. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	7,862	100.0
Ordered with editorial promotional incentive including reprints _____	-	-
Ordered with other promotional incentive _____	-	-
TOTAL	7,862	100.0

8. HOW ORDERED	Total	Percent
Ordered by Individuals _____	7,267	92.4
Ordered by sponsors, individually addressed _____	587	7.5
Membership benefit _____	-	-
Ordered as multi-copy same addressee _____	8	0.1
Ordered with other product or service _____	-	-
TOTAL	7,862	100.0

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

	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2001	2002	*2003	**2004
Total Audit Average Qualified: _____	20,886	20,465	20,476	20,667
Qualified Non-Paid: _____	4,106	5,084	5,007	5,384
Qualified Paid: _____	16,780	15,381	15,469	15,283
Post Expire Copies included in Paid Circulation: _____	6.70	5.80	3.80	4.36
Average Annual Order Price: _____	\$145.81	\$153.12	\$157.62	\$158.76

10. PAID CIRCULATION DATA

\$158.76	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
50	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

***NOTE: The audited average qualified circulation for January-June 2003 = 20,350. The unaudited average qualified circulation for July-December 2003 = 20,601. Yielding an average qualified circulation of 20,476. With each successive year, new data will be added until five years of data is displayed.**

****NOTE: 2004 data is unaudited.**

11. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 4,149 copies or 20.2%, including Dun&Bradstreet.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 28, 2004
Micki LaPorte, Circulation Director	State	New York
Helene Checinski, Circulation Manager	County	New York
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 28, 2004
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	F075P0J4