

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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**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 and qualified recipients are titled and non titled personnel within the field served.

**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 other titled and non-titled personnel within the field served.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	922
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,762
All Other _____	831
<b>TOTAL</b>	<b>3,515</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,912	96.7	5,999	29.1	13,913	67.6
Sponsored Individually Addressed__	524	2.5	-	-	524	2.5
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	170	0.8	-	-	170	0.8
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,606</b>	<b>100.0</b>	<b>5,999</b>	<b>29.1</b>	<b>14,607</b>	<b>70.9</b>

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

2005 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2005 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 4 _____	43	3	5,815	14,817	20,632	October 3 _____	6	11	5,676	14,567	20,243
July 11 _____	25	1	5,791	14,907	20,698	October 10 _____	30	-	5,646	14,543	20,189
July 18 _____	31	1	5,761	14,848	20,609	October 17 _____	27	-	5,619	14,500	20,119
July 25 _____	11	1	5,751	14,660	20,411	October 31 _____	59	22	5,582	14,526	20,108
August 1 _____	16	2	5,737	14,788	20,525	November 7 _____	13	1	5,570	14,539	20,109
August 8 _____	15	-	5,722	14,734	20,456	November 14 _____	5,313	6,364	6,621	14,542	21,163
August 15 _____	18	1	5,705	14,716	20,421	November 21 _____	1	-	6,620	14,480	21,100
August 22 _____	11	1	5,695	14,711	20,406	**November 28 _____	7	390	7,003	14,486	21,489
August 29 _____	9	-	5,686	14,688	20,374	December 5 _____	9	1	6,995	14,326	21,321
September 5 _____	6	76	5,756	14,759	20,515	December 12 _____	186	4	6,813	14,418	21,231
September 12 _____	74	-	5,682	14,647	20,329	December 19 _____	64	-	6,749	14,361	21,110
September 19 _____	20	-	5,662	14,611	20,273	December 26 _____	129	19	6,639	14,428	21,067
September 26 _____	12	21	5,671	14,571	20,242	<b>TOTAL</b>	<b>6,135</b>	<b>6,919</b>			

\*See Paragraph  
\*\*Analyzed Issue

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2005  
 This issue is 4.5% or 920 copies above 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 _____	21,489	100.0	7,003	14,486
TOTAL QUALIFIED CIRCULATION	21,489	100.0	7,003	14,486

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2005							
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:	12,536	2,208	125	391	14,478	14,869	69.3
a. Written	12,413	2,176	125	391	14,323	14,714	68.6
b. Telecommunication	59	32	-	-	91	91	0.4
c. Electronic	64	-	-	-	64	64	0.3
II. TOTAL – Request from recipient's company:	2	6	-	-	8	8	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	2	6	-	-	8	8	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	748	-	-	748	-	748	3.5
a. Written	748	-	-	748	-	748	3.5
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	5,864	-	-	5,864	-	5,864	27.2
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	5,864	-	-	5,864	-	5,864	27.2
Independent field reports	-	-	-	-	-	-	-
Licenses – National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,150</b>	<b>2,214</b>	<b>125</b>	<b>7,003</b>	<b>14,486</b>	<b>21,489</b>	<b>100.0</b>
*See Paragraph 11 PERCENT	89.1	10.3	0.6	32.6	67.4	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2005				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	4,284	9,917	14,201	66.1
Individuals by name only	449	3,865	4,314	20.1
Titles or functions only	2,260	230	2,490	11.6
Company names only	10	364	374	1.7
Multi-Copy Same Addressee copies	-	110	110	0.5
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,003</b>	<b>14,486</b>	<b>21,489</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2005									
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	112	41	153		400-427 Kentucky	53	141	194	
030-038 New Hampshire	107	73	180		370-385 Tennessee	107	298	405	
050-059 Vermont	19	39	58		350-369 Alabama	119	163	282	
010-027 Massachusetts	559	347	906		386-397 Mississippi	103	267	370	
028-029 Rhode Island	68	35	103		EAST SO. CENTRAL	382	869	1,251	5.8
060-069 Connecticut	66	161	227		716-729 Arkansas	270	98	368	
NEW ENGLAND	931	696	1,627	7.6	700-714 Louisiana	328	97	425	
100-149 New York	231	749	980		730-749 Oklahoma	251	97	348	
070-089 New Jersey	160	396	556		750-799 Texas	1,039	671	1,710	
150-196 Pennsylvania	207	515	722		WEST SO. CENTRAL	1,888	963	2,851	13.3
MIDDLE ATLANTIC	598	1,660	2,258	10.5	590-599 Montana	17	53	70	
430-459 Ohio	121	476	597		832-838 Idaho	12	28	40	
460-479 Indiana	74	269	343		820-831 Wyoming	5	16	21	
600-629 Illinois	211	619	830		800-816 Colorado	80	198	278	
480-499 Michigan	95	385	480		870-884 New Mexico	12	59	71	
530-549 Wisconsin	72	253	325		850-865 Arizona	72	223	295	
EAST NO. CENTRAL	573	2,002	2,575	12.0	840-847 Utah	24	90	114	
550-567 Minnesota	82	241	323		889-898 Nevada	28	57	85	
500-528 Iowa	28	120	148		MOUNTAIN	250	724	974	4.5
630-658 Missouri	108	211	319		995-999 Alaska	1	20	21	
580-588 North Dakota	9	18	27		980-994 Washington	60	224	284	
570-577 South Dakota	9	46	55		970-979 Oregon	50	111	161	
680-693 Nebraska	52	47	99		900-961 California	427	1,300	1,727	
660-679 Kansas	39	107	146		967-968 Hawaii	2	17	19	
WEST NO. CENTRAL	327	790	1,117	5.2	PACIFIC	540	1,672	2,212	10.3
197-199 Delaware	18	30	48		UNITED STATES	6,972	13,295	20,267	94.3
206-219 Maryland	111	228	339		969 & 004-009 U.S. Territories	-	32	32	
200-205 Washington, DC	5	22	27		Canada	31	819	850	
220-246 Virginia	190	439	629		Mexico	-	29	29	
247-268 West Virginia	31	36	67		Other International	-	311	311	
270-289 North Carolina	239	1,596	1,835		APO/FPO	-	-	-	
290-299 South Carolina	121	170	291		TOTAL QUALIFIED CIRCULATION	7,003	14,486	21,489	100.0
300-319 Georgia	302	501	803						
320-349 Florida	466	897	1,363						
SOUTH ATLANTIC	1,483	3,919	5,402	25.1					

**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 \$154.85 5. PRICES	Total	Percent
Offers (>= to 5% of total Orders.)		
50 issues \$159.97 _____	3,775	57.2
50 issues \$139.97 _____	443	6.7
50 issues \$139.95 _____	765	11.6
50 issues \$129.97 _____	317	4.8
All others _____	1,303	19.7
<b>TOTAL</b>	<b>6,603</b>	<b>100.0</b>

7. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	6,603	100.0
Ordered with editorial promotional incentive including reprints _____	-	-
Ordered with other promotional incentive _____	-	-
<b>TOTAL</b>	<b>6,603</b>	<b>100.0</b>

6. LENGTH OF SUBSCRIPTIONS	Total	Percent
Less than 1 year _____	226	3.4
1 year or more (but less than two) _____	6,208	94.0
2 years or more (but less than three) _____	157	2.4
3 years or more _____	12	0.2
<b>TOTAL</b>	<b>6,603</b>	<b>100.0</b>

8. HOW ORDERED	Total	Percent
Ordered by Individuals _____	6,423	97.3
Ordered by sponsors, individually addressed _____	34	0.5
Membership benefit _____	-	-
Ordered as multi-copy same addressee _____	146	2.2
Ordered with other product or service _____	-	-
<b>TOTAL</b>	<b>6,603</b>	<b>100.0</b>

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2001	2002	2003	2004	*2005
Total Audit Average Qualified:	20,886	20,465	20,476	20,491	20,490
Qualified Non-Paid: _____	4,106	5,084	5,007	5,465	5,973
Qualified Paid: _____	16,780	15,381	15,469	15,026	14,517
Post Expire Copies included in Paid Circulation: _____	6.70%	5.80%	3.80%	4.97%	7.02%
Average Annual Order Price: _____	\$145.81	\$153.12	\$157.62	\$157.02	\$155.73

**10. PAID CIRCULATION DATA**

\$154.85	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 2005 = 20,373. The unaudited average qualified circulation for July-December 2005 = 20,606. Yielding an average qualified circulation of 20,490. With each successive year, new data will be added until five years of data is displayed.

\*\*NC = None Claimed

**11. ADDITIONAL DATA**

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 5,864 copies or 27.3%, including InfoUSA.

Paragraph 3b is based on the percentages from the June 2005 statement.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 13, 2006
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	January 13, 2006
<b>IMPORTANT NOTE:</b>	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	F075P0D5