

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2006**

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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display & design ideas



VNU Business Publications, U.S.A.
1145 Sanctuary Parkway, Suite 355
Alpharetta, GA 30004
Tel. No.: (770) 569-1540
Fax No.: (770) 569-5105
Web site: www.ddimagazine.com

Established: 1988
Issues Per Year: 12

FIELD SERVED

ddi (Display & Design Ideas) serves department stores, discount stores/mass merchandisers, apparel specialty chains, supermarket/convenience store/drug chains, consumer products manufacturers/service company, shopping center owners/developers/operators, non-apparel specialty and other specialty retail chains; as well as contract designers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients have the functions of corporate management, management, merchandising management/merchandising and other functions including construction/facilities, visual merchandising/display, store planning/design, operations, purchasing, specifying/estimating, marketing/advertising/sales, product/brand/category management and creative/design/graphic arts.

Also qualified are contract designers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	421
Advertiser and Agency _____	794
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	875
All Other _____	667
TOTAL	2,757

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,473	100.0	21,473	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,473	100.0	21,473	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	88	88			21,466	April _____	86	86			21,466
February _____	35	35			21,466	May _____	7,132	7,134			21,472
March _____	22	22			21,466	June _____	48	47			21,500
						TOTAL	7,411	7,412			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006
This issue is -% or 1 copy below the average of the other 5 issues reported in Paragraph two.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management, Management (Vice President)	Merchandising Mgmt/ Merchandising, Visual Merchandising/ Display	Store Planning/Design	Operations, Construction/ Facilities	Other Functions Including Purchasing, Specifying/ Estimating, Marketing/ Advertising/ Sales, Product/ Brand/Category Mgmt and Creative/ Design/ Graphic Arts
Department Stores _____	1,732	8.1	781	549	165	47	190
Discount stores/mass merchandisers, factory outlets, general merchandise/variety _____	3,938	18.3	2,867	385	151	126	409
Specialty Chains--Apparel _____	2,178	10.1	1,183	323	268	74	330
Supermarket/convenience store/drug chain _____	3,036	14.1	2,080	334	147	123	352
Shopping center owners/developers/operators _____	252	1.2	154	29	10	22	37
Specialty Chains--Non-apparel including automotive, consumer electronics, home center/hardware, houseware/giftware, jewelry, optical, shoes, sporting goods, toy/hobby/craft/novelties, books/music/video, banking/financial institutions, entertainment chain/museum, restaurants	4,080	19.0	2,502	571	299	194	514
Other Specialty Chains incl. military exchanges, office supply/stationery, telecommunications, furniture, beauty supplies, duty free shops _____	2,295	10.7	1,111	474	207	83	420
Consumer products manufacturers/service company _____	490	2.3	212	75	34	21	148
Retailer Sub-Total	18,001	83.8	10,890	2,740	1,281	690	2,400
Contract Designers, including store planning/design, visual merchandising/display, lighting design, architect _____	3,471	16.2					
TOTAL QUALIFIED CIRCULATION	21,472	100.0					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006							
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:	18,177	1,839	-			20,016	93.2
a. Written _____	7,088	392	-			7,480	34.8
b. Telecommunication _____	7,737	689	-			8,426	39.3
c. Electronic _____	3,352	758	-			4,110	19.1
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):	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,456	-	-			1,456	6.8
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1,456	-	-			1,456	6.8
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	19,633	1,839	-			21,472	100.0
*See Paragraph 11	PERCENT	91.4	8.6	-		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,472	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			21,472	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006									
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 _____			126		400-427 Kentucky _____			194	
030-038 New Hampshire _____			124		370-385 Tennessee _____			291	
050-059 Vermont _____			49		350-369 Alabama _____			163	
010-027 Massachusetts _____			702		386-397 Mississippi _____			109	
028-029 Rhode Island _____			141		EAST SO. CENTRAL			757	3.5
060-069 Connecticut _____			272		716-729 Arkansas _____			177	
NEW ENGLAND			1,414	6.6	700-714 Louisiana _____			143	
100-149 New York _____			1,652		730-749 Oklahoma _____			162	
070-089 New Jersey _____			892		750-799 Texas _____			1,182	
150-196 Pennsylvania _____			919		WEST SO. CENTRAL			1,664	7.7
MIDDLE ATLANTIC			3,463	16.1	590-599 Montana _____			71	
430-459 Ohio _____			1,105		832-838 Idaho _____			79	
460-479 Indiana _____			371		820-831 Wyoming _____			34	
600-629 Illinois _____			1,380		800-816 Colorado _____			268	
480-499 Michigan _____			624		870-884 New Mexico _____			59	
530-549 Wisconsin _____			594		850-865 Arizona _____			263	
EAST NO. CENTRAL			4,074	19.0	840-847 Utah _____			177	
550-567 Minnesota _____			580		889-898 Nevada _____			195	
500-528 Iowa _____			188		MOUNTAIN			1,146	5.3
630-658 Missouri _____			508		995-999 Alaska _____			26	
580-588 North Dakota _____			68		980-994 Washington _____			393	
570-577 South Dakota _____			63		970-979 Oregon _____			235	
680-693 Nebraska _____			162		900-961 California _____			2,254	
660-679 Kansas _____			203		967-968 Hawaii _____			109	
WEST NO. CENTRAL			1,772	8.3	PACIFIC			3,017	14.1
197-199 Delaware _____			32		UNITED STATES			20,532	95.6
206-219 Maryland _____			242		969 & 004-009 U.S. Territories _____			41	
200-205 Washington, DC _____			53		Canada _____			808	
220-246 Virginia _____			445		Mexico _____			88	
247-268 West Virginia _____			60		Other International _____			2	
270-289 North Carolina _____			540		APO/FPO _____			1	
290-299 South Carolina _____			152		TOTAL QUALIFIED CIRCULATION			21,472	100.0
300-319 Georgia _____			604						
320-349 Florida _____			1,097						
SOUTH ATLANTIC			3,225	15.0					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2002	2003	2004	*2005	**2006
Total Audit Average Qualified:	19,500	19,500	21,500	21,481	21,473
Qualified Non-Paid: _____	19,500	19,500	21,500	21,481	21,473
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: __	***NC	***NC	***NC	***NC	***NC

***NOTE: The audited average qualified circulation for January-June 2005 = 21,500. The unaudited average qualified circulation for July-December 2005 = 21,476. Yielding an average qualified circulation of 21,488. With each successive year, new data will be added until five years of data is displayed.**

**2006 data is unaudited.

***NC = None Claimed

11. ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 1,456 copies or 6.8%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

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

PUBLISHER'S AFFIDAVIT

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

Larry Greenberger, Publisher

Shelly Patton, Associate Director, Information Marketing

(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 July 26, 2006

State Georgia

County Fulton

Received by BPA Worldwide July 26, 2006

Type PJ

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