

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**

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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Official Publication of: SWANA- The Solid Waste Association of North America
Established: 1991
Issues Per Year: 8
(See Paragraph 11)

FIELD SERVED

MSW MANAGEMENT serves government and private sector professionals involved in landfills, recycling, waste collection/public works/sanitation, transfer stations/MRF, resource recovery/waste to energy, compost/yard waste processing, monitoring/compliance/regulatory, consulting/engineering firms, distributing/contracting/solid waste management professionals in government and private sector including haulers landfills and other solid waste facilities/and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those whose title or area of responsibility includes CEO, president, owner, general manager, superintendent, solid waste director, plant/facility manager, program/project director, engineering/maintenance manager, municipal consultant/consulting engineer, sales/marketing manager, and other titled and non-titled personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	25
Advertiser and Agency _____	448
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	575
All Other _____	481
TOTAL	1,529

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,749	100.0	25,749	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,749	100.0	25,749	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	153	177			25,553	October _____	170	509			25,922
September _____	49	79			25,583	November/ December _____	128	145			25,939
						TOTAL	500	910			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008

This issue is 1.0% or 253 copies above the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Executive Manager: CEO/PRES/ OWNER/GM/ SUPT/SW DIR	Operations & Engineering/ Maintenance Manager (Note 1)	Municipal Consultant/ Consulting Engineer	Sales/Marketing Manager
A. Government (Note 2) _____	2,740	10.6	1,092	1,531	76	41
B. Government, including Waste Collection, Transfer Station/MRF, Public Works, Recycling, Resource Recovery/Waste-to-Energy _____	6,281	24.1	3,347	2,776	80	78
C. Solid Waste Management Professionals in Government and Private Sector (Note 3) _____	4,060	15.7	-	4,060	-	-
D. Private Landfills, Compost/Yardwaste Processing, Distributors/Contractors, Others Allied to the Field _____	2,633	10.2	1,398	806	25	404
E. Private Recycling, Waste Collection/Hauler, Transfer Station/MRF, Resource Recovery/Waste-to-Energy _____	7,294	28.1	5,698	1,343	24	229
F. Private Consulting/Engineering Firms _____	2,931	11.3	1,415	739	703	74
TOTAL QUALIFIED CIRCULATION	25,939	100.0	12,950	11,255	908	826
PERCENT	100.0		49.9	43.4	3.5	3.2

Note 1: Also Including Other Titled & Non-Titled Personnel

Note 2: Including Landfills, Compost & Yard Waste Processing, Monitoring, Compliance & Regulatory, and Others Allied to the Field

Note 3: Including Haulers/Landfills and other Solid Waste Facilities

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

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: _____	18,540	2,594	-			21,134	81.5
a. Written _____	1,470	226	-			1,696	6.5
b. Telecommunication _____	12,800	1,903	-			14,703	56.7
c. Electronic _____	4,270	465	-			4,735	18.3
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): _____	4,805	-	-			4,805	18.5
*Association rosters and directories _____	4,805	-	-			4,805	18.5
Business directories _____	-	-	-			-	-
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	23,345	2,594	-			25,939	100.0
*See Paragraph 11 PERCENT	90.0	10.0	-			100.0	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,874	84.3
Individuals by name only _____			4,065	15.7
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			25,939	100.0

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

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 _____			247		400-427 Kentucky _____			336	
030-038 New Hampshire _____			198		370-385 Tennessee _____			562	
050-059 Vermont _____			107		350-369 Alabama _____			416	
010-027 Massachusetts _____			540		386-397 Mississippi _____			211	
028-029 Rhode Island _____			71		EAST SO. CENTRAL			1,525	5.9
060-069 Connecticut _____			296		716-729 Arkansas _____			284	
NEW ENGLAND			1,459	5.6	700-714 Louisiana _____			278	
100-149 New York _____			1,189		730-749 Oklahoma _____			326	
070-089 New Jersey _____			723		750-799 Texas _____			1,558	
150-196 Pennsylvania _____			1,077		WEST SO. CENTRAL			2,446	9.4
MIDDLE ATLANTIC			2,989	11.5	590-599 Montana _____			135	
430-459 Ohio _____			1,099		832-838 Idaho _____			188	
460-479 Indiana _____			495		820-831 Wyoming _____			132	
600-629 Illinois _____			876		800-816 Colorado _____			489	
480-499 Michigan _____			635		870-884 New Mexico _____			217	
530-549 Wisconsin _____			516		850-865 Arizona _____			469	
EAST NO. CENTRAL			3,621	14.0	840-847 Utah _____			278	
550-567 Minnesota _____			533		889-898 Nevada _____			162	
500-528 Iowa _____			500		MOUNTAIN			2,070	8.0
630-658 Missouri _____			500		995-999 Alaska _____			109	
580-588 North Dakota _____			101		980-994 Washington _____			580	
570-577 South Dakota _____			128		970-979 Oregon _____			390	
680-693 Nebraska _____			275		900-961 California _____			1,943	
660-679 Kansas _____			343		967-968 Hawaii _____			50	
WEST NO. CENTRAL			2,380	9.2	PACIFIC			3,072	11.8
197-199 Delaware _____			110		UNITED STATES			25,032	96.5
206-219 Maryland _____			469		969 & 004-009 U.S. Territories _____			92	
200-205 Washington, DC _____			76		Canada _____			777	
220-246 Virginia _____			755		Mexico _____			-	
247-268 West Virginia _____			180		Other International _____			35	
270-289 North Carolina _____			1,031		APO/FPO _____			3	
290-299 South Carolina _____			404		TOTAL QUALIFIED CIRCULATION			25,939	100.0
300-319 Georgia _____			924						
320-349 Florida _____			1,521						
SOUTH ATLANTIC			5,470	21.1					

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: _____	26,488	25,362	25,862	26,181	25,749
Qualified Non-Paid: _____	26,487	25,362	25,862	26,181	25,749
Qualified Paid: _____	1	-	-	-	-
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)
8	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA**CHANGE IN FREQUENCY:**

Effective with the January 2008 issue, MSW Management changed its frequency from 7 to 8 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 4,805 copies or 18.5% including Solid Waste Assn of North America (SWANA).

PARAGRAPHS 5-8 ARE NOT REQUIRED.**PUBLISHER'S AFFIDAVIT**

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

Dan Waldman, Publisher

Robert Jones, Circulation Manager

(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 Santa Barbara

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