BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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MSW Management
The Journal for Municipal Solid Waste Professionals

Forester Media, Inc.
2946 De La Vina Street
Santa Barbara, CA 93105
Tel. No.: (805) 682-1300
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Official Publication of: SWANA- The Solid Waste Association of North America
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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	9
Advertiser and Agency	1,121
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	600
Digital	-
All Other	334
TOTAL	**2,064**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,615	100.0	25,615	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**25,615**	**100.0**	**25,615**	**100.0**		

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
July/August	1,578	1,578	21,599	2,022	1,994	25,615
September/October	170	170	21,615	2,020	1,980	25,615
November/December	91	91	21,670	1,993	1,952	25,615
TOTAL	**1,839**	**1,839**				

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011
This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup-licated) (C)	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: Including Landfills, Compost & Yard Waste Processing, Monitoring, Compliance & Regulatory, and Others Allied to the Field	2,272	8.9	1,608	355	309	774	1,044	79	375
B. Government, including Waste Collection, Transfer Station/MRF, Public Works, Recycling, Resource Recovery/Waste-to-Energy	3,818	14.9	3,042	422	354	1,820	1,671	81	246
C. Solid Waste Management Professionals in Government and Private Sector (Note 2)	4,975	19.4	4,968	7	-	-	-	-	4,975
D. Private Landfills, Compost/Yardwaste Processing, Distributors/Contractors, Others Allied to the Field	2,375	9.3	1,946	199	230	1,405	646	16	308
E. Private Recycling, Waste Collection/Hauler, Transfer Station/MRF, Resource Recovery/Waste-to-Energy	9,602	37.5	8,353	554	695	7,176	1,834	49	543
F. Private Consulting/Engineering Firms	2,573	10.0	1,753	456	364	1,196	521	599	257
TOTAL QUALIFIED CIRCULATION	**25,615**	**100.0**	**21,670**	**1,993**	**1,952**	**12,371**	**5,716**	**824**	**6,704**
PERCENT	**100.0**		**84.6**	**7.8**	**7.6**	**48.3**	**22.3**	**3.2**	**26.2**

Note 1: Also Including Other Titled & Non-Titled Personnel
Note 2: Including Haulers/Landfills and other Solid Waste Facilities

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

QUALIFICATION SOURCE	Qualified Within 1 Year	2 Years	3 Years	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup-licated) (C)	Total Qualified	Percent
I. Direct Request:	**18,142**	**2,561**	**-**	**16,758**	**1,993**	**1,952**	**20,703**	**80.8**
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-
V. **TOTAL** – Sources other than above (listed alphabetically):	**4,912**	**-**	**-**	**4,912**	**-**	**-**	**4,912**	**19.2**
*Association rosters and directories	4,912	-	-	4,912	-	-	4,912	19.2
Business directories	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**23,054**	**2,561**	**-**	**21,670**	**1,993**	**1,952**	**25,615**	**100.0**
PERCENT	**90.0**	**10.0**	**-**	**84.6**	**7.8**	**7.6**	**100.0**	**-**

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function	18,485	1,988	1,952	22,425	87.5
Individuals by name only	3,185	5	-	3,190	12.5
Titles or functions only	-	-	-	-	-
Company names only	-	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-	-
Single Copy Sales	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**21,670**	**1,993**	**1,952**	**25,615**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup–licated) (C)	Total Qualified	Percent
Maine	211	17	14	242	
New Hampshire	189	13	13	215	
Vermont	101	8	5	114	
Massachusetts	446	39	44	529	
Rhode Island	83	6	6	95	
Connecticut	241	15	22	278	
NEW ENGLAND	1,271	98	104	1,473	5.8
New York	1,006	74	96	1,176	
New Jersey	588	26	49	663	
Pennsylvania	939	70	72	1,081	
MIDDLE ATLANTIC	2,533	170	217	2,920	11.4
Ohio	816	61	83	960	
Indiana	411	36	23	470	
Illinois	683	46	68	797	
Michigan	514	48	46	608	
Wisconsin	444	38	28	510	
EAST NO. CENTRAL	2,868	229	248	3,345	13.0
Minnesota	487	43	33	563	
Iowa	384	29	32	445	
Missouri	437	35	37	509	
North Dakota	77	7	3	87	
South Dakota	106	9	3	118	
Nebraska	237	15	10	262	
Kansas	311	21	14	346	
WEST NO. CENTRAL	2,039	159	132	2,330	9.1
Delaware	71	2	9	82	
Maryland	354	28	40	422	
Washington, DC	48	9	11	68	
Virginia	581	64	64	709	
West Virginia	140	6	5	151	
North Carolina	907	47	71	1,025	
South Carolina	358	23	27	408	
Georgia	786	64	58	908	
Florida	1,230	122	130	1,482	
SOUTH ATLANTIC	4,475	365	415	5,255	20.5

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup–licated) (C)	Total Qualified	Percent
Kentucky	286	14	17	317	
Tennessee	417	32	33	482	
Alabama	377	20	20	417	
Mississippi	167	15	13	195	
EAST SO. CENTRAL	1,247	81	83	1,411	5.5
Arkansas	253	14	14	281	
Louisiana	210	16	21	247	
Oklahoma	275	14	21	310	
Texas	1,230	99	129	1,458	
WEST SO. CENTRAL	1,968	143	185	2,296	9.0
Montana	95	6	5	106	
Idaho	144	14	8	166	
Wyoming	103	8	6	117	
Colorado	419	35	23	477	
New Mexico	140	16	19	175	
Arizona	450	22	45	517	
Utah	234	24	15	273	
Nevada	111	8	14	133	
MOUNTAIN	1,696	133	135	1,964	7.7
Alaska	120	5	7	132	
Washington	451	55	35	541	
Oregon	314	37	27	378	
California	1,782	269	232	2,283	
Hawaii	52	10	9	71	
PACIFIC	2,719	376	310	3,405	13.3
UNITED STATES	20,816	1,754	1,829	24,399	95.3
U.S. Territories	77	7	13	97	
Canada	747	85	109	941	
Mexico	1	6	-	7	
Other International	28	141	-	169	
APO/FPO	1	-	1	2	
TOTALS	**21,670**	**1,993**	**1,952**	**25,615**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	**January-June 2009**	**July - December 2009**	**January-June 2010**	**July - December 2010**	**January-June 2011**	**July - December 2011***
Total Audit Average Qualified	25,700	25,615	25,615	25,615	25,620	25,615
Qualified Non-Paid	25,700	25,615	25,615	25,615	25,620	25,615
Print Version Only	25,700	24,291	22,776	22,444	21,917	21,628
Digital Version Only	-	491	1,363	1,590	1,885	2,012
Both Print & Digital (Unduplicated)	-	833	1,476	1,581	1,818	1,975
Qualified Paid	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Both Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July – December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3B:

Association rosters and directories include 1 source of circulation for a quantity of 4,912 copies or 19.2%, including Solid Waste Association of North America (SWANA).

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,628	100.0	21,628	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**21,628**	**100.0**	**21,628**	**100.0**		

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,012	100.0	2,012	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**2,012**	**100.0**	**2,012**	**100.0**		

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,975	100.0	1,975	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**1,975**	**100.0**	**1,975**	**100.0**		

PUBLISHER'S AFFIDAVIT

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

Dan Waldman, President

Steven Wayner, Circulation & Audience Development 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 13, 2012
State	California
County	Santa Barbara
Received by BPA Worldwide	January 13, 2012
Type	PJ
ID Number	M180P0D1

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