

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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Forester Media, Inc.
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Official Publication of: SWANA- The Solid Waste Association of North America
Established: 1991
Issues Per Year: 7
(See Additional Data)

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 _____	8
Advertiser and Agency _____	1,061
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	262
Digital _____	-
All Other _____	428
TOTAL	1,759

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,620	100.0	25,620	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,620	100.0	25,620	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
January/February _____	1,433	1,451	22,336	1,693	1,604	25,633
March/April _____	2,369	2,351	21,934	1,852	1,829	25,615
May _____	3,609	3,609	21,717	1,989	1,909	25,615
June _____	73	73	21,680	2,007	1,928	25,615
TOTAL	7,484	7,484				

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is -% or 6 copies below the average of the other 3 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 (Unduplicated) (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 _____	2,248	8.8	1,581	353	314	814	1,323	77	34
B. Government, including Waste Collection, Transfer Station/MRF, Public Works, Recycling, Resource Recovery/Waste-to-Energy _____	3,864	15.1	3,088	421	355	1,879	1,861	79	45
C. Solid Waste Management Professionals in Government and Private Sector (Note 2) _____	4,912	19.2	4,912	-	-	-	4,912	-	-
D. Private Landfills, Compost/Yardwaste Processing, Distributors/Contractors, Others Allied to the Field _____	2,444	9.5	1,976	228	240	1,460	705	20	259
E. Private Recycling, Waste Collection/Hauler, Transfer Station/MRF, Resource Recovery/Waste-to-Energy _____	9,847	38.4	8,549	590	708	7,454	1,966	50	377
F. Private Consulting/Engineering Firms _____	2,300	9.0	1,611	397	292	1,142	567	521	70
TOTAL QUALIFIED CIRCULATION	25,615	100.0	21,717	1,989	1,909	12,749	11,334	747	785
PERCENT	100.0		84.8	7.8	7.4	49.8	44.2	2.9	3.1

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 MAY 2011								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	18,142	2,561	-	16,805	1,989	1,909	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	-	21,717	1,989	1,909	25,615	100.0
PERCENT	90.0	10.0	-	84.8	7.8	7.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 _____	16,800	1,989	1,909	20,698	80.8
Individuals by name only _____	4,917	-	-	4,917	19.2
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,717	1,989	1,909	25,615	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011											
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	214	21	14	249		Kentucky _____	296	13	16	325	
New Hampshire _____	183	17	13	213		Tennessee _____	436	28	32	496	
Vermont _____	99	9	7	115		Alabama _____	372	20	24	416	
Massachusetts _____	452	39	48	539		Mississippi _____	174	12	14	200	
Rhode Island _____	79	5	5	89		EAST SO. CENTRAL	1,278	73	86	1,437	5.6
Connecticut _____	253	16	22	291		Arkansas _____	252	12	15	279	
NEW ENGLAND	1,280	107	109	1,496	5.8	Louisiana _____	210	15	25	250	
New York _____	1,028	76	90	1,194		Oklahoma _____	269	18	22	309	
New Jersey _____	590	27	58	675		Texas _____	1,231	106	135	1,472	
Pennsylvania _____	932	78	67	1,077		WEST SO. CENTRAL	1,962	151	197	2,310	9.0
MIDDLE ATLANTIC	2,550	181	215	2,946	11.5	Montana _____	98	6	5	109	
Ohio _____	826	61	76	963		Idaho _____	147	17	9	173	
Indiana _____	407	41	29	477		Wyoming _____	103	8	9	120	
Illinois _____	713	49	60	822		Colorado _____	403	41	25	469	
Michigan _____	525	48	44	617		New Mexico _____	140	15	20	175	
Wisconsin _____	445	36	31	512		Arizona _____	400	25	35	460	
EAST NO. CENTRAL	2,916	235	240	3,391	13.2	Utah _____	238	25	19	282	
Minnesota _____	506	42	28	576		Nevada _____	110	8	19	137	
Iowa _____	398	27	26	451		MOUNTAIN	1,639	145	141	1,925	7.5
Missouri _____	444	40	35	519		Alaska _____	113	4	7	124	
North Dakota _____	79	7	2	88		Washington _____	447	58	40	545	
South Dakota _____	109	10	3	122		Oregon _____	304	36	28	368	
Nebraska _____	242	12	11	265		California _____	1,777	263	226	2,266	
Kansas _____	317	20	15	352		Hawaii _____	51	11	8	70	
WEST NO. CENTRAL	2,095	158	120	2,373	9.3	PACIFIC	2,692	372	309	3,373	13.2
Delaware _____	72	4	9	85		UNITED STATES	20,920	1,764	1,813	24,497	95.6
Maryland _____	355	25	35	415		U.S. Territories _____	80	5	13	98	
Washington, DC _____	48	5	12	65		Canada _____	699	85	82	866	
Virginia _____	610	55	59	724		Mexico _____	1	5	-	6	
West Virginia _____	144	6	7	157		Other International _____	14	130	-	144	
North Carolina _____	900	48	69	1,017		APO/FPO _____	3	-	1	4	
South Carolina _____	347	22	29	398		TOTALS	21,717	1,989	1,909	25,615	100.0
Georgia _____	799	62	59	920							
Florida _____	1,233	115	117	1,465							
SOUTH ATLANTIC	4,508	342	396	5,246	20.5						

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	25,749	25,700	25,615	25,615	25,615	25,620
Qualified Non-Paid	25,749	25,700	25,615	25,615	25,615	25,620
Print Version Only	25,749	25,700	24,291	22,776	22,444	21,917
Digital Version Only	-	-	491	1,363	1,590	1,885
Both Print & Digital (Unduplicated)	-	-	833	1,476	1,581	1,818
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 2010 – June 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.

CHANGE IN FREQUENCY:

Effective with the July/August 2010 issue, MSW MANAGEMENT changed its frequency from 8 to 7 issues per year.

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						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,917	100.0	21,917	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,917	100.0	21,917	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,885	100.0	1,885	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,885	100.0	1,885	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,818	100.0	1,818	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,818	100.0	1,818	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 12, 2011
Dan Waldman, President	State	California
Steven Wayner, Circulation & Audience Development Manager	County	Santa Barbara
(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 12, 2011
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	M180POJ1