

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2010  
(Including Supplementary Data)**

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: None  
Established: 1996  
Issues per Year: 8

**FIELD SERVED**

BEAUTY PACKAGING serves the manufacturers and contract manufacturers of cosmetics, personal care products and fragrances, as well as contract services and private label manufacturers and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified Recipients of BEAUTY PACKAGING are individuals in corporate management, marketing/sales, packaging design, product development, quality control, research and development, production/manufacturing, purchasing and other titled and non-titled personnel.

**PURPOSE**

The supplementary statement contains a multiple analysis of recipients' response to business/industry, product lines manufactured by their firms.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	214
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	538
Digital _____	-
All Other _____	342
<b>TOTAL</b>	<b>1,094</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,052	100.0	10,024	99.7	28	0.3
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,052</b>	<b>100.0</b>	<b>10,024</b>	<b>99.7</b>	<b>28</b>	<b>0.3</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	769	711	9,465	567	10,032
March _____	485	485	9,186	846	10,032
April/May _____	725	723	8,784	1,246	10,030
June _____	11	98	8,840	1,277	10,117
<b>TOTAL</b>	<b>1,990</b>	<b>2,017</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**  
 This issue is 0.3% or 30 copies below the average of the other 3 issues reported in Paragraph two.

FUNCTION	Print Version Only (A)	Digital Version Only (B)	TOTAL QUALIFIED	PERCENT OF TOTAL
Packaging Design/Engineering _____	930	127	1,057	10.5
Product Management/Development/Quality Control/Marketing/Sales _____	2,570	365	2,935	29.2
Corporate Management _____	3,243	231	3,474	34.6
Research and Development _____	802	335	1,137	11.3
Purchasing/Production/Manufacturing and others allied to the field _____	1,239	188	1,427	14.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,784</b>	<b>1,246</b>	<b>10,030</b>	<b>100.0</b>

**SUPPLEMENTARY ANALYSIS**  
 This is an analysis of 9,927 or 99.0% respondents who specified their business/industry, product lines their firms manufacture. (See question 2 on the back of this report for the questionnaire used to elicit the data). Since any one respondent can check more than one response, the total may exceed the total circulation. The data is presented for statistical and marketing purposes only.

BUSINESS & INDUSTRY	Cosmetics	Personal Care Products	Fragrances	Others allied to the field
<b>TOTAL</b>	<b>6,897</b>	<b>7,757</b>	<b>4,431</b>	<b>1,055</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	7,460	2,567	-	8,781	1,246	10,027	100.0
II. Request from recipient's company: _____	2	1	-	3	-	3	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,462</b>	<b>2,568</b>	<b>-</b>	<b>8,784</b>	<b>1,246</b>	<b>10,030</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.4</b>	<b>25.6</b>	<b>-</b>	<b>87.6</b>	<b>12.4</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	8,770	1,246	10,016	99.9
Individuals by name only _____	7	-	7	0.1
Titles or functions only _____	6	-	6	0.1
Company names only _____	1	-	1	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,784</b>	<b>1,246</b>	<b>10,030</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	16	-	16	
030-038 New Hampshire	36	-	36	
050-059 Vermont	24	-	24	
010-027 Massachusetts	164	6	170	
028-029 Rhode Island	46	-	46	
060-069 Connecticut	279	5	284	
<b>NEW ENGLAND</b>	<b>565</b>	<b>11</b>	<b>576</b>	<b>5.7</b>
100-149 New York	1,532	27	1,559	
070-089 New Jersey	1,217	21	1,238	
150-196 Pennsylvania	304	5	309	
<b>MIDDLE ATLANTIC</b>	<b>3,053</b>	<b>53</b>	<b>3,106</b>	<b>31.0</b>
430-459 Ohio	319	5	324	
460-479 Indiana	61	-	61	
600-629 Illinois	383	6	389	
480-499 Michigan	153	5	158	
530-549 Wisconsin	102	2	104	
<b>EAST NO. CENTRAL</b>	<b>1,018</b>	<b>18</b>	<b>1,036</b>	<b>10.3</b>
550-567 Minnesota	135	2	137	
500-528 Iowa	20	-	20	
630-658 Missouri	115	1	116	
580-588 North Dakota	3	-	3	
570-577 South Dakota	6	-	6	
680-693 Nebraska	17	1	18	
660-679 Kansas	39	-	39	
<b>WEST NO. CENTRAL</b>	<b>335</b>	<b>4</b>	<b>339</b>	<b>3.4</b>
197-199 Delaware	16	1	17	
206-219 Maryland	97	2	99	
200-205 Washington, DC	14	1	15	
220-246 Virginia	86	-	86	
247-268 West Virginia	6	-	6	
270-289 North Carolina	149	1	150	
290-299 South Carolina	58	1	59	
300-319 Georgia	179	3	182	
320-349 Florida	494	12	506	
<b>SOUTH ATLANTIC</b>	<b>1,099</b>	<b>21</b>	<b>1,120</b>	<b>11.2</b>

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky	47	-	47	
370-385 Tennessee	102	2	104	
350-369 Alabama	38	1	39	
386-397 Mississippi	22	-	22	
<b>EAST SO. CENTRAL</b>	<b>209</b>	<b>3</b>	<b>212</b>	<b>2.1</b>
716-729 Arkansas	36	1	37	
700-714 Louisiana	42	1	43	
730-749 Oklahoma	28	1	29	
750-799 Texas	431	4	435	
<b>WEST SO. CENTRAL</b>	<b>537</b>	<b>7</b>	<b>544</b>	<b>5.4</b>
590-599 Montana	7	-	7	
832-838 Idaho	22	-	22	
820-831 Wyoming	1	-	1	
800-816 Colorado	77	2	79	
870-884 New Mexico	15	2	17	
850-865 Arizona	104	3	107	
840-847 Utah	51	-	51	
889-898 Nevada	30	2	32	
<b>MOUNTAIN</b>	<b>307</b>	<b>9</b>	<b>316</b>	<b>3.2</b>
995-999 Alaska	1	-	1	
980-994 Washington	95	1	96	
970-979 Oregon	55	-	55	
900-961 California	1,391	30	1,421	
967-968 Hawaii	12	-	12	
<b>PACIFIC</b>	<b>1,554</b>	<b>31</b>	<b>1,585</b>	<b>15.8</b>
<b>UNITED STATES</b>	<b>8,677</b>	<b>157</b>	<b>8,834</b>	<b>88.1</b>
969 & 004-009 U.S. Territories	12	-	12	
Canada	15	120	135	
Mexico	5	42	47	
Other International	75	927	1,002	
APO/FPO	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,784</b>	<b>1,246</b>	<b>10,030</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>ASIA</b>				
Subtotal	33	388	421	4.2
<b>MIDDLE EAST</b>				
Subtotal	6	76	82	0.8
<b>EUROPE</b>				
Subtotal	23	242	265	2.6
<b>AFRICA</b>				
Subtotal	2	48	50	0.5
<b>NORTH AMERICA</b>				
Canada	15	120	135	
United States	8,689	157	8,846	
Mexico	5	42	47	
Subtotal	8,709	319	9,028	90.0

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>CARIBBEAN</b>				
Subtotal	-	5	5	-
<b>CENTRAL AMERICA</b>				
Subtotal	-	9	9	0.1
<b>SOUTH AMERICA</b>				
Subtotal	6	102	108	1.1
<b>ASIA PACIFIC</b>				
Subtotal	5	57	62	0.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,784</b>	<b>1,246</b>	<b>10,030</b>	<b>100.0</b>

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified:	10,185	10,045	9,161	10,234	10,183	10,053
Qualified Non-Paid:	10,166	10,030	9,141	10,204	10,153	10,024
Print Only	10,166	10,030	9,141	10,204	10,153	9,040
Digital Only	-	-	-	-	-	984
Qualified Paid:	19	15	20	30	30	29
Print Only	19	15	20	30	30	28
Digital Only	-	-	-	-	-	-
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**8. ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

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

**STATEMENT OF CONTENT PLATFORM:**

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

Paragraphs 3c and 7 are being reported at the publisher's option.

**QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**



I buy/specify/approve the following (check only one):  
 A\_\_ Packaging Containers (Bottle, Boxes, Tubes, Etc.)  
 B\_\_ Packaging Components (Applicators, Caps, Pumps, Lables, Wnads, Etc.)  
 C\_\_ Packaging Materials (Films, Resins, Paperboard, Colorants, Etc.)  
 D\_\_ Packaging Equipment  
 E\_\_ None of the Above

\* My Function Is (check only one):  
 A\_\_ Package Desing/Engineering  
 C\_\_ Corporate/General Management  
 D\_\_ Research & Development  
 F\_\_ Quality Control  
 G\_\_ Product Management/Development  
 H\_\_ Production/Manufacturing  
 J\_\_ Purchasing  
 K\_\_ Marketing/Sales  
 Z\_\_ Other (specify) \_\_\_\_\_

\* Primary Business/Industry (check only one):  
 11\_\_ Finished Goods Manufacturer  
 12\_\_ Contract Manufacturer  
 13\_\_ Private Label Manufacturer  
 14\_\_ Graphic/Package Design  
 15\_\_ Supplier  
 99\_\_ Other (specify) \_\_\_\_\_

\* Product Areas (check all that apply):  
 01\_\_ Cosmetics  
 02\_\_ Personal Care Products  
 03\_\_ Fragrances  
 99\_\_ None of the Above

**\*Information Required for Processing**

May we send you renewal requests and similar email regarding your subscription?  Yes  No  
 May we send you our email newsletter?  Yes  No  
 May we send you email regarding third-party business offers?  Yes  No  
 May we use your fax number for renewal purposes?  Yes  No

**FREE SUBSCRIPTION CARD**

Yes, I wish to receive Beauty Packaging  No

\*Signature \_\_\_\_\_ \*Date \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email Address \_\_\_\_\_

Name \_\_\_\_\_ Position or Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Country \_\_\_\_\_



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**PUBLISHER'S AFFIDAVIT**

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

Jay Gorga, Publisher

Joe DiMaulo, 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 June 29, 2010  
 State New Jersey  
 County Bergen  
 Received by BPA Worldwide June 29, 2010  
 Type PJ  
 ID Number C622S0J0