



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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.

No. 918/12-09

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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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THE WHOLESALER

TMB Publishing Inc.
1838 Techny Court
Northbrook, IL 60062
Tel.: (847) 564-1127
Fax: (847) 564-1264
www.thewholesaler.com

Official Publication of: None
Established: 1946
Issues Per Year: 12

FIELD SERVED

THE WHOLESALER serves wholesalers and distributors of plumbing, heating, air conditioning and piping, along with manufacturers and their sales personnel, manufacturers' agents and representatives and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in management, purchasing and sales; including presidents, vice presidents, managers, salesmen, countermen, and other qualified personnel listed in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	11
Advertiser and Agency _____	1,111
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	307
TOTAL	1,429

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,266	100.0	30,266	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,266	100.0	30,266	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	116	116			30,250	October _____	103	115			30,287
August _____	23	57			30,284	November _____	5,829	5,792			30,250
September _____	121	112			30,275	December _____	94	94			30,250
						TOTAL	6,286	6,286			

THE WHOLESALER / December 2009

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
This issue is 0.1% or 19 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE				
			Management	Purchasing	Sales		Other Qualified Personnel (E)
			Presidents, Vice Presidents, Secretaries, Treasurers, Owners, Partners, General Managers, Branch Managers, Departments Managers & Assistants (A)	Vice Presidents and Managers of Purchasing, Purchasing Agents & Buyers (B)	Vice Presidents of Sales and Marketing, Sales Managers, Marketing Managers & Supervisors (C)	Salesmen & Countermermen (D)	
1. Plumbing & Heating, Air Conditioning, Piping, Wholesalers & Distributors _____	23,958	79.2	18,816	919	1,061	2,335	827
2. Manufacturers & Their Sales Personnel _____	2,159	7.2	1,678	22	290	87	82
3. Manufacturers' Agents & Representatives _____	3,123	10.3	2,819	9	106	154	35
4. Others allied to the field _____	1,010	3.3	862	24	34	17	73
TOTAL QUALIFIED CIRCULATION	30,250	100.0	24,175	974	1,491	2,593	1,017
PERCENT	100.0		79.9	3.2	4.9	8.6	3.4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request:	20,201	4,209	-			24,410	80.7
a. Written	5,175	1,148	-			6,323	20.9
b. Telecommunication	9,706	2,582	-			12,288	40.6
c. Electronic	5,320	479	-			5,799	19.2
II. TOTAL - Request from recipient's company:	457	-	-			457	1.5
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	457	-	-			457	1.5
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):	5,383	-	-			5,383	17.8
Association rosters and directories	150	-	-			150	0.5
Business directories	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	5,233	-	-			5,233	17.3
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	26,041	4,209	-			30,250	100.0
PERCENT	86.1	13.9	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			30,230	99.9
Individuals by name only			6	-
Titles or functions only			14	0.1
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			30,250	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine	171		400-427 Kentucky	438	
030-038 New Hampshire	206		370-385 Tennessee	658	
050-059 Vermont	86		350-369 Alabama	437	
010-027 Massachusetts	835		386-397 Mississippi	255	
028-029 Rhode Island	117		EAST SO. CENTRAL	1,788	5.9
060-069 Connecticut	460		716-729 Arkansas	312	
NEW ENGLAND	1,875	6.2	700-714 Louisiana	445	
100-149 New York	1,731		730-749 Oklahoma	385	
070-089 New Jersey	921		750-799 Texas	1,839	
150-196 Pennsylvania	1,609		WEST SO. CENTRAL	2,981	9.8
MIDDLE ATLANTIC	4,261	14.1	590-599 Montana	124	
430-459 Ohio	1,509		832-838 Idaho	171	
460-479 Indiana	697		820-831 Wyoming	65	
600-629 Illinois	1,323		800-816 Colorado	533	
480-499 Michigan	1,059		870-884 New Mexico	160	
530-549 Wisconsin	682		850-865 Arizona	441	
EAST NO. CENTRAL	5,270	17.4	840-847 Utah	254	
550-567 Minnesota	590		889-898 Nevada	207	
500-528 Iowa	405		MOUNTAIN	1,955	6.5
630-658 Missouri	752		995-999 Alaska	89	
580-588 North Dakota	118		980-994 Washington	628	
570-577 South Dakota	134		970-979 Oregon	354	
680-693 Nebraska	216		900-961 California	2,482	
660-679 Kansas	344		967-968 Hawaii	80	
WEST NO. CENTRAL	2,559	8.4	PACIFIC	3,633	12.1
197-199 Delaware	97		UNITED STATES	29,761	98.4
206-219 Maryland	501		969 & 004-009 U.S. Territories	24	
200-205 Washington, DC	12		Canada	453	
220-246 Virginia	762		Mexico	2	
247-268 West Virginia	182		Other International	10	
270-289 North Carolina	969		APO/FPO	-	
290-299 South Carolina	422		TOTAL QUALIFIED CIRCULATION	30,250	100.0
300-319 Georgia	867				
320-349 Florida	1,627				
SOUTH ATLANTIC	5,439	18.0			

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
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	32,078	31,765	31,522	31,674	31,084	30,266
Qualified Non-Paid: _____	32,078	31,765	31,522	31,674	31,084	30,266
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (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)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 150 copies or 0.5%. Other sources include 2 sources of circulation for a quantity of 1,759 copies or 5.8% to 3,474 copies or 11.5%, including InfoUSA and The Information Refinery.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Tom Brown, Publisher

Cate Brown, Vice President

Date signed

January 28, 2010

State

Illinois

County

Cook

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Type

January 28, 2010

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.

Type

PD

ID Number

W019P0D9