

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

PaperAge

O'Brien Publications, Inc.
185 Lincoln Street
Suite 200B
Hingham, MA 02043
Tel.: (781) 749-5255
Fax: (781) 749-5896
www.paperage.com

Official Publication of: None.
Established: 1984
Issues Per Year: 6

FIELD SERVED

PAPER AGE serves the paper industry, including pulp, paper and paperboard, integrated pulp/paper/paperboard, headquarters, separate engineering, technical and research operations. Also served are independent operations and other allied industries not classified by operation.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are administrative, production, research and technical personnel, purchasing and supervisory personnel, sales executives, woodland managers, engineers, quality control chemists, consultants and other personnel in the above field as reported in Paragraph 3a. Also served are paper merchants, suppliers, pulp dealers, pulpwood loggers and suppliers, chip processors and suppliers, mill representatives, libraries, associations and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	49
Advertiser and Agency _____	290
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	700
All Other _____	-
TOTAL	1,039

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,024	100.0	16,024	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,024	100.0	16,024	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
January/ February _____	80	92			16,032	May/ June _____	201	165			16,002
March/ April _____	79	85			16,038						
TOTAL							360	342			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008

This issue is 0.2% or 33 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TYPE OF PULP, PAPER, PAPERBOARD OPERATION			
			Pulp (A)	Paper & Paperboard (B)	Integrated Pulp/Paper/Paperboard (C)	Headquarters, Separate Engineering, Technical, Research and other locations not at the mill site (D)
1.Pulp, Paper, & Paperboard Industries:						
A.Copies Addressed to Firm names _____	-	-	-	-	-	-
B.Corporate Officers & Directors of Companies _____	2,964	18.5	113	245	1,216	1,390
Sub-Total	2,964	18.5	113	245	1,216	1,390
C.PRODUCTION:						
(1)Vice President of Manufacturing, Managers & Assistant Managers: General, Plant, Resident & Mill _____	2,378	14.9	89	292	1,479	518
(2)Mill Superintendents & Assistant Mill Superint _____	637	4.0	21	75	538	3
(3)Department Managers and Department Superintende _____	1,952	12.2	67	199	1,517	169
(4)Tour Bosses, Shift Bosses, Mill Foremen & Mill _____	486	3.0	20	53	391	22
(5)Other Production Personnel _____	196	1.2	19	46	110	21
Sub-Total Production	5,649	35.3	216	665	4,035	733
D.TECHNICAL:						
(1)Vice President of Research & Development, Tech Technical Superintendents, and Assistants _____	355	2.2	13	72	225	45
(2)Chemists _____	23	0.1	-	7	12	4
(3)Process/Quality Control _____	107	0.7	4	23	70	10
(4)Research/Development _____	153	1.0	4	19	48	82
(5)Other Technical Personnel _____	273	1.7	14	53	132	74
Sub-Total Technical	911	5.7	35	174	487	215
E.ENGINEERING:						
(1)Vice President of Engineering, Chief Engineers _____	524	3.3	22	94	373	35
(2)Maintenance Engineers _____	446	2.8	31	50	354	11
(3)Development Engineers _____	58	0.4	1	12	35	10
(4)Power Plant Engineers _____	33	0.2	5	9	17	2
(5)Chemical/Process Engineers _____	200	1.2	13	60	113	14
(6)Other Engineers & Master Mechanics _____	160	1.0	12	29	86	33
Sub-Total Engineering	1,421	8.9	84	254	978	105
F.Purchasing & Stores _____	583	3.6	25	72	383	103
G.Marketing/Sales _____	624	3.9	21	91	229	283
H.Traffic/Shipping _____	35	0.2	2	9	17	7
I.Other Management & Administrative Personnel _____	224	1.4	8	31	95	90
J.Others _____	494	3.1	315	50	74	55
Total Copies to 1. Pulp, Paper & Paperboard Indust	12,905	80.6	819	1,591	7,514	2,981
2.Consultants: Engineering, Technical, Production _____	1,285	8.0				
3.Woodlands, Forestry, Logging, Pulpwood & Chips _____	109	0.7				
4.Converting _____	407	2.5				
Total copies to 2, 3, and 4	1,801	11.3				
Total copies to 1, 2, 3, and 4	14,706	91.9				
5.Paper Merchants, Distributors & Other Paper Sales Outlets _____	-	-				
6.Agents & Brokers of Woodpulp _____	-	-				
7.Manufacturers of Machinery, Equipment, Chemicals & Supplies _____	911	5.7				
8.Distributors, Dealers, Exporters, Importers, Mill Supply Houses for Machinery, Equipment, Chemicals & Supplies _____	267	1.7				
9.Educational Institutions _____	62	0.4				
10.Government _____	-	-				
11.Associations, Libraries, Newspapers, Press Agencies, Book Agents _____	28	0.2				
12.Allied Industries (Forestry, Lumber, Other Forest and Wood Products) _____	-	-				
13.Banks & Financial Institutions _____	28	0.2				
TOTAL QUALIFIED CIRCULATION	16,002	100.0				
PERCENT	100.0					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 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: _____	5,587	1,960	2,038			9,585	59.9
a. Written _____	4,422	1,355	1,339			7,116	44.5
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	1,165	605	699			2,469	15.4
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): _____	3,658	2,759	-			6,417	40.1
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	3,658	1,353	-			5,011	31.3
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	-	1,406	-			1,406	8.8
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,245	4,719	2,038			16,002	100.0
*See Paragraph 11 PERCENT	57.8	29.5	12.7			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,814	98.8
Individuals by name only _____			183	1.1
Titles or functions only _____			5	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,002	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		471		400-427 Kentucky _____		181	
030-038 New Hampshire _____		143		370-385 Tennessee _____		419	
050-059 Vermont _____		90		350-369 Alabama _____		546	
010-027 Massachusetts _____		528		386-397 Mississippi _____		202	
028-029 Rhode Island _____		22		EAST SO. CENTRAL		1,348	8.4
060-069 Connecticut _____		263		716-729 Arkansas _____		194	
NEW ENGLAND		1,517	9.5	700-714 Louisiana _____		343	
100-149 New York _____		802		730-749 Oklahoma _____		129	
070-089 New Jersey _____		313		750-799 Texas _____		426	
150-196 Pennsylvania _____		606		WEST SO. CENTRAL		1,092	6.8
MIDDLE ATLANTIC		1,721	10.8	590-599 Montana _____		31	
430-459 Ohio _____		786		832-838 Idaho _____		68	
460-479 Indiana _____		165		820-831 Wyoming _____		-	
600-629 Illinois _____		587		800-816 Colorado _____		53	
480-499 Michigan _____		544		870-884 New Mexico _____		32	
530-549 Wisconsin _____		1,471		850-865 Arizona _____		108	
EAST NO. CENTRAL		3,553	22.2	840-847 Utah _____		15	
550-567 Minnesota _____		347		889-898 Nevada _____		34	
500-528 Iowa _____		65		MOUNTAIN		341	2.1
630-658 Missouri _____		107		995-999 Alaska _____		6	
580-588 North Dakota _____		4		980-994 Washington _____		536	
570-577 South Dakota _____		9		970-979 Oregon _____		381	
680-693 Nebraska _____		29		900-961 California _____		567	
660-679 Kansas _____		46		967-968 Hawaii _____		6	
WEST NO. CENTRAL		607	3.8	PACIFIC		1,496	9.3
197-199 Delaware _____		47		UNITED STATES		14,741	92.1
206-219 Maryland _____		128		969 & 004-009 U.S. Territories _____		-	
200-205 Washington, DC _____		19		Canada _____		1,261	
220-246 Virginia _____		407		Mexico _____		-	
247-268 West Virginia _____		62		Other International _____		-	
270-289 North Carolina _____		490		AP0/FPO _____		-	
290-299 South Carolina _____		519		TOTAL QUALIFIED CIRCULATION		16,002	100.0
300-319 Georgia _____		893					
320-349 Florida _____		501					
SOUTH ATLANTIC		3,066	19.2				

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	19,813	18,340	18,294	18,871	16,024
Qualified Non-Paid Total	19,813	18,340	18,294	18,871	16,024
Qualified Paid Total	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

*NOTE: 2008 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 6 copies or -% to 3,664 copies or 22.9%, including Fisher International and Lockwood Post's Directory. Other Sources include 1 source of circulation for a quantity of 1,406 copies or 8.8%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Michael C. O'Brien, Publisher

John F. O'Brien Jr., Circulation Director

(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 August 4, 2008

State Massachusetts

County Plymouth

Received by BPA Worldwide August 4, 2008

Type PD

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