

**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.

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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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AV Specialist Mena FZ LLC
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Established: 1991
www.avspecialist.tv

Official Publication of: None
Issues per year: 6

FIELD SERVED

AV SPECIALIST serves the broadcast and pro audio visual markets and others related to these fields.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals falling within the market served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	167
Digital _____	-
All Other _____	483
TOTAL	650

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD (BOTH EDITIONS)						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,025	100.0	5,025	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,025	100.0	5,025	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD (BOTH EDITIONS)															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August/ September (#107)	213	200	4,348	882			5,230	December/ January (#109) _	194	86	4,078	791			4,869
October/ November (#108)	423	170	4,129	848			4,977	TOTAL	830	456					

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009 - VOL. 108

This issue is 1.4% or 73 copies below the average of the other 2 issues reported in Paragraph two.

CLASSIFICATIONS	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
AV Specialist Serves The Broadcast and Pro Audio Visual Markets and Others Related to These Fields _____	4,977	100.0	4,129	848
TOTAL QUALIFIED CIRCULATION	4,977	100.0	4,129	848

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009 - VOL. 108

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request: _____	1,645	988	1,559	3,371	821			4,192	84.3
a. Written _____	369	287	526	1,014	168			1,182	23.8
b. Telecommunication _____	11	38	321	348	22			370	7.4
c. Electronic _____	1,265	663	712	2,009	631			2,640	53.1
II. TOTAL - Request from recipient's company: _____	5	1	-	5	1			6	0.1
a. Written _____	4	1	-	4	1			5	0.1
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	1	-	-	1	-			1	-
III. TOTAL - Membership Benefit: _____	1	-	-	1	-			1	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	1	-	-	1	-			1	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	50	76	30	131	25			156	3.1
a. Written _____	28	52	1	62	19			81	1.6
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	22	24	29	69	6			75	1.5
V. TOTAL - Sources other than above (listed alphabetically): _____	212	365	45	621	1			622	12.5
*Association rosters and directories _____	1	-	-	1	-			1	-
*Business directories _____	211	365	44	620	-			620	12.5
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	-	-	1	-	1			1	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	1,913	1,430	1,634	4,129	848			4,977	100.0
PERCENT	38.5	28.7	32.8	83.0	17.0			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009 - VOL. 108

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	3,703	785			4,488	90.2
Individuals by name only _____	110	45			155	3.1
Titles or functions only _____	-	-			-	-
Company names only _____	316	18			334	6.7
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	4,129	848			4,977	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009 – VOL. 108									
Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA					AFRICA				
Afghanistan _____	1	-	1		Angola _____	3	2	5	
Bangladesh _____	-	1	1		Algeria _____	17	-	17	
China _____	-	7	7		Bawu _____	-	1	1	
Hong Kong - SAR _____	5	3	8		Benin _____	1	-	1	
India _____	80	44	124		Botswana _____	12	2	14	
Indonesia _____	-	1	1		Burkina Faso _____	1	-	1	
Japan _____	7	3	10		Burundi _____	1	-	1	
Kazakhstan _____	-	1	1		Cape Verde _____	1	-	1	
Malaysia _____	2	3	5		Cameroon _____	2	-	2	
Pakistan _____	-	17	17		Congo _____	5	1	6	
Philippines _____	1	-	1		Cote D'Ivoire _____	2	-	2	
Singapore _____	8	9	17		Djibouti _____	1	-	1	
Sri Lanka _____	-	1	1		Egypt _____	189	5	194	
Taiwan _____	-	1	1		Eritrea _____	3	-	3	
Uzbekistan _____	1	-	1		Ethiopia _____	35	3	38	
Subtotal	105	91	196	3.9	Gabon _____	1	-	1	
MIDDLE EAST					AFRICA				
Armenia _____	3	-	3		Gambia _____	1	-	1	
Bahrain _____	57	3	60		Ghana _____	11	-	11	
Iran _____	12	7	19		Guinea Bissau _____	2	-	2	
Iraq _____	1	2	3		Kenya _____	47	4	51	
Israel _____	1	5	6		Lesotho _____	3	2	5	
Jordan _____	73	1	74		Liberia _____	1	-	1	
Kuwait _____	74	4	78		Libya _____	8	-	8	
Lebanon _____	111	6	117		Madagascar _____	1	-	1	
Oman _____	49	1	50		Malawi _____	7	2	9	
Palestine _____	5	-	5		Mali _____	3	-	3	
Qatar _____	70	2	72		Mauritius _____	2	1	3	
Saudi Arabia _____	211	10	221		Morocco _____	15	2	17	
Syria _____	38	-	38		Mozambique _____	6	3	9	
Abu Dhabi _____	154	-	154		Namibia _____	8	1	9	
Ajman _____	11	-	11		Nigeria _____	85	5	90	
Dubai _____	1,130	35	1,165		Reunion Island _____	2	-	2	
Fujairah _____	7	-	7		Republic Of South Africa _____	1,001	229	1,230	
Ras Al Khaimah _____	10	-	10		Rwanda _____	3	-	3	
Sharjah _____	56	-	56		Sudan _____	6	-	6	
United Arab Emirates Subtotal	1,368	35	1,403		Swaziland _____	2	1	3	
Yemen _____	18	-	18		Sierra Leone _____	3	-	3	
Subtotal	2,091	76	2,167	43.6	Senegal _____	6	1	7	
EUROPE					AFRICA				
Belgium _____	16	10	26		Seychelles _____	1	1	2	
Bulgaria _____	1	1	2		Somalia _____	1	-	1	
Czech Republic _____	-	1	1		Tanzania _____	5	15	20	
Cyprus _____	6	2	8		The Gambia _____	1	-	1	
Finland _____	-	4	4		Tunisia _____	27	-	27	
France _____	16	16	32		Uganda _____	2	1	3	
Germany _____	50	35	85		Zambia _____	6	-	6	
Greece _____	-	2	2		Zimbabwe _____	12	3	15	
Ireland _____	1	-	1		Subtotal	1,552	285	1,837	36.9
Italy _____	12	11	23		NORTH AMERICA				
Lichenstein _____	-	1	1		Canada _____	13	13	26	
Luxemborg _____	-	1	1		United States of America _____	30	91	121	
Netherlands _____	27	10	37		Subtotal	43	104	147	3.0
Norway _____	3	3	6		SOUTH AMERICA				
Portugal _____	-	1	1		Brazil _____	1	3	4	
Romania _____	1	1	2		Subtotal	1	3	4	0.1
Russian Federation _____	-	2	2		ASIA PACIFIC				
Spain _____	3	9	12		Australia _____	5	8	13	
Sweden _____	3	1	4		New Zealand _____	1	3	4	
Switzerland _____	4	6	10		Subtotal	6	11	17	0.3
Turkey _____	46	1	47		TOTAL QUALIFIED CIRCULATION				
Ukraine _____	1	-	1			4,129	848	4,977	100.0
United Kingdom _____	141	160	301						
Subtotal	331	278	609	12.2					

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
	2007	January - June 2008	July - December 2008*	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	2,708	4,173	5,025	5,437	5,025
Qualified Non-Paid: _____	2,708	4,173	5,025	5,437	5,025
Print Only _____	2,613	3,445	4,186	4,536	4,185
Digital Only _____	95	728	839	901	840
Qualified Paid: _____	-	-	-	-	-
Print Only _____	-	-	-	-	-
Digital Only _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (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)

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

**NC = None Claimed.

9. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

Tradeshow Distribution:

500 copies of the August/September 2009 issue (Vol.107) were allocated of to IBC 2009 that took place in Amsterdam, Netherlands between 11th and 15th of September 2009.

PARAGRAPH 2: LATE MAILING OF ISSUES:

1,846 copies or 33.6% of the total copies mailed for the Oct/Nov 2009 issue (vol 108) were mailed on December 23rd, 2009
 2,278 copies or 41.4% of the total copies mailed for the Oct/Nov 2009 issue (vol 108) were mailed on December 30th, 2009
 859 copies or 100.0% of the electronic copies for the Oct/Nov 2009 issue (vol 108) were sent on December 23rd, 2009
 1,972 copies or 43.8% of the total copies mailed for the Dec/Jan 2009 issue (vol 109) were mailed on February 11th, 2010
 301 copies or 6.7% of the total copies mailed for the Dec/Jan 2009 issue (vol 109) were mailed on February 12th, 2010
 1,340 copies or 29.8% of the total copies mailed for the Dec/Jan 2009 issue (vol 109) were mailed on February 6th, 2010
 462 copies or 10.3% of the total copies mailed for the Dec/Jan 2009 issue (vol 109) were mailed on February 7th, 2010
 803 copies or 100.0% of the electronic copies for the Dec/Jan 2009 issue (vol 109) were sent on February 19th, 2010

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for quantities of 1 copy or 1%
 Business directories include 9 sources of circulation for quantities of 16 copies or 0.3% to 128 copies or 2.6%, including 128 copies from African Film & TV Directory 2009.
 Other sources include 1 source of circulation for quantities of 1 copy or -%

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

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 _____	4,185	100.0	4,185	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,185	100.0	4,185	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 _____	840	100.0	840	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	840	100.0	840	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 22, 2010
Kevan Jones, Publisher	City	Dubai
Anne Ebrahim, Circulation Manager	Country	UAE
(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	February 22, 2010
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	A512P0D9