

SignCraft

SignCraft Publishing Co., Inc.
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Published bimonthly since 1980



Statement of Paid Circulation

SignCraft delivers the information and ideas that those involved in the sales, design and production of signs need to thrive in today's market

Subscribers are primarily owners and operators of commercial and full service sign companies. Managers of corporate, institutional and government sign shops, graphic designers and others allied to the field served make up a small portion of the total subscribers.

Six months ending June 30, 2009:

Average Paid Circulation

Individual	7545
Single Copy Sales	1619
Total Average Paid Circulation	9163

Total Average Non-Qualified

1805
10968

Paid Circulation by Issue:

Jan/Feb 2009:	9346
Mar/Apr 2009:	9192
May/Jun 2009:	8952

Business/Occupational breakdown: May/June 2009

Classification	Paid	%
Commercial Sign Shop	4928	55%
Full Service Sign Shop	1194	13%
Sign Department	163	2%
Graphic Designer	276	3%
Others allied to the trade	337	4%
Total Qualified Circulation	6898	77%
Qualification Not Determined	432	5%
Single Copy Sales	1622	18%
Total Paid Circulation	8952	100%

Breakdown by mailing address: May/June 2009

	Paid	%
Individual by name and title and/or occupation	6217	69%
Individual by name	579	6%
Title or occupation		
Company name only	534	6%
Bulk subscriptions		
Total Paid Subscription Circulation	7330	82%
Single Copy Sales	1622	18%
Total Paid Circulation	8952	100%

Geographic breakdown: May/June 2009

STATE	TOTAL	%	Subscrpts	Single Copy Sales
ME 039-049	80		68	12
NH 030-038	75		71	4
VT 050-059	34		34	0
MA 010-027	206		194	12
RI 028-029	30		30	0
CT 060-069	105		93	12
New England	530	5.92	490	40
NY 100-149	450		364	86
NJ 070-089	222		197	25
PA 150-196	598		344	254
Middle Atlntc	1270	14.19	905	365
OH 430-459	278		253	25
IN 460-479	174		161	13
IL 600-629	373		264	109
MI 480-499	237		235	2
WI 530-549	219		213	6
E N Central	1281	14.31	1126	155
MN 550-567	197		177	20
IA 500-528	113		101	12
MO 630-658	143		143	0
ND 580-588	25		25	0
SD 570-577	35		35	0
NE 680-693	44		44	0
KS 660-679	62		62	0
W N Central	619	6.91	587	32
DE 197-199	24		24	0
MD 206-219	116		115	1
DC 200,202-205	1		1	0
VA 201,220-246	167		167	0
WV 247-268	29		29	0
NC 270-289	224		218	6
SC 290-290	78		78	0
GA 300-319	178		158	20
FL 320-349	327		323	4
S Atlantic	1144	12.78	1113	31

STATE	TOTAL	%	Subscrpts	Single Copy Sales
KY 400-427	96		92	4
TN 370-385	138		135	3
AL 350-369	68		68	0
MS 386-397	55		55	0
E S Central	357	3.99	350	7
AR 716-729	56		56	0
LA 700-714	68		68	0
OK 730-749	94		74	20
TX 750-799	276		250	26
W S Central	494	5.52	448	46
MT 590-599	38		38	0
ID 832-838	60		60	0
WY 820-831	27		27	0
CO 800-816	100		100	0
NM 870-840	39		38	1
AZ 850-865	103		91	12
UT 840-847	87		63	24
NV 889-898	52		52	0
Mountain	506	5.65	469	37
AK 995-999	25		25	0
WA 980-994	183		177	6
OR 970-979	148		124	24
CA 900-961	721		555	166
HI 967-968	33		33	0
Pacific	1110	12.4	914	196
United States	7311	81.67	6402	909
Poss/other US 004-009,969	10	0.11	10	0
US & Poss	7321	81.78	6412	909
Canada	975	10.89	656	319
International	656	7.33	262	394
Total	1631	18.22	918	713
International			0	
Grand Total	8952	100	7330	1622

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New and renewed subscription sales:

Six months ending: June 30, 2009

Prices:

(a) Basic Prices: Subscriptions: US, 1 yr. \$39.00;
 2 yrs. \$69.00; 3 yrs. \$96.00. Canada, 1 yr. \$49.00;
 2 yrs. \$91.00; 3 yrs. \$130.00. International, 1 yr. \$49.00
 2 yrs. \$91.00; 3 yrs. \$130.00.
 Single Copy: \$6.95

Basic & higher than basic	2060
75% - 99% of basic	9
50% - 74% of basic	0
Total	2069

Sales channels:

(a) Ordered by mail and/or direct request	1938
(b) Ordered through salespeople:	
1. Catalog agencies and individual agents	131
2. Publisher's own and other publishers' salespeople	
3. Independent agencies' salespeople	
(c) Association memberships	0
(d) All other channels	0
Total	2069

Duration:

(a) Three years or more	143
(b) Two years or more, but less than three	310
(c) One year or more, but less than two	1616
(d) less than one year	0
Total	2069

Premiums used:

(a) Ordered without premium	1859
(b) Ordered with material reprinted from this publication	0
(c) Ordered with other premiums. See Par. 11	210
Total	2069

Paid renewal breakdown:

Total expirations during 12 months	
Nov 1, 2007 thru October 30, 2008	6148
Total renewals of those expirations	3807
Renewal Percentage	61.92%