

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009
(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 _____	255
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	575
Digital _____	-
All Other _____	395
TOTAL	1,225

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,183	100.0	10,153	99.7	30	0.3
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,183	100.0	10,153	99.7	30	0.3

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/ August _____	47	125			10,278	October/ November ____	538	273			10048
September _____	35	70			10,313	December _____	61	103			10090
						TOTAL	681	571			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009

This issue is 1.8% or 179 copies below the average of the other 3 issues reported in Paragraph two.

FUNCTION	Total Qualified	Percent of Total Qualified
FUNCTION		
Packaging Design/Engineering _____	1,170	11.7
Product Management/Development/Quality Control/Marketing/Sales _____	3,396	33.8
Corporate Management _____	3,284	32.7
Research and Development _____	908	9.0
Purchasing/Production/Manufacturing and others allied to the field _____	1,290	12.8
TOTAL QUALIFIED CIRCULATION	10,048	100.0

SUPPLEMENTARY ANALYSIS

This is an analysis of 9,895 or 98.5% 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
TOTAL	6,541	7,516	4,273	1,065

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	7,513	2,533	-			10,046	100.0
II. Request from recipient's company: _____	2	-	-			2	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - 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: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	7,515	2,533	-			10,048	100.0
PERCENT	74.8	25.2	-			100.0	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			10,032	99.8
Individuals by name only _____			5	-
Titles or functions only _____			10	0.1
Company names only _____			1	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			10,048	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009			
State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	21		
030-038 New Hampshire _____	33		
050-059 Vermont _____	26		
010-027 Massachusetts _____	186		
028-029 Rhode Island _____	54		
060-069 Connecticut _____	311		
NEW ENGLAND	631	6.3	
100-149 New York _____	1,695		
070-089 New Jersey _____	1,307		
150-196 Pennsylvania _____	342		
MIDDLE ATLANTIC	3,344	33.3	
430-459 Ohio _____	358		
460-479 Indiana _____	75		
600-629 Illinois _____	418		
480-499 Michigan _____	184		
530-549 Wisconsin _____	109		
EAST NO. CENTRAL	1,144	11.4	
550-567 Minnesota _____	148		
500-528 Iowa _____	22		
630-658 Missouri _____	128		
580-588 North Dakota _____	4		
570-577 South Dakota _____	7		
680-693 Nebraska _____	20		
660-679 Kansas _____	53		
WEST NO. CENTRAL	382	3.8	
197-199 Delaware _____	18		
206-219 Maryland _____	122		
200-205 Washington, DC _____	14		
220-246 Virginia _____	105		
247-268 West Virginia _____	10		
270-289 North Carolina _____	168		
290-299 South Carolina _____	71		
300-319 Georgia _____	206		
320-349 Florida _____	582		
SOUTH ATLANTIC	1,296	12.9	

State & Zip Code	Total Qualified	Percent	
400-427 Kentucky _____	57		
370-385 Tennessee _____	115		
350-369 Alabama _____	58		
386-397 Mississippi _____	28		
EAST SO. CENTRAL	258	2.6	
716-729 Arkansas _____	43		
700-714 Louisiana _____	54		
730-749 Oklahoma _____	33		
750-799 Texas _____	509		
WEST SO. CENTRAL	639	6.4	
590-599 Montana _____	9		
832-838 Idaho _____	31		
820-831 Wyoming _____	3		
800-816 Colorado _____	94		
870-884 New Mexico _____	19		
850-865 Arizona _____	119		
840-847 Utah _____	64		
889-898 Nevada _____	39		
MOUNTAIN	378	3.8	
995-999 Alaska _____	1		
980-994 Washington _____	113		
970-979 Oregon _____	62		
900-961 California _____	1,622		
967-968 Hawaii _____	16		
PACIFIC	1,814	18.1	
UNITED STATES	9,886	98.4	
969 & 004-009 U.S. Territories _____	10		
Canada _____	20		
Mexico _____	7		
Other International _____	125		
APO/FPO _____	-		
TOTAL QUALIFIED CIRCULATION	10,048	100.0	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009			
Region/Country	Total Qualified	Percent	
ASIA			
Subtotal	60	0.6	
MIDDLE EAST			
Subtotal	6	0.1	
EUROPE			
Subtotal	32	0.3	
AFRICA			
Subtotal	6	0.1	
NORTH AMERICA			
Canada _____	20		

Region/Country	Total Qualified	Percent	
United States _____	9,896		
Mexico _____	7		
Subtotal	9,923	98.8	
SOUTH AMERICA			
Subtotal	17	0.2	
ASIA PACIFIC			
Subtotal	4	-	
TOTAL QUALIFIED CIRCULATION	10,048	100.0	

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009	July-December 2009*
Total Audit Average Qualified: _____	10,241	10,185	10,045	9,161	10,234	10,183
Qualified Non-Paid: ____	10,228	10,166	10,030	9,141	10,204	10,153
Qualified Paid: _____	13	19	15	20	30	30
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***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

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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) _____

***Information Required for Processing**

* Product Areas (check all that apply):

- 01__ Cosmetics
- 02__ Personal Care Products
- 03__ Fragrances
- 99__ None of the Above

- 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	
<input type="checkbox"/> Yes, I wish to receive Beauty Packaging	<input type="checkbox"/> 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.	Date signed	January 4, 2010
Jay Gorga, Publisher	State	New Jersey
Joe DiMaulo, Circulation Manager	County	Bergen
(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	January 4, 2010
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	C622S0D9
It will be included in the annual audit made by BPA Worldwide.		