



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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. 999/06-10

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**NONWOVENS
INDUSTRY** SINCE 1970

Rodman Publishing
70 Hilltop Road
3rd Floor
Ramsey, NJ 07446
Tel.: (201) 825-2552
Fax: (201) 825-0553
www.nonwovens-industry.com

Official Publication of: None
Established: 1970
Issues per Year: 12

FIELD SERVED

NONWOVENS INDUSTRY serves manufacturers of roll goods, converters/fabricators, distributors, suppliers of raw material, suppliers of machinery and equipment, manufacturers of products using nonwovens and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in corporate management, research and development management, sales/marketing management, plant production management, purchasing and other personnel in the above field as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	277
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	342
Digital _____	-
All Other _____	411
TOTAL	1,030

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,339	100.0	10,128	98.0	211	2.0
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,339	100.0	10,128	98.0	211	2.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January _____	202	201	6,076	4,133	14	10,223
February _____	48	257	6,146	4,270	16	10,432
March _____	134	199	6,181	4,301	15	10,497
April _____	383	222	6,247	4,074	15	10,336
May _____	403	270	6,166	4,020	17	10,203
June _____	31	171	6,234	4,092	17	10,343
TOTAL	1,201	1,320				

Nonwovens Industry / June 2010

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is 1.6% or 163 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (unduplicated) (C)
Roll Goods Manufacturer _____	2,343	23.0	1,499	839	5
Manufacturer of Products Using Nonwovens _____	3,102	30.4	2,038	1,061	3
Converter/Fabricator _____	916	9.0	559	356	1
Distributor _____	686	6.7	402	282	2
Suppliers of Machinery & Equipment _____	951	9.3	590	358	3
Supplier of Raw Materials (Fiber, Film, Chemicals) _____	1,236	12.1	642	593	1
Others Allied to the Field _____	969	9.5	436	531	2
TOTAL QUALIFIED CIRCULATION	10,203	100.0	6,166	4,020	17
PERCENT	100.0		60.4	39.4	0.2

CLASSIFICATION BY FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (unduplicated) (C)
Corporate Management _____	2,901	28.5	2,006	891	4
Research & Development Management _____	2,575	25.2	1,458	1,116	1
Sales/Marketing Management _____	2,603	25.5	1,458	1,138	7
Plant Production Management _____	748	7.3	487	261	-
Purchasing _____	505	5.0	282	221	2
Other Personnel _____	871	8.5	475	393	3
TOTAL QUALIFIED CIRCULATION	10,203	100.0	6,166	4,020	17
PERCENT	100.0		60.4	39.4	0.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 year	2 years	3 years					
I. Direct Request: _____	8,017	2,186	-	6,166	4,020	17	10,203	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-
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	8,017	2,186	-	6,166	4,020	17	10,203	100.0
PERCENT	78.6	21.4	-	60.4	39.4	0.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	6,056	4,020	16	10,092	98.9
Individuals by name only _____	18	-	1	19	0.2
Titles or functions only _____	54	-	-	54	0.5
Company names only _____	38	-	-	38	0.4
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,166	4,020	17	10,203	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010											
STATE & ZIP CODE	Print Version Only (A)	Digital Version Only (B)	Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	STATE & ZIP CODE	Print Version Only (A)	Digital Version Only (B)	Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	28	7	-	35		400-427 Kentucky _____	52	18	-	70	
030-038 New Hampshire _____	69	9	-	78		370-385 Tennessee _____	168	55	-	223	
050-059 Vermont _____	11	4	-	15		350-369 Alabama _____	34	15	-	49	
010-027 Massachusetts _____	256	52	-	308		386-397 Mississippi _____	25	4	-	29	
028-029 Rhode Island _____	51	6	-	57		EAST SO. CENTRAL	279	92	-	371	3.6
060-069 Connecticut _____	163	26	-	189		716-729 Arkansas _____	45	14	-	59	
NEW ENGLAND	578	104	-	682	6.7	700-714 Louisiana _____	7	4	-	11	
100-149 New York _____	288	71	1	360		730-749 Oklahoma _____	8	1	-	9	
070-089 New Jersey _____	279	67	-	346		750-799 Texas _____	174	53	1	228	
150-196 Pennsylvania _____	272	62	-	334		WEST SO. CENTRAL	234	72	1	307	3.0
MIDDLE ATLANTIC	839	200	1	1,040	10.2	590-599 Montana _____	3	1	-	4	
430-459 Ohio _____	321	92	-	413		832-838 Idaho _____	9	1	-	10	
460-479 Indiana _____	61	13	-	74		820-831 Wyoming _____	1	-	-	1	
600-629 Illinois _____	194	46	-	240		800-816 Colorado _____	40	7	-	47	
480-499 Michigan _____	152	37	-	189		870-884 New Mexico _____	-	-	-	-	
530-549 Wisconsin _____	339	99	-	438		850-865 Arizona _____	30	5	-	35	
EAST NO. CENTRAL	1,067	287	-	1,354	13.3	840-847 Utah _____	12	9	-	21	
550-567 Minnesota _____	117	57	-	174		889-898 Nevada _____	7	-	-	7	
500-528 Iowa _____	5	-	-	5		MOUNTAIN	102	23	-	125	1.2
630-658 Missouri _____	57	10	-	67		995-999 Alaska _____	-	1	-	1	
580-588 North Dakota _____	2	1	-	3		980-994 Washington _____	66	18	-	84	
570-577 South Dakota _____	5	1	-	6		970-979 Oregon _____	22	4	-	26	
680-693 Nebraska _____	11	-	-	11		900-961 California _____	185	64	-	249	
660-679 Kansas _____	23	1	-	24		967-968 Hawaii _____	1	-	-	1	
WEST NO. CENTRAL	220	70	-	290	2.9	PACIFIC	274	87	-	361	3.5
197-199 Delaware _____	55	18	-	73		UNITED STATES	5,051	1,376	2	6,429	63.0
206-219 Maryland _____	36	12	-	48		969 & 004-009 U.S. Territories _____	12	1	-	13	
200-205 Washington, DC _____	2	5	-	7		Canada _____	53	130	3	186	
220-246 Virginia _____	119	42	-	161		Mexico _____	32	82	-	114	
247-268 West Virginia _____	4	2	-	6		Other International _____	1,018	2,431	12	3,461	
270-289 North Carolina _____	496	155	-	651		APO/FPO _____	-	-	-	-	
290-299 South Carolina _____	242	64	-	306		TOTAL QUALIFIED CIRCULATION	6,166	4,020	17	10,203	100.0
300-319 Georgia _____	359	101	-	460							
320-349 Florida _____	145	42	-	187							
SOUTH ATLANTIC	1,458	441	-	1,899	18.6						

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
ASIA					
Bangladesh	-	5	-	5	
China	42	119	2	163	
Georgia	-	1	-	1	
Hong Kong - SAR	20	43	-	63	
India	108	295	1	404	
Indonesia	19	28	-	47	
Japan	28	45	1	74	
Kazakhstan	-	1	-	1	
Korea, Democratic People's Republic	3	1	-	4	
Korea, Republic	20	56	-	76	
Malaysia	31	54	-	85	
Nepal	1	-	-	1	
Pakistan	6	26	-	32	
Philippines	5	18	-	23	
Singapore	9	31	-	40	
Sri Lanka	4	1	-	5	
Taiwan	14	45	-	59	
Thailand	15	34	-	49	
Turkmenistan	-	1	-	1	
Uzbekistan	-	1	-	1	
Vietnam	2	4	-	6	
Subtotal	327	809	4	1,140	11.2
MIDDLE EAST					
Subtotal	93	288	2	383	3.8
EUROPE					
Albania	1	-	-	1	
Andorra	-	1	-	1	
Austria	5	12	-	17	
Belarus	-	1	-	1	
Belgium	21	48	-	69	
Bosnia and Herzegovina	-	1	-	1	
Bulgaria	1	7	-	8	
Croatia	2	1	-	3	
Cyprus	4	4	-	8	
Czech Republic	6	12	-	18	
Denmark	6	32	-	38	
Finland	8	26	-	34	
France	48	107	1	156	
Germany	69	165	1	235	
Greece	7	13	-	20	
Hungary	1	2	-	3	
Iceland	-	1	-	1	
Italy	38	142	2	182	
Latvia	-	1	-	1	
Luxembourg	4	11	-	15	
Macedonia	-	3	-	3	
Malta	-	1	-	1	
Monaco	1	-	-	1	
Netherlands	30	61	-	91	
Norway	1	7	-	8	
Poland	11	18	-	29	
Portugal	-	16	-	16	
Ireland	3	10	-	13	
Romania	2	6	-	8	
Russian Federation	6	19	-	25	
Serbia	1	4	-	5	
Slovakia	-	1	-	1	
Slovenia	1	5	-	6	
Spain	18	41	-	59	
Sweden	20	30	-	50	
Switzerland	22	52	1	75	
Ukraine	3	5	-	8	
United Kingdom	74	159	-	233	
unspecified Europe	1	1	-	2	
Subtotal	415	1,026	5	1,446	14.2
AFRICA					
Subtotal	79	76	-	155	1.5
NORTH AMERICA					
Canada	53	130	3	186	
United States	5,063	1,377	2	6,442	
Mexico	32	82	-	114	
Subtotal	5,148	1,589	5	6,742	66.1
CARIBBEAN					
Subtotal	-	1	-	1	-
CENTRAL AMERICA					
Subtotal	2	5	-	7	-
SOUTH AMERICA					
Subtotal	85	181	1	267	2.6
ASIA PACIFIC					
Subtotal	17	45	-	62	0.6
TOTAL QUALIFIED CIRCULATION	6,166	4,020	17	10,203	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	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	10,261	10,297	10,423	10,652	10,260	10,339
Qualified Non-Paid Total	9,992	10,045	10,170	10,398	10,029	10,128
Print Only	6,983	6,782	6,350	6,577	6,023	5,970
Digital Only	1,993	3,015	3,706	3,785	3,981	4,148
Print & Digital (Unduplicated)	1,016	248	114	36	25	10
Qualified Paid Total	269	252	253	254	231	211
Print Only	262	244	244	242	221	205
Digital Only	1	1	-	-	-	-
Print & Digital (Unduplicated)	6	7	9	12	10	6
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification as reported above. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

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STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

Paragraphs 3c and 7 are being reported at the publisher's option.

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	6,175	100.0	5,970	96.6	205	3.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,175	100.0	5,970	96.6	205	3.3

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	4,148	100.0	4,148	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,148	100.0	4,148	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT AND DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16	100.0	10	62.5	6	37.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16	100.0	10	62.5	6	37.5

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 22, 2010
Matthew Carey, Publisher	State	New Jersey
Richard DeVoto, 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	June 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	N033Y0JO