

**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.

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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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Tel. No.: +971 (0) 4 391 4718
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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 _____	381
Digital _____	-
All Other _____	399
TOTAL	780

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 _____	4,514	100.0	4,514	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,514	100.0	4,514	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
February/March- Vol 110 _____	441	212	3,935	702	4,637
April/May- Vol 111 _____	247	129	3,807	712	4,519
June/July- Vol 112 _____	304	171	3,700	686	4,386
TOTAL	992	512			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF April/May 2010 - VOL 111

This issue is 0.2% or 7 copies above 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 _____	4,519	100.0	3,807	712
TOTAL QUALIFIED CIRCULATION	4,519	100.0	3,807	712

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF April/May 2010 - VOL 111

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	1,271	1,332	1,115	3,006	712	3,718	82.3
II. Request from recipient's company: _____	5	-	-	5	-	5	0.1
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	29	72	32	133	-	133	2.9
V. TOTAL - Sources other than above (listed alphabetically): _____	204	251	208	663	-	663	14.7
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	199	245	204	648	-	648	14.4
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	5	6	4	15	-	15	0.3
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,509	1,655	1,355	3,807	712	4,519	100.0
*See Paragraph 8 PERCENT	33.4	36.6	30.0	84.2	15.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF April/May 2010 - VOL 111

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	3,487	666	4,153	91.9
Individuals by name only _____	50	32	82	1.8
Titles or functions only _____	-	-	-	-
Company names only _____	270	14	284	6.3
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,807	712	4,519	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF April/May 2010 - VOL 111									
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		Algeria _____	13		13	
Armenia _____	3	-	3		Switzerland _____	3	6	9	
Bangladesh _____	-	1	1		Angola _____	3	2	5	
China _____	-	4	4		Benin _____	1	-	1	
Hong Kong - SAR _____	5	4	9		Botswana _____	11	3	14	
India _____	1	42	43		Burkina Faso _____	1	-	1	
Indonesia _____	-	1	1		Burundi _____	1	-	1	
Japan _____	4	2	6		Cameroon _____	2	-	2	
Malaysia _____	1	3	4		Congo _____	5	1	6	
Pakistan _____	-	18	18		Cote D'Ivoire _____	2	-	2	
Philippines _____	1	-	1		Djibouti _____	1	-	1	
Singapore _____	8	8	16		Egypt _____	178	4	182	
Sri Lanka _____	-	1	1		Eritrea _____	2	-	2	
Subtotal	24	84	108	2.4	Ethiopia _____	30	2	32	
MIDDLE EAST					Gabon _____	1	-	1	
Bahrain _____	52	3	55		Ghana _____	10	-	10	
Iran _____	67	2	69		Guinea-Bissau _____	2	-	2	
Iraq _____	13	1	14		Kenya _____	40	3	43	
Israel _____	2	4	6		Lesotho _____	3	2	5	
Jordan _____	71	1	72		Liberia _____	1	-	1	
Kuwait _____	71	3	74		Libyan Arab Jamahiriya _____	7	-	7	
Lebanon _____	112	4	116		Madagascar _____	1	-	1	
Oman _____	42	1	43		Malawi _____	5	2	7	
Qatar _____	59	2	61		Mali _____	2	-	2	
Saudi Arabia _____	176	9	185		Mali _____	2	-	2	
Syrian Arab Republic _____	29	-	29		Mauritius _____	2	1	3	
United Arab Emirates _____	1,255	28	1,283		Morocco _____	15	2	17	
Abu Dhabi _____	142	1	143		Mozambique _____	3	4	7	
Ajman _____	11	-	11		Namibia _____	9	1	10	
Dubai _____	1,028	27	1,055		Nigeria _____	84	4	88	
Fujairah _____	6	-	6		Reunion _____	2	-	2	
Ras Al Khaimah _____	9	-	9		Rwanda _____	3	-	3	
Sharjah _____	54	-	54		Senegal _____	6	1	7	
Umm Al-Quwain _____	5	-	5		Seychelles _____	1	1	2	
Yemen _____	19	1	20		Sierra Leone _____	3	-	3	
unspecified Middle East _____	8	-	8		South Africa _____	952	181	1,133	
Subtotal	1,976	59	2,035	45.0	Sudan _____	9	-	9	
EUROPE					Swaziland _____	2	1	3	
Belgium _____	13	8	21		Tanzania _____	5	1	6	
Bulgaria _____	1	-	1		Gambia _____	1	-	1	
Cyprus _____	4	2	6		Tunisia _____	31	-	31	
Czech Republic _____	-	2	2		Uganda _____	3	1	4	
Finland _____	-	3	3		Zambia _____	5	-	5	
France _____	16	13	29		Zimbabwe _____	10	3	13	
Germany _____	48	28	76		unspecified Africa _____	1	-	1	
Greece _____	-	1	1		Subtotal	1,469	220	1,689	37.4
Italy _____	12	8	20		NORTH AMERICA				
Liechtenstein _____	-	1	1		Canada _____	9	12	21	
Luxembourg _____	-	1	1		United States _____	24	83	107	
Netherlands _____	23	13	36		Subtotal	33	95	128	2.8
Norway _____	2	3	5		SOUTH AMERICA				
Portugal _____	-	1	1		Brazil _____	1	3	4	
Ireland _____	1	-	1		Colombia _____	-	1	1	
Romania _____	1	1	2		Subtotal	1	4	5	0.1
Russian Federation _____	-	2	2		ASIA PACIFIC				
Spain _____	3	7	10		Australia _____	5	7	12	
Sweden _____	3		3		New Zealand _____	1	4	5	
Switzerland _____	3	6	9		Subtotal	6	11	17	0.4
Turkey _____	44	6	50		TOTAL QUALIFIED CIRCULATION				
Ukraine _____	1		1			3,807	712	4,519	100.0
United Kingdom _____	123	133	256						
Subtotal	298	239	537	11.9					

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	2,708	4,173	5,025	5,437	5,025	4,514
Qualified Non-Paid: _____	2,708	4,173	5,025	5,437	5,025	4,514
Print Only _____	2,613	3,445	4,186	4,536	4,185	3,814
Digital Only _____	95	728	839	901	840	700
Qualified Paid: _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - 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 a recipient's qualification, as reported. AV Specialist is distributed in print via local mailing houses and in digital format. 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.

STATEMENT OF CONTENT PLATFORM:

Replica (editorial and design are unchanged from the original print edition)

AVERAGE NON-QUALIFIED CIRCULATION:

TRADE SHOW DISTRIBUTION:

450 copies of vol 110 Feb/Mar 2010 issue were distributed at Cabsat Exhibition that took place in Trade Centre Dubai between 2 and 4 of March 2010.
 400 copies of vol 111 Apr/May 2010 issue were distributed at the Palme Exhibition that took place in Trade Centre Dubai between 18 and 20 of April 2010.
 293 copies of vol 111 Apr/May 2010 issue were distributed at the Promax that took place in Dubai on 16 of May 2010.

PARAGRAPH 3b:

Business directories include 10 sources of circulation for quantities of 1 copy or -% to 238 copies or 5.3%, including Dubai IFF.

Paragraphs 3c and 7 are reported at the option of the publisher.

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 _____	3,814	100.0	3,814	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,814	100.0	3,814	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 _____	700	100.0	700	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	700	100.0	700	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.	Date signed	July 14, 2010
Kevan Jones, Publisher	Country	UAE
Anne Ebrahim, Circulation Manager	City	Dubai
(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	July 14, 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	A512Y0J0