

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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LIVE DESIGN™

A Penton Media Publication
249 West 17th Street
New York, NY 10011
Phone: 212-204-4200
Fax: 212-206-3622

Official Publication of: None
Established: 1976
Issues per Year: 12



FIELD SERVED

Live Design serves the fields of stage design, lighting design, sound design and production design in the theatre and performing arts, television, themed entertainment, concerts and touring, corporate/industrial/exhibits, education and houses of worship. Also served are dealers/distributors, consultants and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, designers, technicians, producers, sales representatives, consultants, administrators, education faculty/students, and other titled and non-titled personnel and company copies.

PURPOSE

This circulation statement contains an analysis of respondents who indicated venues their business is involved.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	130
Advertiser and Agency _____	815
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	417
All Other _____	763
TOTAL	2,125

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,453	100.0	19,539	87.0	2,914	13.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,453	100.0	19,539	87.0	2,914	13.0

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	648	763			22,173	April _____	334	335			22,505
February _____	1,594	1,937			22,516	May _____	2,106	2,111			22,510
March _____	457	445			22,504	June _____	751	750			22,509
						TOTAL	5,890	6,341			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

This issue is 0.3% or 69 copies above the average of the other 5 issues reported in Paragraph two.

Business and Industry	Total Qualified	Percent of Total	Corporate Management**	Production***	Administration/ Rental	Education	Other Titled Personnel
Live Design and Programming* _____	16,505	73.3	8,244	7,177	500	557	27
Consultants _____	1,033	4.6	497	461	28	26	21
Education _____	1,404	6.2	289	434	22	649	10
Manufacturer & Dealer/Distributor _____	1,144	5.1	687	219	229	5	5
Architecture & Interior Design _____	1,285	5.7	585	674	12	14	1
Paid Without Demos _____	1,091	4.8	7	11	1	2	1,070
3+ Years Paid Circulation _____	49	0.2	-	-	-	-	-
Total	22,510	100.0	10,309	8,975	791	1,252	1,134
Percent	100.0		45.8	39.9	3.5	5.6	5.0

* Live Design and Programming includes Stage Design, Lighting Design, Lighting/Projection, Sound Design, Production Design, Technical Support/ Direction, Film/TV/ Video, Theatre Design, Nightclubs, Live/ Corporate/ Industrial Events, Concerts, and theme Parks.

** Corporate Management includes presidents, owners, and other management.

*** Production includes designer/ production/ technical/ consultant/ contractor/ programmer/ electrician/ technician/ architect/ interior design.

Supplementary Data

This is the analysis of the 21,124 or 93.8% recipients who responded to Question #3: Please check all of the venues in which your business is involved. These data are represented for statistical and marketing purposes only. Since any one respondent may have checked more than one response, the total may exceed the total qualified circulation.

Venues in which primary business involved (multiple answer)	Corporate Mgmt	Production	Rental	Education	Other	Total
Theatre & Performing Arts _____	5,630	5,530	513	970	22	12,665
Themed Entertainment _____	4,466	3,285	488	252	10	8,501
Concerts/ Touring _____	4,537	3,805	451	436	8	9,237
Corporate/ Industrials/ Exhibits _____	5,643	4,202	521	248	11	10,625
Houses of Worship _____	3,503	2,630	436	185	1	6,755
Studio/ Production Houses _____	4,188	2,827	381	287	3	7,686
Cruise Ships _____	988	696	178	87	2	1,951
Clubs _____	3,373	2,154	380	135	-	6,042
Commercial Architecture _____	2,581	2,012	332	91	1	5,017
Film/ TV/ Video _____	5,056	3,722	401	429	6	9,614
Other _____	973	726	84	143	19	1,945
Total	40,938	31,589	4,165	3,263	83	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	20,169	1,241	42			21,452	95.4
a. Written _____	3,381	644	39			4,064	18.1
b. Telecommunication _____	11,944	312	3			12,259	54.5
c. Electronic _____	4,844	285	-			5,129	22.8
II. TOTAL - Request from recipient's company: _____	870	181	7			1,058	4.7
a. Written _____	870	181	7			1,058	4.7
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	21,039	1,422	49			22,510	100.0
PERCENT	93.5	6.3	0.2			100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,391	95.0
Individuals by name only _____			192	0.9
Titles or functions only _____			-	-
Company names only _____			927	4.1
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			22,510	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			70		400-427 Kentucky _____			184	
030-038 New Hampshire _____			82		370-385 Tennessee _____			441	
050-059 Vermont _____			51		350-369 Alabama _____			179	
010-027 Massachusetts _____			449		386-397 Mississippi _____			99	
028-029 Rhode Island _____			89		EAST SO. CENTRAL			903	4.0
060-069 Connecticut _____			298		716-729 Arkansas _____			90	
NEW ENGLAND			1,039	4.6	700-714 Louisiana _____			203	
100-149 New York _____			1,880		730-749 Oklahoma _____			220	
070-089 New Jersey _____			608		750-799 Texas _____			1,187	
150-196 Pennsylvania _____			768		WEST SO. CENTRAL			1,700	7.6
MIDDLE ATLANTIC			3,256	14.5	590-599 Montana _____			51	
430-459 Ohio _____			699		832-838 Idaho _____			81	
460-479 Indiana _____			397		820-831 Wyoming _____			33	
600-629 Illinois _____			1,018		800-816 Colorado _____			345	
480-499 Michigan _____			590		870-884 New Mexico _____			115	
530-549 Wisconsin _____			364		850-865 Arizona _____			373	
EAST NO. CENTRAL			3,068	13.6	840-847 Utah _____			218	
550-567 Minnesota _____			386		889-898 Nevada _____			637	
500-528 Iowa _____			203		MOUNTAIN			1,853	8.2
630-658 Missouri _____			495		995-999 Alaska _____			14	
580-588 North Dakota _____			54		980-994 Washington _____			348	
570-577 South Dakota _____			50		970-979 Oregon _____			237	
680-693 Nebraska _____			115		900-961 California _____			3,488	
660-679 Kansas _____			193		967-968 Hawaii _____			85	
WEST NO. CENTRAL			1,496	6.7	PACIFIC			4,172	18.5
197-199 Delaware _____			45		UNITED STATES			21,723	96.5
206-219 Maryland _____			379		969 & 004-009 U.S. Territories _____			86	
200-205 Washington, DC _____			107		Canada _____			274	
220-246 Virginia _____			411		Mexico _____			5	
247-268 West Virginia _____			48		Other International _____			421	
270-289 North Carolina _____			427		APO/FPO _____			1	
290-299 South Carolina _____			214		TOTAL QUALIFIED CIRCULATION			22,510	100.0
300-319 Georgia _____			486						
320-349 Florida _____			2,119						
SOUTH ATLANTIC			4,236	18.8					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
	Audited Data
	2008*
Total Audit Average Qualified: _____	22,453
Qualified Non-Paid: _____	19,539
Qualified Paid: _____	2,914
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

***NOTE: All data through June 2008 is audited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed.

11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

LIVE DESIGN™

A Prism Business Media Publication
PO BOX 2100, SKOKIE, ILLINOIS 60077 • LIVEDESIGNONLINE.COM

FREE OFFER

Name _____ Title _____
 Company _____ Address _____
 City _____ State _____ Zip _____
 Phone (_____) _____ *E-Mail _____ @ _____

*For a full statement of our Subscriber Privacy Policy, visit our website at psm02.com

To apply for your FREE subscription to LIVE DESIGN, simply complete the questions below, including signature and date, and return the reply card.

YES! I wish to receive/continue to receive a FREE subscription to LIVE DESIGN. No (Signature and date REQUIRED)

Signature _____ Date _____

1 Which of the following best describes your primary job title/function? (Check only ONE box)

01 Designer
 02 President/Owner
 03 Management
 04 Production/Technical
 05 Consultant/Contractor
 06 Education (Faculty/Student)
 07 Sales/Rental/Administration
 08 Programmer/Electrician/Technician
 09 Architect/Interior Designer
 20 Other (Please specify) _____

2 If Live Design launches a digital edition in the future, would you like to receive your issues in this format rather than print?

01 YES
 02 NO

3 Which of the following best describes your PRIMARY BUSINESS? (Check only ONE box)

01 Stage Design
 02 Lighting Design
 03 Lighting/Projection
 04 Sound Design
 05 Production Design
 06 Technical Support/Direction
 07 Film/TV/Video
 08 Theatre Design
 09 Nightclubs
 10 Live/Corporate/Industrial Events
 11 Concerts
 12 Theme Park
 13 Architect/Interior Designer
 14 Dealer/Distributor
 15 Consultant
 16 Education
 17 Manufacturer
 20 Other (Please specify) _____

4 Please check below ALL of the venues in which your business is involved:

01 Theatre & Performing Arts
 02 Themed Entertainment
 03 Concerts/Touring
 04 Corporate/Industrials/Exhibits
 05 Houses of Worship
 06 Studio/Production Houses
 07 Cruise Ships
 08 Clubs
 09 Commercial Architecture
 10 Film/TV/Video
 11 Other (please specify) _____

5 Are you involved in recommending, authorizing, and/or purchasing entertainment technology equipment?

01 Yes
 02 No

6 In the next 12 months, which types of equipment will you be evaluating for purchase? (Check as many as apply)

01 Lighting Equipment
 02 Sound Equipment
 03 Projection Equipment
 04 Staging Equipment
 05 Trussing
 06 Flooring
 07 Show Control
 08 Special Effects/Lasers Etc.
 09 Shop Equipment
 10 Connectors
 11 Safety Equipment
 12 Costumes/Makeup
 13 Curtains/Fabric
 14 Moving & Conventional Fixtures
 15 Lamps & Accessories
 16 Consoles & Software
 17 Other (please specify) _____

7 What is your annual equipment expenditure?

01 \$750,000 and up
 02 \$500,000 to \$749,999
 03 \$250,000 to \$499,999
 04 \$100,000 to \$249,999
 05 \$25,000 to \$99,999
 06 Up to \$25,000

Incomplete forms cannot be processed or acknowledged.
 The publisher reserves the right to solicit only those individuals who meet the publication qualifications.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide
 Shelton, CT
 August 19, 2008
 TYPE: I
 ID Number: L204I0J8