

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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Apparel™

The Bobbin Magazine • Sponsor of Bobbin World

Edgell Communications
801 Gervais Street, Suite 101
Columbia, SC 29201
Tel.: (803) 771-7500
Fax: (803) 799-1461
www.apparelmag.com

Official Publication of: None
Established: 1959
Issues Per Year: 12

FIELD SERVED

APPAREL serves vertical retailers (produce and retail own brand), retailers (sell multiple brands), apparel manufacturers/contractors, brand marketers/design firms, home fashions manufacturers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate officers, owners, presidents, vice presidents, directors, managers, department heads, others allied to the field and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	343
Advertiser and Agency _____	632
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,147
TOTAL	2,122

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,016	100.0	17,984	99.8	32	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,016	100.0	17,984	99.8	32	0.2

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	100	93			18,040	April _____	71	100			18,029
February _____	100	60			18,000	May _____	66	63			18,026
March _____	43	43			18,000	June _____	107	81			18,000
						TOTAL	487	440			

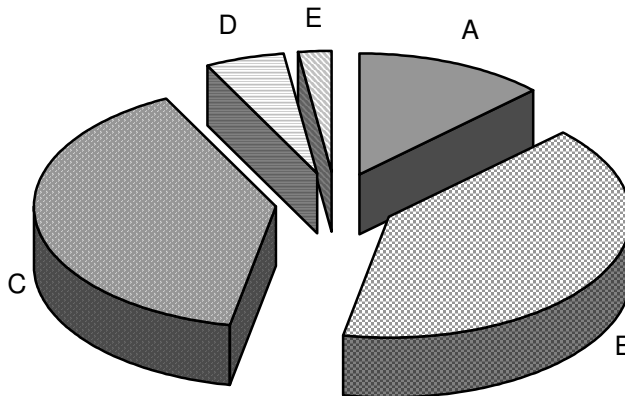
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is 0.1% or 12 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Officer, Owner, President, VP	Director, Manager, Department Head	Others Allied to the Field
Vertical Retailer (produces and retails own apparel brand) _____	2,308	12.8	1,534	752	22
Retailer (sells multiple brands) _____	7,243	40.2	5,010	2,079	154
Apparel Manufacturer/ Brand Marketer/ Contractor/ Design Firm _____	7,141	39.6	4,457	2,613	71
Home Fashions Manufacturer _____	921	5.1	637	276	8
Other _____	413	2.3	273	100	40
TOTAL QUALIFIED CIRCULATION	18,026	100.0	11,911	5,820	295
PERCENT	100.0	-	66.1	32.3	1.6

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Vertical Retail (produces and retails own apparel brand)	2,308	12.8
B Retailer (sells multiple brands) _____	7,243	40.2
C Apparel Manufacturer/Brand Marketer/Contractor/Design Firm _____	7,141	39.6
D Home Fashions Manufacturer _____	921	5.1
E Other _____	413	2.3
TOTAL	18,026	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

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: _____	13,215	4,233	3			17,451	96.8
a. Written _____	660	645	3			1,308	7.2
b. Telecommunication _____	8,464	2,093	-			10,557	58.5
c. Internet and E-Mail _____	4,091	1,495	-			5,586	30.9
II. TOTAL - Request from recipient's company: _____	7	4	-			11	-
a. Written _____	7	4	-			11	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
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. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	564	-	-			564	3.1
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 _____	564	-	-			564	3.1
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	13,786	4,237	3			18,026	100.0
PERCENT	76.4	23.5	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			18,018	99.9
Individuals by name only _____			-	-
Titles or functions only _____			8	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			18,026	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	99		400-427 Kentucky _____	214	
030-038 New Hampshire _____	119		370-385 Tennessee _____	373	
050-059 Vermont _____	52		350-369 Alabama _____	314	
010-027 Massachusetts _____	548		386-397 Mississippi _____	130	
028-029 Rhode Island _____	47		EAST SO. CENTRAL	1,031	5.7
060-069 Connecticut _____	182		716-729 Arkansas _____	175	
NEW ENGLAND	1,047	5.8	700-714 Louisiana _____	115	
100-149 New York _____	1,911		730-749 Oklahoma _____	98	
070-089 New Jersey _____	703		750-799 Texas _____	1,041	
150-196 Pennsylvania _____	852		WEST SO. CENTRAL	1,429	7.9
MIDDLE ATLANTIC	3,466	19.2	590-599 Montana _____	74	
430-459 Ohio _____	561		832-838 Idaho _____	66	
460-479 Indiana _____	260		820-831 Wyoming _____	24	
600-629 Illinois _____	684		800-816 Colorado _____	261	
480-499 Michigan _____	347		870-884 New Mexico _____	43	
530-549 Wisconsin _____	401		850-865 Arizona _____	144	
EAST NO. CENTRAL	2,253	12.4	840-847 Utah _____	111	
550-567 Minnesota _____	367		889-898 Nevada _____	72	
500-528 Iowa _____	177		MOUNTAIN	795	4.4
630-658 Missouri _____	396		995-999 Alaska _____	9	
580-588 North Dakota _____	44		980-994 Washington _____	311	
570-577 South Dakota _____	43		970-979 Oregon _____	304	
680-693 Nebraska _____	90		900-961 California _____	2,123	
660-679 Kansas _____	138		967-968 Hawaii _____	55	
WEST NO. CENTRAL	1,255	6.9	PACIFIC	2,802	15.5
197-199 Delaware _____	31		UNITED STATES	17,772	98.5
206-219 Maryland _____	280		969 & 004-009 U.S. Territories _____	34	
200-205 Washington, DC _____	21		Canada _____	206	
220-246 Virginia _____	268		Mexico _____	4	
247-268 West Virginia _____	47		Other International _____	8	
270-289 North Carolina _____	846		APO/FPO _____	2	
290-299 South Carolina _____	275		TOTAL QUALIFIED CIRCULATION	18,026	100.0
300-319 Georgia _____	772				
320-349 Florida _____	1,154				
SOUTH ATLANTIC	3,694	20.4			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified _	19,101	18,000	17,999	18,042	18,016
Qualified Paid Total _____	52	46	81	66	32
Qualified Non-Paid Total _____	19,049	17,954	17,918	17,976	17,984
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ___	\$80.19	\$87.92	\$77.08	**NC	**NC

*NOTE: 2007 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (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)

11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Susan Black, Publisher

Jeffrey Zabe, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed June 26, 2007

State South Carolina

County Richland

Received by BPA Worldwide June 26, 2007

Type PD

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