

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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# NAILS m a g a z i n e

Bobit Business Media  
3520 Challenger Street  
Torrance, CA 90503  
Tel. No.: 310-533-2400  
Fax No.: 310-533-2510  
[www.nailsmag.com](http://www.nailsmag.com)

Official Publication of: None  
Established: 1983  
Issues Per Year: 13



**FIELD SERVED**

NAILS serves salons (nails-only and salons offering nail services), schools, beauty manufacturers, suppliers and distributors, manufacturer's representatives and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified paid and non-paid recipients are primarily salon owners, managers, and nail technicians, plus school instructors, cosmetology students, beauty supply distributors and management of manufacturers involved in the nail and beauty industries and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	876
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	267
*Digital _____	562
All Other _____	868
<b>TOTAL</b>	<b>2,573</b>

\*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	57,165	99.8	46,897	81.9	10,268	17.9
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	16	-	-	-	16	-
Single Copy Sales _____	134	0.2	-	-	134	0.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,315</b>	<b>100.0</b>	<b>46,897</b>	<b>81.9</b>	<b>10,418</b>	<b>18.1</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	200	1,202	57,533
February _____	1,109	1,162	57,129
March _____	143	223	57,633
April _____	155	3	57,030
May _____	325	45	57,170
June _____	54	23	57,396
<b>TOTAL</b>	<b>1,986</b>	<b>2,658</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
 This issue is 0.3% or 174 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	JOB TITLE					
			SALON OWNER/MANAGER	NAIL TECHNICIAN	STUDENT	SCHOOL INSTRUCTOR	MANUFACTURER/DEPARTMENT MANAGER	OTHER TITLED AND NON-TITLED PERSONNEL
NAIL SALONS _____	33,091	57.9	26,919	2,099	21	5	13	4,034
OTHER SALON/SPA OFFERING NAIL SERVICES _____	18,687	32.7	13,920	3,401	185	20	22	1,139
SCHOOL _____	1,091	1.9	64	34	576	303	2	112
MANUFACTURER _____	133	0.2	29	2	-	-	60	42
BEAUTY SUPPLY DISTRIBUTOR _____	452	0.8	160	11	6	11	183	81
OTHERS ALLIED TO THE FIELD SERVED _____	1,137	2.0	467	183	88	12	31	356
Sub Total	54,591	95.5	41,559	5,730	876	351	311	5,764
OTHER PAID CIRCULATION:								
Subscriptions _____	2,440	4.3						
Single Copy Sales _____	139	0.2						
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,170</b>	<b>100.0</b>						

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	<b>25,774</b>	<b>14,665</b>	<b>4,747</b>	<b>45,186</b>	<b>79.0</b>
II. Request from recipient's company: _____	<b>811</b>	<b>266</b>	<b>485</b>	<b>1,562</b>	<b>2.7</b>
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>7,853</b>	<b>2,430</b>	-	<b>10,283</b>	<b>18.0</b>
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	7,853	2,430	-	10,283	18.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	<b>139</b>	-	-	<b>139</b>	<b>0.3</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,577</b>	<b>17,361</b>	<b>5,232</b>	<b>57,170</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.5</b>	<b>30.4</b>	<b>9.1</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	50,846	88.9
Individuals by name only _____	1,770	3.1
Titles or functions only _____	3,801	6.7
Company names only _____	598	1.1
Multi-Copy Same Addressee copies _____	16	-
Single Copy Sales _____	139	0.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,170</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	202		Kentucky _____	623	
New Hampshire _____	205		Tennessee _____	1,304	
Vermont _____	72		Alabama _____	858	
Massachusetts _____	1,375		Mississippi _____	467	
Rhode Island _____	246		<b>EAST SO. CENTRAL</b>	<b>3,252</b>	<b>5.7</b>
Connecticut _____	798		Arkansas _____	460	
<b>NEW ENGLAND</b>	<b>2,898</b>	<b>5.1</b>	Louisiana _____	746	
New York _____	3,164		Oklahoma _____	692	
New Jersey _____	2,020		Texas _____	3,973	
Pennsylvania _____	2,523		<b>WEST SO. CENTRAL</b>	<b>5,871</b>	<b>10.2</b>
<b>MIDDLE ATLANTIC</b>	<b>7,707</b>	<b>13.5</b>	Montana _____	242	
Ohio _____	2,086		Idaho _____	287	
Indiana _____	1,002		Wyoming _____	130	
Illinois _____	2,407		Colorado _____	966	
Michigan _____	1,719		New Mexico _____	339	
Wisconsin _____	976		Arizona _____	1,164	
<b>EAST NO. CENTRAL</b>	<b>8,190</b>	<b>14.3</b>	Utah _____	531	
Minnesota _____	706		Nevada _____	514	
Iowa _____	387		<b>MOUNTAIN</b>	<b>4,173</b>	<b>7.3</b>
Missouri _____	952		Alaska _____	100	
North Dakota _____	81		Washington _____	1,143	
South Dakota _____	67		Oregon _____	707	
Nebraska _____	365		California _____	6,767	
Kansas _____	473		Hawaii _____	192	
<b>WEST NO. CENTRAL</b>	<b>3,031</b>	<b>5.3</b>	<b>PACIFIC</b>	<b>8,909</b>	<b>15.6</b>
Delaware _____	166		<b>UNITED STATES</b>	<b>55,875</b>	<b>97.7</b>
Maryland _____	1,011		U.S. Territories _____	209	
Washington, DC _____	90		Canada _____	393	
Virginia _____	1,361		Mexico _____	4	
West Virginia _____	206		Other International _____	539	
North Carolina _____	1,729		APO/FPO _____	11	
South Carolina _____	829		Single Copy Sales _____	139	
Georgia _____	1,806		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,170</b>	<b>100.0</b>
Florida _____	4,646				
<b>SOUTH ATLANTIC</b>	<b>11,844</b>	<b>20.7</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	57,058	57,086	57,088	57,171	57,462	57,315
Qualified Non-Paid: ___	43,146	44,226	43,677	45,347	45,946	46,897
Qualified Paid: _____	13,912	12,860	13,411	11,824	11,516	10,418
Post Expire Copies included in Total Qualified Circulation: _	**NC	2.8%	2.8%	2.6%	2.5%	2.3%
Average Annual Order Price: _____	\$22.62	\$23.83	\$24.76	\$23.70	\$22.99	\$23.08

**\*NOTE: January-June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**AVERAGE NON-QUALIFIED CIRCULATION:**

Non-Qualified (Non-Request) digital distribution as noted in the average non-qualified table conforms to the Field Served and the Definition of Recipient Qualification as reported on page one of this report.

**PARAGRAPH 3b:**

Business directories include 1 source for a quantity of 10,283 copies or 18.0%, including InfoUSA.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 12, 2011
Cyndy Drummey, Publisher	State	California
Katie Fillingame, Audience Marketing Manager	County	Los Angeles
(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 12, 2011
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	N148P0J1
It will be included in the annual audit made by BPA Worldwide.		