

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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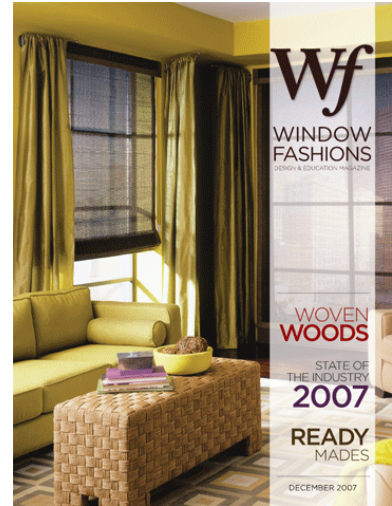
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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# WINDOWfashions

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Official Publication of: None  
Established: 1981  
Issues Per Year: 12



**FIELD SERVED**

WINDOW FASHIONS DESIGN & EDUCATION MAGAZINE serves the window treatment industry, including dealers, specialty retailers and stores, department or chain stores, decorating home centers, independent designers or decorators, interior design firms or showrooms, fabricators (hard treatments), workrooms, distributors or fabric jobbers, manufacturers, installers, architects or contractors, consultants and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are president/owner, VP/manager, designer, sales/marketing, installer, and other titles, including unknown titled personnel and company copies in the above field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,114
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,458
All Other _____	1,071
<b>TOTAL</b>	<b>3,643</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,890	99.7	29,867	93.4	2,023	6.3
Sponsored Individually Addressed _____	4	-	-	-	4	-
Membership Benefit _____	92	0.3	31	0.1	61	0.2
Multi-Copy Same Addressee _____	12	-	7	-	5	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,998</b>	<b>100.0</b>	<b>29,905</b>	<b>93.5</b>	<b>2,093</b>	<b>6.5</b>

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 _____	152	332			29,662	April _____	345	910			32,741
February _____	245	1,093			30,510	May _____	1,498	2,004			33,247
March _____	236	1,902			32,176	June _____	238	647			33,656
						<b>TOTAL</b>	<b>2,714</b>	<b>6,888</b>			

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

**This issue is 4.7% or 1,498 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE				
			Pres/VP/Man/Owner	Designer	Sales/Marketing	Installer	Other
Dealer/Specialty Retailer/Store _____	5,480	16.5	3,759	510	287	30	894
Department/Chain Store _____	401	1.2	35	43	23	2	298
Decorating/Home Center _____	665	2.0	388	139	71	9	58
Independent Designer/Decorator _____	12,516	37.6	4,714	7,493	49	12	248
Interior Design Firm/Showroom _____	4,524	13.6	2,081	2,160	57	5	221
Fabricator (Hard Treatments) _____	723	2.2	411	39	141	1	131
Workroom _____	2,912	8.8	2,379	117	37	6	373
Distributor/Fabric Jobber _____	450	1.4	246	16	112	-	76
Manufacturer _____	1,269	3.8	565	49	516	5	134
Installer _____	371	1.1	233	9	16	46	67
Architect/Contractor _____	208	0.6	105	79	5	-	19
Consultant _____	292	0.9	169	60	29	-	34
Others allied to the field _____	3,436	10.3	323	89	59	3	2,962
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,247</b>	<b>100.0</b>	<b>15,408</b>	<b>10,803</b>	<b>1,402</b>	<b>119</b>	<b>5,515</b>
<b>PERCENT</b>	<b>100.0</b>		<b>46.3</b>	<b>32.5</b>	<b>4.2</b>	<b>0.4</b>	<b>16.6</b>

**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. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>13,942</b>	<b>5,020</b>	<b>3,402</b>			<b>22,364</b>	<b>67.3</b>
a. Written _____	9,643	3,420	3,299			16,362	49.2
b. Telecommunication _____	45	22	-			67	0.2
c. Electronic _____	4,254	1,578	103			5,935	17.9
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>524</b>	<b>292</b>	<b>131</b>			<b>947</b>	<b>2.8</b>
a. Written _____	400	218	130			748	2.2
b. Telecommunication _____	3	1	-			4	-
c. Electronic _____	121	73	1			195	0.6
III. <b>TOTAL</b> - Membership Benefit: _____	-	<b>44</b>	<b>27</b>			<b>71</b>	<b>0.2</b>
a. Individual _____	-	44	27			71	0.2
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>2,138</b>	<b>370</b>	<b>505</b>			<b>3,013</b>	<b>9.1</b>
a. Written _____	2,060	370	505			2,935	8.9
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	78	-	-			78	0.2
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>2</b>	<b>5,928</b>	<b>922</b>			<b>6,852</b>	<b>20.6</b>
*Association rosters and directories _____	1	1,677	2			1,680	5.1
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1	4,251	920			5,172	15.5
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,606</b>	<b>11,654</b>	<b>4,987</b>			<b>33,247</b>	<b>100.0</b>
<b>*See Paragraph 11 PERCENT</b>	<b>49.9</b>	<b>35.1</b>	<b>15.0</b>			<b>100.0</b>	

**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 _____			28,012	84.3
Individuals by name only _____			3,192	9.6
Titles or functions only _____			1,937	5.8
Company names only _____			98	0.3
Multi-Copy Same Addressee copies _____			8	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>33,247</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	87		400-427 Kentucky _____	260	
030-038 New Hampshire _____	148		370-385 Tennessee _____	470	
050-059 Vermont _____	50		350-369 Alabama _____	300	
010-027 Massachusetts _____	604		386-397 Mississippi _____	121	
028-029 Rhode Island _____	97		<b>EAST SO. CENTRAL</b>	<b>1,151</b>	<b>3.5</b>
060-069 Connecticut _____	420		716-729 Arkansas _____	113	
<b>NEW ENGLAND</b>	<b>1,406</b>	<b>4.2</b>	700-714 Louisiana _____	174	
100-149 New York _____	1,793		730-749 Oklahoma _____	175	
070-089 New Jersey _____	1,238		750-799 Texas _____	1,330	
150-196 Pennsylvania _____	1,818		<b>WEST SO. CENTRAL</b>	<b>1,792</b>	<b>5.4</b>
<b>MIDDLE ATLANTIC</b>	<b>4,849</b>	<b>14.6</b>	590-599 Montana _____	89	
430-459 Ohio _____	856		832-838 Idaho _____	92	
460-479 Indiana _____	507		820-831 Wyoming _____	32	
600-629 Illinois _____	1,302		800-816 Colorado _____	539	
480-499 Michigan _____	680		870-884 New Mexico _____	117	
530-549 Wisconsin _____	515		850-865 Arizona _____	529	
<b>EAST NO. CENTRAL</b>	<b>3,860</b>	<b>11.6</b>	840-847 Utah _____	124	
550-567 Minnesota _____	568		889-898 Nevada _____	185	
500-528 Iowa _____	267		<b>MOUNTAIN</b>	<b>1,707</b>	<b>5.1</b>
630-658 Missouri _____	409		995-999 Alaska _____	16	
580-588 North Dakota _____	59		980-994 Washington _____	422	
570-577 South Dakota _____	47		970-979 Oregon _____	268	
680-693 Nebraska _____	183		900-961 California _____	6,509	
660-679 Kansas _____	202		967-968 Hawaii _____	50	
<b>WEST NO. CENTRAL</b>	<b>1,735</b>	<b>5.2</b>	<b>PACIFIC</b>	<b>7,265</b>	<b>21.9</b>
197-199 Delaware _____	161		<b>UNITED STATES</b>	<b>32,734</b>	<b>98.5</b>
206-219 Maryland _____	1,059		969 & 004-009 U.S. Territories _____	36	
200-205 Washington, DC _____	153		Canada _____	353	
220-246 Virginia _____	1,274		Mexico _____	-	
247-268 West Virginia _____	77		Other International _____	122	
270-289 North Carolina _____	1,585		AP0/FPO _____	2	
290-299 South Carolina _____	615		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,247</b>	<b>100.0</b>
300-319 Georgia _____	1,091				
320-349 Florida _____	2,954				
<b>SOUTH ATLANTIC</b>	<b>8,969</b>	<b>27.0</b>			

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
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	26,797	28,128	29,125	27,594	31,998
Qualified Non-Paid Total	22,757	24,443	25,694	25,321	29,905
Qualified Paid Total	4,040	3,685	3,431	2,273	2,093
Subscription	-	-	-	-	-
Sponsored	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$32.85	\$30.38	\$29.71	\$30.45	\$36.00

\*NOTE: 2008 data is unaudited.  
 \*\*NC = None Claimed.

10. PAID CIRCULATION DATA	
\$36.00	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**

**PARAGRAPH 3b:**

Association rosters and directories include 4 sources of circulation for quantities of 1 copy or -% to 1,677 copies or 5.0%. Other sources include 2 sources of circulation for quantities of 1 copy or -% to 4,251 copies or 12.8%, including zin116.

**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.	Date signed	July 16, 2008
Grace McNamara, President	State	Minnesota
Brenda Johnson, Circulation Manager	County	Ramsey
(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 16, 2008
<b>IMPORTANT NOTE:</b>	Type	PD
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	W023P0J8