

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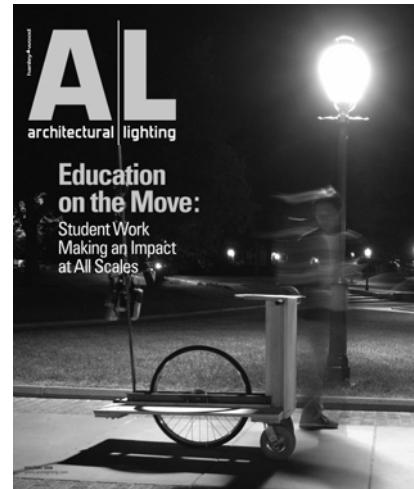
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters,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

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Hanley Wood, LLC
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Washington, DC 20005
Tel.: 202-452-0800
Fax: 202-785-1974
www.archlighting.com

Official Publication of: None
Established: 1986
Issues Per Year: 7



FIELD SERVED

ARCHITECTURAL LIGHTING serves professionals in the lighting community including lighting design, architectural engineering, architecture, landscape architecture, engineering, interior design, general contracting, construction management, electrical contracting, energy service, corporations, government, institutions, utilities, lighting manufacturing, distribution, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include lighting designers, architects, landscape architects, interior designers, electrical engineers, project managers, facility managers, energy managers, corporate executives and other titled and non-titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	457
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	133
Digital _____	-
All Other _____	1,266
TOTAL	1,856

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,010	100.0	30,010	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,010	100.0	30,010	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	108	108			30,010						
September/ October _____	439	439			30,010	November/ December _____	529	529			30,010
						TOTAL	1,076	1,076			

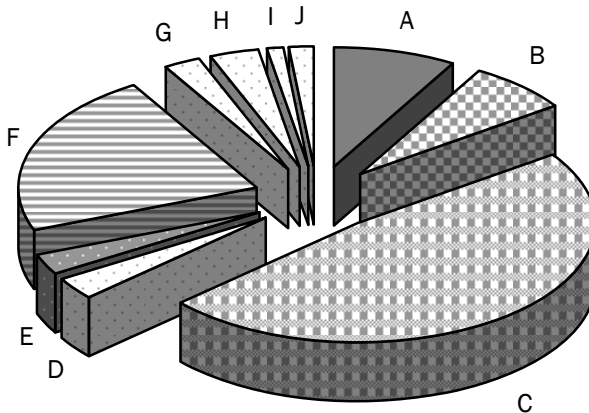
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Lighting Design _____	2,517	8.4
Architectural Engineering _____	2,070	6.9
Architecture _____	14,407	48.0
Landscape Architecture _____	868	2.9
Engineering _____	866	2.9
Interior Design _____	6,639	22.1
Lighting Manufacturer/Distributor _____	794	2.7
General Contractor/Construction Management, Electrical Contractor _____	996	3.3
Energy Service Company, Corporation/ Institution/Government/Utility _____	345	1.1
Other allied to the field _____	508	1.7
TOTAL QUALIFIED CIRCULATION	30,010	100.0
PERCENT	100.0	

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Lighting Design _____	2,517	8.4
B Architectural Engineering _____	2,070	6.9
C Architecture _____	14,407	48.0
D Landscape Architecture _____	868	2.9
E Engineering _____	866	2.9
F Interior Design _____	6,639	22.1
G Lighting Manufacturer/Distributor _____	794	2.6
H General Contractor/Construction Management, Electrical Contractor _____	996	3.3
I Energy Service Company, Corporation/ Institution/Government/Utility _____	345	1.1
J Other allied to the field _____	508	1.7
TOTAL	30,010	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	25,752	4,090	-			29,842	99.4
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	168	-	-			168	0.6
*Association rosters and directories _____	168	-	-			168	0.6
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	25,920	4,090	-			30,010	100.0
PERCENT	86.4	13.6	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			29,921	99.7
Individuals by name only _____			-	-
Titles or functions only _____			89	0.3
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			30,010	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		124		400-427 Kentucky _____		222	
030-038 New Hampshire _____		141		370-385 Tennessee _____		456	
050-059 Vermont _____		101		350-369 Alabama _____		224	
010-027 Massachusetts _____		962		386-397 Mississippi _____		108	
028-029 Rhode Island _____		128		EAST SO. CENTRAL		1,010	3.4
060-069 Connecticut _____		522		716-729 Arkansas _____		164	
NEW ENGLAND		1,978	6.6	700-714 Louisiana _____		293	
100-149 New York _____		2,527		730-749 Oklahoma _____		291	
070-089 New Jersey _____		920		750-799 Texas _____		1,704	
150-196 Pennsylvania _____		1,237		WEST SO. CENTRAL		2,452	8.2
MIDDLE ATLANTIC		4,684	15.6	590-599 Montana _____		126	
430-459 Ohio _____		1,009		832-838 Idaho _____		135	
460-479 Indiana _____		400		820-831 Wyoming _____		30	
600-629 Illinois _____		1,534		800-816 Colorado _____		802	
480-499 Michigan _____		806		870-884 New Mexico _____		179	
530-549 Wisconsin _____		545		850-865 Arizona _____		627	
EAST NO. CENTRAL		4,294	14.3	840-847 Utah _____		179	
550-567 Minnesota _____		574		889-898 Nevada _____		246	
500-528 Iowa _____		218		MOUNTAIN		2,324	7.7
630-658 Missouri _____		587		995-999 Alaska _____		51	
580-588 North Dakota _____		52		980-994 Washington _____		693	
570-577 South Dakota _____		44		970-979 Oregon _____		383	
680-693 Nebraska _____		230		900-961 California _____		4,293	
660-679 Kansas _____		307		967-968 Hawaii _____		171	
WEST NO. CENTRAL		2,012	6.7	PACIFIC		5,591	18.6
197-199 Delaware _____		76		UNITED STATES		29,891	99.6
206-219 Maryland _____		566		969 & 004-009 U.S. Territories _____		85	
200-205 Washington, DC _____		261		Canada _____		28	
220-246 Virginia _____		714		Mexico _____		-	
247-268 West Virginia _____		51		Other International _____		-	
270-289 North Carolina _____		765		APO/FPO _____		6	
290-299 South Carolina _____		294		TOTAL QUALIFIED CIRCULATION		30,010	100.0
300-319 Georgia _____		847					
320-349 Florida _____		1,972					
SOUTH ATLANTIC		5,546	18.5				

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
	2006	2007	January - June 2008	July - December 2008*	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	25,108	25,085	30,029	30,013	30,010	30,010
Qualified Non-Paid: _	25,000	24,988	29,992	30,013	30,010	30,010
Qualified Paid: _____	108	97	37	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

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

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 168 copies or 0.6%, including the International Association of Lighting Designers.

PARAGRAPH 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Pat Carroll, Group Publisher

Mary Leiphart, Group 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 January 14, 2010

State Washington, DC

County United States

Received by BPA Worldwide January 14, 2010

Type PJ

ID Number A338P0D8