

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
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 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.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



National Apartment Association  
4300 Wilson Blvd. #400  
Arlington, VA 22203  
Tel.: (703) 518-6141  
Fax: (703) 518-6191  
[www.naahq.com](http://www.naahq.com)

Official Publication of: National Apartment Association  
Established: 1977  
Issues Per Year: 12



**FIELD SERVED**

UNIT'S magazine serves the multifamily housing industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified subscribers are members of the National Apartment Association or paid subscribers within the Field Served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	227
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	583
All Other _____	1,911
<b>TOTAL</b>	<b>2,721</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	558	0.8	314	0.5	244	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	65,300	99.2	1,600	2.4	63,700	96.7
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,858</b>	<b>100.0</b>	<b>1,914</b>	<b>2.9</b>	<b>63,944</b>	<b>97.1</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 _____			1,711	65,339	67,050	April _____			1,896	63,691	65,587
February _____			1,759	63,857	65,616	May _____			1,949	63,229	65,178
March _____			1,769	63,952	65,721	June _____			2,403	63,599	66,002
						<b>TOTAL</b>					

\*See Paragraph 11

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>				
<b>This issue is 1.2% or 817 copies below the average of the other 5 issues reported in Paragraph two.</b>				
<b>BUSINESS AND INDUSTRY</b>	<b>TOTAL QUALIFIED</b>	<b>PERCENT OF TOTAL</b>	<b>Qualified Non-Paid</b>	<b>Qualified Paid</b>
Members of the National Apartment Association _____	64,722	99.3	1,731	62,991
Non-Members _____	456	0.7	218	238
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,178</b>	<b>100.0</b>	<b>1,949</b>	<b>63,229</b>
<b>PERCENT</b>	<b>100.0</b>		<b>3.0</b>	<b>97.0</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>456</b>	-	-	<b>218</b>	<b>238</b>	<b>456</b>	<b>0.7</b>
a. Written _____	456	-	-	218	238	456	0.7
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	<b>64,708</b>	<b>2</b>	<b>12</b>	<b>1,731</b>	<b>62,991</b>	<b>64,722</b>	<b>99.3</b>
a. Individual _____	3,883	2	12	1,731	2,166	3,897	6.0
b. Organizational _____	60,825	-	-	-	60,825	60,825	93.3
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Internet and E-Mail _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>65,164</b>	<b>2</b>	<b>12</b>	<b>1,949</b>	<b>63,229</b>	<b>65,178</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>3.0</b>	<b>97.0</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 _____	1,261	8,511	9,772	15.0
Individuals by name only _____	675	45,189	45,864	70.4
Titles or functions only _____	-	9,509	9,509	14.5
Company names only _____	13	20	33	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,949</b>	<b>63,229</b>	<b>65,178</b>	<b>100.0</b>

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

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	-	37	37	
030-038 New Hampshire _____	18	91	109	
050-059 Vermont _____	1	1	2	
010-027 Massachusetts _____	79	684	763	
028-029 Rhode Island _____	1	126	127	
060-069 Connecticut _____	9	196	205	
<b>NEW ENGLAND</b>	<b>108</b>	<b>1,135</b>	<b>1,243</b>	<b>1.9</b>
100-149 New York _____	52	321	373	
070-089 New Jersey _____	42	630	672	
150-196 Pennsylvania _____	71	816	887	
<b>MIDDLE ATLANTIC</b>	<b>165</b>	<b>1,767</b>	<b>1,932</b>	<b>3.0</b>
430-459 Ohio _____	93	1,431	1,524	
460-479 Indiana _____	89	767	856	
600-629 Illinois _____	41	808	849	
480-499 Michigan _____	30	1,020	1,050	
530-549 Wisconsin _____	3	230	233	
<b>EAST NO. CENTRAL</b>	<b>256</b>	<b>4,256</b>	<b>4,512</b>	<b>6.9</b>
550-567 Minnesota _____	-	99	99	
500-528 Iowa _____	9	132	141	
630-658 Missouri _____	16	967	983	
580-588 North Dakota _____	-	249	249	
570-577 South Dakota _____	1	235	236	
680-693 Nebraska _____	1	119	120	
660-679 Kansas _____	17	551	568	
<b>WEST NO. CENTRAL</b>	<b>44</b>	<b>2,352</b>	<b>2,396</b>	<b>3.7</b>
197-199 Delaware _____	4	217	221	
206-219 Maryland _____	48	831	879	
200-205 Washington, DC _____	17	91	108	
220-246 Virginia _____	88	1,246	1,334	
247-268 West Virginia _____	1	3	4	
270-289 North Carolina _____	70	2,398	2,468	
290-299 South Carolina _____	20	708	728	
300-319 Georgia _____	97	2,226	2,323	
320-349 Florida _____	182	3,107	3,289	
<b>SOUTH ATLANTIC</b>	<b>527</b>	<b>10,827</b>	<b>11,354</b>	<b>17.4</b>
400-427 Kentucky _____	31	709	740	
370-385 Tennessee _____	42	1,455	1,497	
350-369 Alabama _____	22	657	679	
386-397 Mississippi _____	2	127	129	
<b>EAST SO. CENTRAL</b>	<b>97</b>	<b>2,948</b>	<b>3,045</b>	<b>4.7</b>
716-729 Arkansas _____	10	261	271	
700-714 Louisiana _____	39	750	789	
730-749 Oklahoma _____	8	663	671	
750-799 Texas _____	250	14,870	15,120	
<b>WEST SO. CENTRAL</b>	<b>307</b>	<b>16,544</b>	<b>16,851</b>	<b>25.9</b>
590-599 Montana _____	-	3	3	
832-838 Idaho _____	1	124	125	
820-831 Wyoming _____	-	3	3	
800-816 Colorado _____	36	2,237	2,273	
870-884 New Mexico _____	5	607	612	
850-865 Arizona _____	53	2,078	2,131	
840-847 Utah _____	9	376	385	
889-898 Nevada _____	23	301	324	
<b>MOUNTAIN</b>	<b>127</b>	<b>5,729</b>	<b>5,856</b>	<b>9.0</b>
995-999 Alaska _____	-	2	2	
980-994 Washington _____	44	566	610	
970-979 Oregon _____	22	547	569	
900-961 California _____	246	16,276	16,522	
967-968 Hawaii _____	5	65	70	
<b>PACIFIC</b>	<b>317</b>	<b>17,456</b>	<b>17,773</b>	<b>27.3</b>
<b>UNITED STATES</b>	<b>1,948</b>	<b>63,014</b>	<b>64,962</b>	<b>99.8</b>
969 & 004-009 U.S. Territories _____	-	-	-	
Canada _____	1	205	206	
Mexico _____	-	-	-	
Other International _____	-	7	7	
APO/FPO _____	-	3	3	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,949</b>	<b>63,229</b>	<b>65,178</b>	<b>100.0</b>

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified	44,962	47,359	62,505	65,548	65,858
Qualified Non-Paid Total _	1,202	1,731	1,598	1,765	1,914
Qualified Paid Total _____	43,760	45,628	60,907	63,783	63,944
Post Expire Copies included in Paid Circulation _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price	***NC	***NC	***NC	***NC	***NC

**\*NOTE: The audited average qualified circulation for January - June 2007 = 64,435. The unaudited average qualified circulation for July - December 2007 = 66,660. Yielding an average qualified circulation of 65,548.**

**\*\*2008 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**

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPHS 5-8:**

Since association dues for this publication are collected through local chapters, qualified paid circulation data are only required to be reported in Paragraphs 1 and 3a of this statement.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 21, 2008
Rene Shonerd, Director of IT	State	VA
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Arlington
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	August 21, 2008
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PJ
	ID Number	U062P0J8