

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



FIELD SERVED

UNITITS 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 _____	320
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	33
Electronic _____	-
All Other _____	2,202
TOTAL	2,555

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	931	1.4	695	1.0	236	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	65,445	98.6	1,609	2.5	63,836	96.1
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	66,376	100.0	2,304	3.5	64,072	96.5

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
January _____			2,191	66,307	68,498	April _____			2,338	66,566	68,904
February _____			2,275	64,887	67,162	May _____			2,284	68,178	70,462
March _____			2,312	65,998	68,310	June _____			2,424	52,498	54,922
						TOTAL					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
This issue is 7.5% or 4,903 copies above the average of the other 5 issues reported in Paragraph two.				
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Members of the National Apartment Association _____	69,544	98.7	1,607	67,937
Non-Members _____	918	1.3	677	241
TOTAL QUALIFIED CIRCULATION	70,462	100.0	2,284	68,178
PERCENT	100.0		3.2	96.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	457	-	-	216	241	457	0.6
a. Written _____	241	-	-	-	241	241	0.3
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	216	-	-	216	-	216	0.3
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	68,844	646	54	1,607	67,937	69,544	98.7
a. Individual _____	2,761	646	54	1,607	1,854	3,461	4.9
b. Organizational _____	66,083	-	-	-	66,083	66,083	93.8
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	461	-	-	461	-	461	0.7
Association rosters and directories _____	461	-	-	461	-	461	0.7
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	69,762	646	54	2,284	68,178	70,462	100.0
PERCENT	99.0	0.9	0.1	3.2	96.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	1,218	10,045	11,263	16.0
Individuals by name only _____	1,054	46,655	47,709	67.7
Titles or functions only _____	-	11,442	11,442	16.2
Company names only _____	12	36	48	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,284	68,178	70,462	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	1	204	205		400-427 Kentucky _____	32	721	753	
030-038 New Hampshire _____	7	44	51		370-385 Tennessee _____	41	1,577	1,618	
050-059 Vermont _____	1	725	726		350-369 Alabama _____	25	660	685	
010-027 Massachusetts _____	130	75	205		386-397 Mississippi _____	24	121	145	
028-029 Rhode Island _____	8	116	124		EAST SO. CENTRAL	122	3,079	3,201	4.5
060-069 Connecticut _____	12	1	13		716-729 Arkansas _____	18	303	321	
NEW ENGLAND	159	1,165	1,324	1.9	700-714 Louisiana _____	52	727	779	
100-149 New York _____	66	265	331		730-749 Oklahoma _____	19	673	692	
070-089 New Jersey _____	50	1,628	1,678		750-799 Texas _____	261	15,978	16,239	
150-196 Pennsylvania _____	80	833	913		WEST SO. CENTRAL	350	17,681	18,031	25.8
MIDDLE ATLANTIC	196	2,726	2,922	4.1	590-599 Montana _____	4	4	8	
430-459 Ohio _____	156	1,417	1,573		832-838 Idaho _____	4	140	144	
460-479 Indiana _____	60	1,547	1,607		820-831 Wyoming _____	1	4	5	
600-629 Illinois _____	61	968	1,029		800-816 Colorado _____	61	2,254	2,315	
480-499 Michigan _____	51	1,054	1,105		870-884 New Mexico _____	9	591	600	
530-549 Wisconsin _____	10	260	270		850-865 Arizona _____	67	2,003	2,070	
EAST NO. CENTRAL	338	5,246	5,584	7.9	840-847 Utah _____	17	2,014	2,031	
550-567 Minnesota _____	2	124	126		889-898 Nevada _____	11	299	310	
500-528 Iowa _____	7	153	160		MOUNTAIN	174	7,309	7,483	10.6
630-658 Missouri _____	45	977	1,022		995-999 Alaska _____	-	3	3	
580-588 North Dakota _____	-	277	277		980-994 Washington _____	52	541	593	
570-577 South Dakota _____	1	248	249		970-979 Oregon _____	24	571	595	
680-693 Nebraska _____	2	146	148		900-961 California _____	177	16,144	16,321	
660-679 Kansas _____	25	560	585		967-968 Hawaii _____	5	51	56	
WEST NO. CENTRAL	82	2,485	2,567	3.6	PACIFIC	258	17,310	17,568	24.9
197-199 Delaware _____	10	194	204		UNITED STATES	2,283	67,964	70,247	99.7
206-219 Maryland _____	66	821	887		969 & 004-009 U.S. Territories _____	-	-	-	
200-205 Washington, DC _____	24	90	114		Canada _____	1	204	205	
220-246 Virginia _____	123	1,259	1,382		Mexico _____	-	-	-	
247-268 West Virginia _____	5	2	7		Other International _____	-	7	7	
270-289 North Carolina _____	91	2,345	2,436		APO/FPO _____	-	3	3	
290-299 South Carolina _____	36	854	890		TOTAL QUALIFIED CIRCULATION	2,284	68,178	70,462	100.0
300-319 Georgia _____	92	2,375	2,467						
320-349 Florida _____	157	3,023	3,180						
SOUTH ATLANTIC	604	10,963	11,567	16.4					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	47,359	62,505	65,548	65,178	66,391	66,376
Qualified Non-Paid: ____	1,731	1,598	1,765	1,949	2,252	2,304
Qualified Paid: _____	45,628	60,907	63,783	63,229	64,139	64,072
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	***

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

*** = See Paragraph 9

8. PAID CIRCULATION DATA

***	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)

9. ADDITIONAL DATA:

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 5 AND 6:

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.

PARAGRAPH 7 AND 8:

The Average Annual Subscription Order Prices are not available and are not reported.

PUBLISHER'S AFFIDAVIT

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

Rene Shonerd, Director of IT

(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 July 31, 2009

State VA

County Arlington

Received by BPA Worldwide July 31, 2009

Type PJ

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