

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



**FIELD SERVED**

UNITS 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 _____	445
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	523
<b>TOTAL</b>	<b>968</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
*Individual _____	490	0.7	262	0.4	228	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	66,329	99.3	1,786	2.7	64,543	96.6
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,819</b>	<b>100.0</b>	<b>2,048</b>	<b>3.1</b>	<b>64,771</b>	<b>96.9</b>

\*See Paragraph 8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	2,071	65,735	67,806
February _____	2,059	64,707	66,766
March _____	2,015	64,718	66,733
April _____	2,053	64,416	66,469
May _____	2,042	64,419	66,461
June _____	2,049	64,630	66,679

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010</b>				
<b>This issue is 0.6% or 430 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 _____	65,972	99.3	1,782	64,190
Non-Members _____	489	0.7	260	229
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,461</b>	<b>100.0</b>	<b>2,042</b>	<b>64,419</b>
<b>PERCENT</b>	<b>100.0</b>		<b>3.1</b>	<b>96.9</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct Request: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	<b>66,461</b>	-	-	<b>2,042</b>	<b>64,419</b>	<b>66,461</b>	<b>100.0</b>
a. Individual _____	489	-	-	260	229	489	0.7
b. Organizational _____	65,972	-	-	1,782	64,190	65,972	99.3
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,461</b>	-	-	<b>2,042</b>	<b>64,419</b>	<b>66,461</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>3.1</b>	<b>96.9</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	1,005	9,568	10,573	15.9
Individuals by name only _____	1,021	45,170	46,191	69.5
Titles or functions only _____	-	9,654	9,654	14.5
Company names only _____	16	27	43	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,042</b>	<b>64,419</b>	<b>66,461</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010									
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	68	69		400-427 Kentucky _____	30	777	807	
030-038 New Hampshire _____	9	69	78		370-385 Tennessee _____	15	1,613	1,628	
050-059 Vermont _____	1	1	2		350-369 Alabama _____	25	680	705	
010-027 Massachusetts _____	147	730	877		386-397 Mississippi _____	28	122	150	
028-029 Rhode Island _____	10	106	116		<b>EAST SO. CENTRAL</b>	<b>98</b>	<b>3,192</b>	<b>3,290</b>	<b>5.0</b>
060-069 Connecticut _____	12	182	194		716-729 Arkansas _____	13	299	312	
<b>NEW ENGLAND</b>	<b>180</b>	<b>1,156</b>	<b>1,336</b>	<b>2.0</b>	700-714 Louisiana _____	44	785	829	
100-149 New York _____	32	244	276		730-749 Oklahoma _____	37	734	771	
070-089 New Jersey _____	91	1,287	1,378		750-799 Texas _____	212	14,559	14,771	
150-196 Pennsylvania _____	94	845	939		<b>WEST SO. CENTRAL</b>	<b>306</b>	<b>16,377</b>	<b>16,683</b>	<b>25.1</b>
<b>MIDDLE ATLANTIC</b>	<b>217</b>	<b>2,376</b>	<b>2,593</b>	<b>3.9</b>	590-599 Montana _____	3	6	9	
430-459 Ohio _____	81	1,343	1,424		832-838 Idaho _____	4	146	150	
460-479 Indiana _____	82	1,588	1,670		820-831 Wyoming _____	1	6	7	
600-629 Illinois _____	61	918	979		800-816 Colorado _____	21	2,041	2,062	
480-499 Michigan _____	74	1,094	1,168		870-884 New Mexico _____	14	550	564	
530-549 Wisconsin _____	11	237	248		850-865 Arizona _____	26	1,989	2,015	
<b>EAST NO. CENTRAL</b>	<b>309</b>	<b>5,180</b>	<b>5,489</b>	<b>8.3</b>	840-847 Utah _____	23	1,928	1,951	
550-567 Minnesota _____	4	129	133		889-898 Nevada _____	13	325	338	
500-528 Iowa _____	8	176	184		<b>MOUNTAIN</b>	<b>105</b>	<b>6,991</b>	<b>7,096</b>	<b>10.7</b>
630-658 Missouri _____	55	1,014	1,069		995-999 Alaska _____	21	4	25	
580-588 North Dakota _____	-	290	290		980-994 Washington _____	48	599	647	
570-577 South Dakota _____	1	242	243		970-979 Oregon _____	24	106	130	
680-693 Nebraska _____	2	155	157		900-961 California _____	201	14,976	15,177	
660-679 Kansas _____	19	572	591		967-968 Hawaii _____	11	36	47	
<b>WEST NO. CENTRAL</b>	<b>89</b>	<b>2,578</b>	<b>2,667</b>	<b>4.0</b>	<b>PACIFIC</b>	<b>305</b>	<b>15,721</b>	<b>16,026</b>	<b>24.1</b>
197-199 Delaware _____	12	195	207		<b>UNITED STATES</b>	<b>2,035</b>	<b>64,210</b>	<b>66,245</b>	<b>99.7</b>
206-219 Maryland _____	45	775	820		969 & 004-009 U.S. Territories _____	-	-	-	
200-205 Washington, DC _____	17	78	95		Canada _____	3	201	204	
220-246 Virginia _____	5	1,287	1,292		Mexico _____	-	-	-	
247-268 West Virginia _____	5	1	6		Other International _____	4	4	8	
270-289 North Carolina _____	75	2,365	2,440		APO/FPO _____	-	4	4	
290-299 South Carolina _____	38	819	857		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,042</b>	<b>64,419</b>	<b>66,461</b>	<b>100.0</b>
300-319 Georgia _____	74	2,403	2,477						
320-349 Florida _____	155	2,716	2,871						
<b>SOUTH ATLANTIC</b>	<b>426</b>	<b>10,639</b>	<b>11,065</b>	<b>16.6</b>					

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	65,548	65,178	66,391	66,376	58,827	66,819
Qualified Non-Paid: _____	1,765	1,949	2,252	2,304	2,469	2,048
Qualified Paid: _____	63,783	63,229	64,139	64,072	56,358	64,771
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	***	***	***

**\*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.  
 \*\*\* = See Paragraph 8

**8. ADDITIONAL DATA:**

**PARAGRAPH 1:**

Qualified Paid Benefit of Membership subscriptions averaging 64,543 copies were sold to qualified recipients reduced subscription prices. Member's yearly subscription price of \$28.00 is included in the dues and is non-deductible there from.

Non-Members subscription price is \$75.00 annually.

**PARAGRAPH 7:**

The Average Annual Subscription Order Price is not available and therefore is not reported herein.

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	September 13, 2010
Michael Jones, Director of IT	State	Virginia
Paul Bergeron, Director of Communications	County	Arlington
(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	September 13, 2010
<b>IMPORTANT NOTE:</b>	Type	PJ
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	U062POJO