

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

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 for the latest audit reports, membership information and publishing and advertising industry news.

AREA DEVELOPMENT

Halcyon Business Publications Inc.
400 Post Ave.
Westbury, NY 11590
Tel.: (516) 338-0900
Fax: (516) 338-0100
www.area-development.com

Official Publication of: None
Established: 1965
Issues Per Year: 7, including an annual Fall Directory published in November.

FIELD SERVED

AREA DEVELOPMENT serves the field of site selection, facility planning and new plant expansion for those firms in the manu-facturing and business service industries and site management consultants companies as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are CEOs, presidents, CFOs, vice presidents, COO's, other corporate officers including VP Human Resources and H.R. Mgrs, corporate real estate executives, CoreNet members, other corporate managers, directors and other management personnel among manufacturing and service sector companies. Other qualified recipients include site selection consultants, management consultants, consulting engineers, industrial realtors , real estate brokers and real estate developers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	3,500
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,470
TOTAL	4,970

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,080	100.0	42,080	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,080	100.0	42,080	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008/2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August/September ____	226	100			43,534	November _____	-	38			43,426
October _____	25,414	19,429			43,388	December/January _____	7,497	7,919			43,810
						TOTAL	33,137	27,486			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008/JANUARY 2009

This issue is 0.8% or 361 copies above the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Chairman, President, Partner, CEO, COO, or Owner (A)	Vice President, Treasurer, Controller, Secretary or Other Corporate Officer (B)	CoreNet Member, Real Estate Mgr./Dir., Facil. Mgr./Dir., V.P. Real Estate (See Note 1) (C)	VP. Human Resources, Mgr. Human Resources, Corporate Managers (See Note 2) (D)	Architects, Engineers & Consultants (E)	Other Titled and Non-Titled Personnel (F) & (G)
Food and Kindred Products 20 _____	2,994	6.8	1,270	1,490	69	46	16	103
Tobacco Manufacturers 21 _____	44	0.1	18	21	2	1	1	1
Textile Mill Products 22 _____	659	1.5	271	315	21	15	6	31
Apparel and Other Finished Products 23 _____	707	1.6	381	275	21	6	2	22
Lumber and wood products 24 _____	1,295	3.0	664	537	24	21	5	44
Furniture and Fixtures 25 _____	836	1.9	388	372	25	17	4	30
Paper and Allied Products 26 _____	1,149	2.6	480	574	22	23	5	45
Printing, Publishing and Allied Industries 27 _____	2,462	5.6	1,271	984	68	39	8	92
Chemical and Allied Products 28 _____	1,578	3.6	741	728	38	19	10	42
Drugs and Pharmaceuticals (See Note 1) 283 _____	704	1.6	286	378	22	6	1	11
Petroleum Refining and Related Industries 29 _____	357	0.8	158	162	9	7	8	13
Rubber and miscellaneous plastic products 30 _____	437	1.0	213	164	24	14	-	22
Plastics (See Note 1) 308 _____	1,502	3.4	686	703	22	38	10	43
Leather and Leather Products 31 _____	108	0.2	61	40	1	1	1	4
Stone, Clay, Glass & Concrete Products 32 _____	923	2.1	448	394	21	22	3	35
Primary Metal Industries 33 _____	1,456	3.3	630	718	30	35	12	31
Fabricated Metal Including ordinance & Accessories 34 _____	3,295	7.5	1,594	1,480	74	49	20	78
Machinery, Except Electrical 35 _____	3,150	7.2	1,499	1,484	42	49	9	67
Electronics (See Note 1) 357+366+367 _____	1,815	4.1	810	888	51	18	5	43
Electrical Machinery & Electronics Equipment 36 _____	1,214	2.8	508	613	30	13	6	44
Transportation Equipment 37 _____	511	1.2	233	235	13	11	4	15
Automotive (See Note 1) 371 _____	1,031	2.4	401	541	19	19	5	46
Aerospace (See Note 1) 372+376 _____	394	0.9	163	186	20	10	15	-
Professional Scientific and Controlling Instruments 38 _____	1,719	3.9	719	903	39	16	4	38
Medical Inst./Supplies (See Note 1) 384 _____	44	0.1	23	20	-	-	-	1
Other Manufacturing Industries 39 _____	1,396	3.2	694	523	64	27	15	73
Sub-Total: Manufacturing	31,780	72.5	14,610	14,728	771	522	175	974
Motor Freight Transportation & warehouses 42 _____	152	0.3	64	35	27	9	3	14
Wholesalers and Distributors 50+51 _____	7,692	17.6	4,244	2,823	201	207	40	177
*Sub-Total: Transportation Distributors & Warehouses	7,844	17.9	4,308	2,858	228	216	43	191
Corenet Corporate Member co _____	264	0.6	-	-	264	-	-	-
Site Consultants, Consulting Engineers, Management Consultants, Architectural Consultants (See Note 1) ss+87 _____	522	1.2	241	68	84	16	53	60
Sub-Total: CoreNet & Consultants	786	1.8	241	68	348	16	53	60
Retail Trade 59 _____	120	0.3	48	40	14	8	3	7
Financial Institutions (see Note 1) 60+67 _____	448	1.0	188	176	46	13	6	19
Insurance Carriers (See Note 1) 63 _____	191	0.4	53	80	30	15	3	10
Data Processing, custom computing, Software Dev., Systems Software, Computer related svcs 73+737 _____	429	1.0	213	140	36	19	5	16
Business Services (See Note 1) BS _____	177	0.4	64	42	26	9	8	28
Communications 48+TL _____	55	0.1	18	13	16	1	4	3
Other Service Industries, including Health Services, Legal Services, Engineering Firms 70+80+81 _____	698	1.6	298	161	81	89	15	54
Sub-Total: Business Services	2,118	4.8	882	652	249	154	44	137
Realtor, Broker, Developer (See Note 1) 65+66 _____	645	1.5	290	109	119	12	12	103
General Contractors, Builder, other Building Service Contractors (See Note 1) 15 _____	232	0.5	90	49	43	11	18	21
Sub-Total: Realty & Contractors	877	2.0	380	158	162	23	30	124
All Others 08+85+88+98+99 _____	405	0.9	187	105	59	14	11	29
Sub-Total: Others	405	0.9	187	105	59	14	11	29
TOTAL QUALIFIED CIRCULATION	43,810	100.0	20,608	18,569	1,817	945	356	1,515
PERCENT	100.0		47.0	42.4	4.1	2.2	0.8	3.5

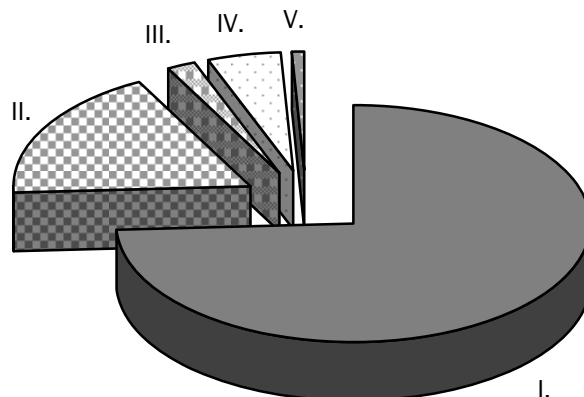
Note 1: Non-Comparable additional category reported at publisher's option.

Note 2: Comparable category sub-divided at publisher's option.

ANALYSIS BY NUMBER OF EMPLOYEES	TOTAL QUALIFIED	PERCENT OF TOTAL
1-19 Employees _____	1,092	2.5
20-49 Employees _____	683	1.6
50-99 Employees _____	9,848	22.5
100-499 Employees _____	23,739	54.2
500-999 Employees _____	4,621	10.5
1,000 or more _____	3,394	7.7
Employee size not available _____	433	1.0
TOTAL QUALIFIED CIRCULATION	43,810	100.0

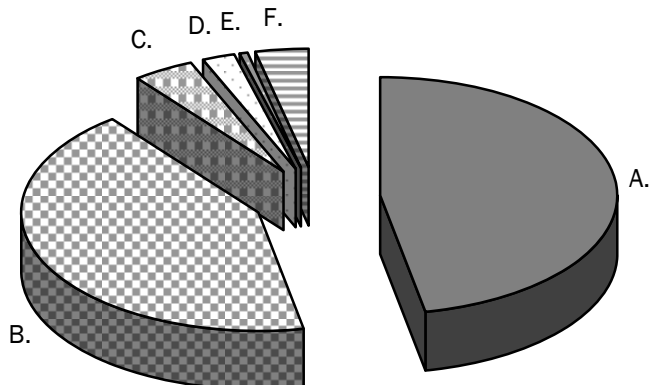
**3a. Breakout of Qualified Circulation by Business/Industry
(Please Refer to Paragraph 3a for Complete Descriptions)**

Business and Industry	Copies	%
I. Manufacturing _____	31,780	72.5
II. Transportation, Distributor & Warehouses _____	7,844	17.9
III. CoreNet Corporate Member _____	786	1.8
IV. Business Services _____	2,118	4.8
V. Others _____	405	0.9



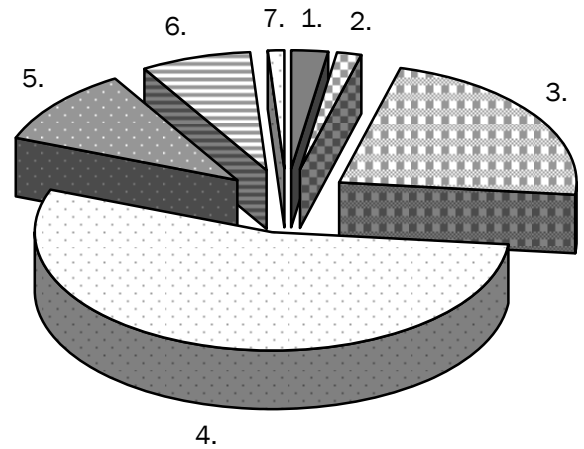
**3a. Breakout of Qualified Circulation by Title
(Please Refer to Paragraph 3a for Complete Descriptions)**

Classification by Title	Copies	%
A. Chairman, President, Partner, CEO, COO, or Owner _____	20,608	47.0
B. Vice President, Treasurer, Controller, Secretary or Other Corporate Officer _	18,569	42.4
C. CoreNet Member, Real Estate Mgr./Dir., Facil. Mgr./Dir., V.P. Real Estate _____	1,817	4.1
D. VP. Human Resources, Mgr. Human Resources, Corporate Managers _____	945	2.2
E. Architects, Engineers & Consultants _	356	0.8
F. Other Titled and Non-Titled Personnel _____	1,515	3.5



**3a. Analysis by Number of Employees
(Please Refer to Paragraph 3a for Complete Descriptions)**

	Number of Employee	Copies	%
1.	1-19 Employees _____	1,092	2.5
2.	20-49 Employees _____	683	1.6
3.	50-99 Employees _____	9,848	22.5
4.	100-499 Employee _____	23,739	54.2
5.	500-999 Employees _____	4,621	10.5
6.	1,000 Employees _____	3,394	7.7
7.	Employee size not available _____	433	1.0



DECEMBER 2008 ANALYSIS CONCERNING NEW FACILITIES DECISION FOR AREA DEVELOPMENT MAGAZINE	PERCENT OF TOTAL
A. FINAL DECISION _____	11,259
B. PRELIMINARY DECISION _____	2,973
C. INFORMATION GATHERING _____	1,768
D. NO ROLE _____	1,150
X. NO INFORMATION RECEIVED _____	26,660
TOTAL	43,810

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008/JANUARY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	15,634	5,663	5,021			26,318	60.1
a. Written _____	726	423	336			1,485	3.4
b. Telecommunication _____	14,531	5,125	4,580			24,236	55.3
c. Electronic _____	377	115	105			597	1.4
II. TOTAL - Request from recipient's company: _____	449	73	-			522	1.2
a. Written _____	-	-	-			-	-
b. Telecommunication _____	449	73	-			522	1.2
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
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): _____	16,970	-	-			16,970	38.7
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	16,937	-	-			16,937	38.6
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	33	-	-			33	0.1
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	33,053	5,736	5,021			43,810	100.0
*See Paragraph 11	PERCENT	75.4	13.1	11.5		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008/JANUARY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			43,786	99.9
Individuals by name only _____			22	0.1
Titles or functions only _____			2	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			43,810	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2008/JANUARY 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 _____			160		400-427 Kentucky _____			579	
030-038 New Hampshire _____			266		370-385 Tennessee _____			990	
050-059 Vermont _____			119		350-369 Alabama _____			689	
010-027 Massachusetts _____			1,251		386-397 Mississippi _____			310	
028-029 Rhode Island _____			170		EAST SO. CENTRAL			2,568	5.9
060-069 Connecticut _____			765		716-729 Arkansas _____			337	
NEW ENGLAND			2,731	6.2	700-714 Louisiana _____			367	
100-149 New York _____			2,610		730-749 Oklahoma _____			380	
070-089 New Jersey _____			1,658		750-799 Texas _____			2,636	
150-196 Pennsylvania _____			2,462		WEST SO. CENTRAL			3,720	8.5
MIDDLE ATLANTIC			6,730	15.4	590-599 Montana _____			60	
430-459 Ohio _____			2,396		832-838 Idaho _____			171	
460-479 Indiana _____			1,231		820-831 Wyoming _____			35	
600-629 Illinois _____			2,583		800-816 Colorado _____			406	
480-499 Michigan _____			1,830		870-884 New Mexico _____			105	
530-549 Wisconsin _____			1,592		850-865 Arizona _____			473	
EAST NO. CENTRAL			9,632	22.0	840-847 Utah _____			374	
550-567 Minnesota _____			1,221		889-898 Nevada _____			175	
500-528 Iowa _____			649		MOUNTAIN			1,799	4.1
630-658 Missouri _____			1,040		995-999 Alaska _____			14	
580-588 North Dakota _____			128		980-994 Washington _____			692	
570-577 South Dakota _____			135		970-979 Oregon _____			508	
680-693 Nebraska _____			310		900-961 California _____			4,567	
660-679 Kansas _____			471		967-968 Hawaii _____			61	
WEST NO. CENTRAL			3,954	9.0	PACIFIC			5,842	13.3
197-199 Delaware _____			80		UNITED STATES			43,546	99.4
206-219 Maryland _____			531		969 & 004-009 U.S. Territories _____			51	
200-205 Washington, DC _____			69		Canada _____			48	
220-246 Virginia _____			894		Mexico _____			16	
247-268 West Virginia _____			144		Other International _____			149	
270-289 North Carolina _____			1,397		APO/FPO _____			-	
290-299 South Carolina _____			591		TOTAL QUALIFIED CIRCULATION			43,810	100.0
300-319 Georgia _____			1,251						
320-349 Florida _____			1,613						
SOUTH ATLANTIC			6,570	15.0					

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified	43,825	44,048	43,586	43,992	42,080
Qualified Non-Paid Total	43,825	44,048	43,586	43,992	42,080
Qualified Paid Total	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

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

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 16,937 copies or 38.6%, including Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 33 copies or 0.1%.

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	February 13, 2009
Dennis Shea, Publisher	State	New York
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Nassau
IMPORTANT NOTE:	Received by BPA Worldwide	February 13, 2009
This unaudited circulation statement has been checked against the previous audit report.	Type	PD
It will be included in the annual audit made by BPA Worldwide.	ID Number	A093P0D8