



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**

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: None
Established: 2000
Issues Per Year: 8

FIELD SERVED

STORMWATER serves the surface water quality industry including Municipal Governments, County Governments, Special Districts/Authorities, State Governments, Federal Governments, Other Government Agencies, Engineering/Design/Consulting, Contracting/Construction, Dealers/Representatives/Distributors/Sales, Associations/Societies/Libraries/Educational Institutions, and others allied to the field

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owners/Presidents/Vice Presidents/Elected Officials, Managers/Foremen/Supervisors/Inspectors,Directors/Chiefs/Superintendents,Engineers/Technicians/Specialists/Designers, Program Managers/Coordinators/Project Managers/Planners, and other titled & non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	34
Advertiser and Agency _____	332
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	839
All Other _____	523
TOTAL	1,728

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,164	100.0	26,164	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,164	100.0	26,164	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 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
Buyers Guide _____	188	646			26,100	October _____	750	749			26,099
July/ August _____	90	412			26,422	November/ December _____	900	901			26,100
September _____	1,154	832			26,100	TOTAL	3,082	3,540			

STORMWATER MAGAZINE / December 2008

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/ DECEMBER 2008**This issue is 0.3% or 80 copies below the average of the other 4 issues reported in Paragraph two.**

BUSINESS CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/ President/ VP/ Elected Official	Manager/ Foreman/ Supervisor/ Inspector	Director/ Chief/ Superintendent	Engineer/ Technician/ Specialist/ Designer	Program Manager/ Coordinator/ Project Manager/ Planner	Other
Municipal Government _____	3,125	12.0	326	955	390	855	465	134
County Government _____	1,765	6.8	115	492	246	520	324	68
Special District/Authority _____	527	2.0	60	150	57	143	98	19
State Government _____	1,726	6.6	66	365	94	761	368	72
Federal Government _____	795	3.1	45	118	33	358	201	40
Other Government Agency _____	272	1.0	26	47	24	94	65	16
Engineering/Design/Consulting _____	10,600	40.6	4,164	1,273	275	3,607	1,135	146
Contracting/Construction _____	3,318	12.7	1,988	656	129	220	276	49
Dealer/Representative/Distributor/Sales _____	1,364	5.2	667	345	27	137	78	110
Association/Society/Library/Educational Institution _____	735	2.8	125	96	98	150	163	103
Others allied to the field _____	1,873	7.2	885	364	64	180	149	231
TOTAL QUALIFIED CIRCULATION	26,100	100.0	8,467	4,861	1,437	7,025	3,322	988

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/ DECEMBER 2008							
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: _____	23,498	2,602	-			26,100	100.0
a. Written _____	721	168	-			889	3.4
b. Telecommunication _____	8,299	1,116	-			9,415	36.1
c. Electronic _____	14,478	1,318	-			15,796	60.5
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
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): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	23,498	2,602	-			26,100	100.0
PERCENT	90.0	10.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/ DECEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			26,094	100.0
Individuals by name only _____			3	-
Titles or functions only _____			3	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			26,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/ DECEMBER 2008									
State & Zip Code			Total Qualified	Percent	State & Zip Code			Total Qualified	Percent
039-049 Maine _____			133		400-427 Kentucky _____			272	
030-038 New Hampshire _____			164		370-385 Tennessee _____			558	
050-059 Vermont _____			109		350-369 Alabama _____			308	
010-027 Massachusetts _____			563		386-397 Mississippi _____			151	
028-029 Rhode Island _____			87		EAST SO. CENTRAL			1,289	4.9
060-069 Connecticut _____			307		716-729 Arkansas _____			203	
NEW ENGLAND			1,363	5.2	700-714 Louisiana _____			180	
100-149 New York _____			974		730-749 Oklahoma _____			192	
070-089 New Jersey _____			619		750-799 Texas _____			1,735	
150-196 Pennsylvania _____			1,071		WEST SO. CENTRAL			2,310	8.9
MIDDLE ATLANTIC			2,664	10.2	590-599 Montana _____			144	
430-459 Ohio _____			907		832-838 Idaho _____			269	
460-479 Indiana _____			540		820-831 Wyoming _____			75	
600-629 Illinois _____			717		800-816 Colorado _____			874	
480-499 Michigan _____			592		870-884 New Mexico _____			218	
530-549 Wisconsin _____			598		850-865 Arizona _____			523	
EAST NO. CENTRAL			3,354	12.8	840-847 Utah _____			224	
550-567 Minnesota _____			497		889-898 Nevada _____			148	
500-528 Iowa _____			315		MOUNTAIN			2,475	9.5
630-658 Missouri _____			576		995-999 Alaska _____			80	
580-588 North Dakota _____			84		980-994 Washington _____			845	
570-577 South Dakota _____			74		970-979 Oregon _____			427	
680-693 Nebraska _____			186		900-961 California _____			3,066	
660-679 Kansas _____			272		967-968 Hawaii _____			93	
WEST NO. CENTRAL			2,004	7.7	PACIFIC			4,511	17.3
197-199 Delaware _____			114		UNITED STATES			25,562	97.9
206-219 Maryland _____			524		969 & 004-009 U.S. Territories _____			97	
200-205 Washington, DC _____			66		Canada _____			404	
220-246 Virginia _____			829		Mexico _____			-	
247-268 West Virginia _____			106		Other International _____			31	
270-289 North Carolina _____			1,010		APO/FPO _____			6	
290-299 South Carolina _____			430		TOTAL QUALIFIED CIRCULATION			26,100	100.0
300-319 Georgia _____			1,002						
320-349 Florida _____			1,511						
SOUTH ATLANTIC			5,592	21.4					

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified: _____	22,617	26,248	25,747	26,164
Qualified Non-Paid: _____	22,617	26,248	25,747	26,164
Qualified Paid: _____	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC

***NOTE: July-December 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)
8	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

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.

Dan Waldman, Publisher

Robert Jones, 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 22, 2009

State California

County Santa Barbara

Received by BPA Worldwide January 22, 2009

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