

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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# PLSN

PROJECTION LIGHTS & STAGING NEWS

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Tel. No.: (702) 932-5585  
Fax No.: (702) 932-5584  
[www.plsn.com](http://www.plsn.com)

Official Publication of: None  
Established: 1999  
Issues Per Year: 12



**FIELD SERVED**

PROJECTION, LIGHTS & STAGING NEWS serves the visual presentation industry which includes lighting, staging, production services, facility management, special effects and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are presidents, owners, independents, employees, managers, and other titled and non-titled personnel as described in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	315
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	133
Digital _____	-
All Other _____	94
<b>TOTAL</b>	<b>542</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,112	100.0	20,112	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,112</b>	<b>100.0</b>	<b>20,112</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	15,257	4,743	20,000
August _____	15,220	4,780	20,000
September _____	15,176	4,824	20,000
October _____	15,261	4,893	20,154
November _____	15,277	4,907	20,184
December _____	15,372	4,963	20,335

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011</b>				
<b>This issue is 0.4% or 86 copies above the average of the other 5 issues reported in Paragraph two.</b>				
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
<b>LIGHTING</b>				
Lighting Designer _____	3,866	19.1	2,994	872
Lighting Programmer, Lighting Operator _____	877	4.3	617	260
Lighting Technician, Lighting Crew _____	1,647	8.2	1,247	400
Lighting Consultant _____	458	2.3	332	126
Lighting Manufacturer, Lighting Manufacturing Representative _____	548	2.7	394	154
Lighting Sales/Rental _____	963	4.8	686	277
<b>STAGING</b>				
Staging Designer, Scenic Designer _____	730	3.6	562	168
Set/Stage Technician, Electrician, Carpenter, Rigger, Gaffer _____	710	3.5	540	170
Staging Manufacturer, Staging Manufacturing Representative _____	174	0.9	140	34
Staging Sales/Rental _____	325	1.6	251	74
<b>PRODUCTION SERVICES</b>				
Technical Director, Production Manager, Tour Manager, Road Manager and Stage Manager _____	4,905	24.3	3,862	1,043
Production Crew, Site Coordinator _____	829	4.1	633	196
Producer, Promoter, Personal Manager _____	745	3.7	578	167
<b>FACILITY MANAGEMENT</b>				
Facility Management _____	1,236	6.1	976	260
<b>SPECIAL EFFECTS</b>				
Lasers, Pyrotechnics, Inflatables _____	211	1.0	159	52
Video Director, Video Crew, Large Screen Projection _____	334	1.7	223	111
<b>Others allied to the field</b> _____	1,626	8.1	1,083	543
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,184</b>	<b>100.0</b>	<b>15,277</b>	<b>4,907</b>
<b>PERCENT</b>	<b>100.0</b>		<b>75.7</b>	<b>24.3</b>

<b>3a. ADDITIONAL ANALYSIS OF THE NOVEMBER 2011 ISSUE</b>				
Classification by Title	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
President/Owner _____	6,329	31.3	4,969	1,360
Manager _____	3,606	17.9	2,676	930
Employee _____	4,801	23.8	3,643	1,158
Independent _____	3,011	14.9	2,074	937
Other Title _____	2,437	12.1	1,915	522
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,184</b>	<b>100.0</b>	<b>15,277</b>	<b>4,907</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,253	4,385	2,546	15,277	4,907	20,184	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
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. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,253</b>	<b>4,385</b>	<b>2,546</b>	<b>15,277</b>	<b>4,907</b>	<b>20,184</b>	<b>100.0</b>
<b>PERCENT</b>	<b>65.7</b>	<b>21.7</b>	<b>12.6</b>	<b>75.7</b>	<b>24.3</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	15,277	4,907	20,184	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,277</b>	<b>4,907</b>	<b>20,184</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	29	7	36	
New Hampshire	49	4	53	
Vermont	28	7	35	
Massachusetts	315	69	384	
Rhode Island	68	10	78	
Connecticut	203	48	251	
<b>NEW ENGLAND</b>	<b>692</b>	<b>145</b>	<b>837</b>	<b>4.1</b>
New York	1,053	199	1,252	
New Jersey	427	90	517	
Pennsylvania	554	110	664	
<b>MIDDLE ATLANTIC</b>	<b>2,034</b>	<b>399</b>	<b>2,433</b>	<b>12.1</b>
Ohio	529	80	609	
Indiana	313	49	362	
Illinois	643	123	766	
Michigan	410	72	482	
Wisconsin	273	44	317	
<b>EAST NO. CENTRAL</b>	<b>2,168</b>	<b>368</b>	<b>2,536</b>	<b>12.6</b>
Minnesota	254	47	301	
Iowa	115	26	141	
Missouri	322	57	379	
North Dakota	28	6	34	
South Dakota	32	13	45	
Nebraska	78	6	84	
Kansas	110	24	134	
<b>WEST NO. CENTRAL</b>	<b>939</b>	<b>179</b>	<b>1,118</b>	<b>5.5</b>
Delaware	40	5	45	
Maryland	265	53	318	
Washington, DC	46	7	53	
Virginia	288	64	352	
West Virginia	40	7	47	
North Carolina	346	52	398	
South Carolina	145	20	165	
Georgia	436	87	523	
Florida	1,470	214	1,684	
<b>SOUTH ATLANTIC</b>	<b>3,076</b>	<b>509</b>	<b>3,585</b>	<b>17.8</b>

  

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky	143	22	165	
Tennessee	442	63	505	
Alabama	127	22	149	
Mississippi	55	7	62	
<b>EAST SO. CENTRAL</b>	<b>767</b>	<b>114</b>	<b>881</b>	<b>4.4</b>
Arkansas	76	6	82	
Louisiana	153	15	168	
Oklahoma	139	27	166	
Texas	1,026	191	1,217	
<b>WEST SO. CENTRAL</b>	<b>1,394</b>	<b>239</b>	<b>1,633</b>	<b>8.1</b>
Montana	32	9	41	
Idaho	43	6	49	
Wyoming	16	1	17	
Colorado	247	52	299	
New Mexico	63	14	77	
Arizona	327	58	385	
Utah	111	27	138	
Nevada	344	91	435	
<b>MOUNTAIN</b>	<b>1,183</b>	<b>258</b>	<b>1,441</b>	<b>7.1</b>
Alaska	14	1	15	
Washington	217	54	271	
Oregon	157	26	183	
California	2,089	448	2,537	
Hawaii	54	20	74	
<b>PACIFIC</b>	<b>2,531</b>	<b>549</b>	<b>3,080</b>	<b>15.2</b>
<b>UNITED STATES</b>	<b>14,784</b>	<b>2,760</b>	<b>17,544</b>	<b>86.9</b>
U.S. Territories	58	21	79	
Canada	415	577	992	
Mexico	12	78	90	
Other International	2	1,471	1,473	
APO/FPO	6	-	6	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,277</b>	<b>4,907</b>	<b>20,184</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA	1	196	197	1.0
MIDDLE EAST	-	67	67	0.3
EUROPE	1	844	845	4.2
AFRICA	-	65	65	0.3
<b>NORTH AMERICA</b>				
Canada	415	577	992	
United States	14,848	2,781	17,629	
Mexico	12	78	90	
Subtotal	15,275	3,436	18,711	92.7

  

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>CARIBBEAN</b>	-	16	16	0.1
<b>CENTRAL AMERICA</b>	-	5	5	-
<b>SOUTH AMERICA</b>	-	87	87	0.4
<b>ASIA PACIFIC</b>	-	191	191	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,277</b>	<b>4,907</b>	<b>20,184</b>	<b>100.0</b>

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified	21,253	21,541	20,497	20,450	20,125	20,112
Qualified Non-Paid Total	21,253	21,541	20,497	20,450	20,125	20,112
Print Version Only	18,200	17,939	16,633	16,372	15,794	15,260
Digital Version Only	3,053	3,602	3,864	4,078	4,331	4,852
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,260	100.0	15,260	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,260</b>	<b>100.0</b>	<b>15,260</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,852	100.0	4,852	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,852</b>	<b>100.0</b>	<b>4,852</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 13, 2012
Terry Lowe, Publisher	State	Nevada
William Vanyo, General Manager	County	Las Vegas
(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	January 13, 2012
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	P432Y0D1
It will be included in the annual audit made by BPA Worldwide.		