

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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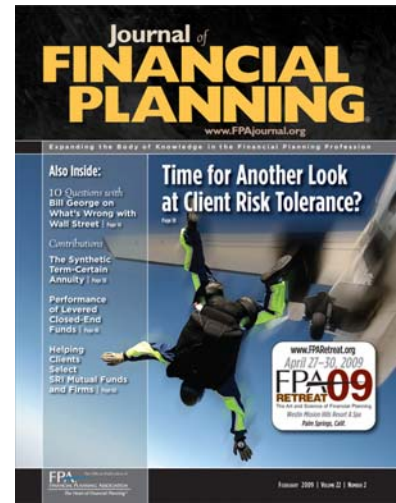
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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**FIELD SERVED**

The JOURNAL OF FINANCIAL PLANNING serves the field of financial planning.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Certified Financial Planner (CFP) licensees, members of the Financial Planning Association and other financial service professionals.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	550
Advertiser and Agency _____	514
Rotated or Occasional _____	825
Allocated for Trade Shows and Conventions _____	246
Electronic _____	-
All Other _____	713
<b>TOTAL</b>	<b>2,848</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,271	48.4	24,271	48.4	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	25,922	51.6	-	-	25,922	51.6
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,193</b>	<b>100.0</b>	<b>24,271</b>	<b>48.4</b>	<b>25,922</b>	<b>51.6</b>

\*See Paragraph 9

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 _____	676	832	24,380	26,702	51,082	April _____	1,166	761	24,338	25,882	50,220
February _____	992	604	24,412	26,282	50,694	May _____	1,267	658	24,400	25,211	49,611
March _____	945	876	24,520	26,105	50,625	June _____	1,539	857	23,578	25,351	48,929
						<b>TOTAL</b>	<b>6,585</b>	<b>4,588</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

This issue is 1.4% or 699 copies below 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 and Non-Members of the Financial Planning Association ____	49,611	100.0	24,400	25,211
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>49,611</b>	<b>100.0</b>	<b>24,400</b>	<b>25,211</b>
<b>PERCENT</b>	<b>100.0</b>		<b>49.2</b>	<b>50.8</b>

**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. Direct Request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	21,030	4,123	58	-	25,211	25,211	50.8
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	24,400	-	-	24,400	-	24,400	49.2
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	24,400	-	-	24,400	-	24,400	49.2
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,430</b>	<b>4,123</b>	<b>58</b>	<b>24,400</b>	<b>25,211</b>	<b>49,611</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>91.6</b>	<b>8.3</b>	<b>0.1</b>	<b>49.2</b>	<b>50.8</b>	<b>100.0</b>	

**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 _____	-	-	-	-
Individuals by name only _____	24,400	25,211	49,611	100.0
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,400</b>	<b>25,211</b>	<b>49,611</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	104	62	166	
030-038 New Hampshire _____	165	165	330	
050-059 Vermont _____	53	52	105	
010-027 Massachusetts _____	906	1,009	1,915	
028-029 Rhode Island _____	113	146	259	
060-069 Connecticut _____	563	432	995	
<b>NEW ENGLAND</b>	<b>1,904</b>	<b>1,866</b>	<b>3,770</b>	<b>7.6</b>
100-149 New York _____	1,751	1,963	3,714	
070-089 New Jersey _____	1,008	960	1,968	
150-196 Pennsylvania _____	1,342	1,170	2,512	
<b>MIDDLE ATLANTIC</b>	<b>4,101</b>	<b>4,093</b>	<b>8,194</b>	<b>16.5</b>
430-459 Ohio _____	808	859	1,667	
460-479 Indiana _____	403	394	797	
600-629 Illinois _____	1,294	1,144	2,438	
480-499 Michigan _____	821	634	1,455	
530-549 Wisconsin _____	535	455	990	
<b>EAST NO. CENTRAL</b>	<b>3,861</b>	<b>3,486</b>	<b>7,347</b>	<b>14.8</b>
550-567 Minnesota _____	527	761	1,288	
500-528 Iowa _____	290	206	496	
630-658 Missouri _____	489	338	827	
580-588 North Dakota _____	81	29	110	
570-577 South Dakota _____	61	30	91	
680-693 Nebraska _____	247	149	396	
660-679 Kansas _____	239	312	551	
<b>WEST NO. CENTRAL</b>	<b>1,934</b>	<b>1,825</b>	<b>3,759</b>	<b>7.6</b>
197-199 Delaware _____	114	78	192	
206-219 Maryland _____	481	606	1,087	
200-205 Washington, DC _____	96	84	180	
220-246 Virginia _____	475	918	1,393	
247-268 West Virginia _____	63	34	97	
270-289 North Carolina _____	670	651	1,321	
290-299 South Carolina _____	240	215	455	
300-319 Georgia _____	732	701	1,433	
320-349 Florida _____	1,638	1,457	3,095	
<b>SOUTH ATLANTIC</b>	<b>4,509</b>	<b>4,744</b>	<b>9,253</b>	<b>18.7</b>
400-427 Kentucky _____	196	131	327	
370-385 Tennessee _____	304	394	698	
350-369 Alabama _____	218	182	400	
386-397 Mississippi _____	60	127	187	
<b>EAST SO. CENTRAL</b>	<b>778</b>	<b>834</b>	<b>1,612</b>	<b>3.2</b>
716-729 Arkansas _____	124	87	211	
700-714 Louisiana _____	176	242	418	
730-749 Oklahoma _____	159	143	302	
750-799 Texas _____	1,494	1,877	3,371	
<b>WEST SO. CENTRAL</b>	<b>1,953</b>	<b>2,349</b>	<b>4,302</b>	<b>8.7</b>
590-599 Montana _____	77	34	111	
832-838 Idaho _____	133	65	198	
820-831 Wyoming _____	26	17	43	
800-816 Colorado _____	572	630	1,202	
870-884 New Mexico _____	62	93	155	
850-865 Arizona _____	413	474	887	
840-847 Utah _____	194	120	314	
889-898 Nevada _____	87	103	190	
<b>MOUNTAIN</b>	<b>1,564</b>	<b>1,536</b>	<b>3,100</b>	<b>6.2</b>
995-999 Alaska _____	58	32	90	
980-994 Washington _____	515	564	1,079	
970-979 Oregon _____	268	312	580	
900-961 California _____	2,832	3,175	6,007	
967-968 Hawaii _____	119	139	258	
<b>PACIFIC</b>	<b>3,792</b>	<b>4,222</b>	<b>8,014</b>	<b>16.2</b>
<b>UNITED STATES</b>	<b>24,396</b>	<b>24,955</b>	<b>49,351</b>	<b>99.5</b>
969 & 004-009 U.S. Territories _____	4	19	23	
Canada _____	-	55	55	
Mexico _____	-	-	-	
Other International _____	-	180	180	
APO/FPO _____	-	2	2	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,400</b>	<b>25,211</b>	<b>49,611</b>	<b>100.0</b>

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
**Includes gross subscription sales/orders with unpaid invoices pending.**

Average Annual Subscription Order Price: 12 issues for \$30.00		
5. PRICES	Total	Percent
<b>Offers (including ≤ 5% of Total Orders)</b>		
12 Issues for \$30.00 _____	12,538	100.0
All Others _____	-	-
<b>Total</b>	<b>12,538</b>	<b>100.0</b>

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	12,538	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
<b>Total</b>	<b>12,538</b>	<b>100.0</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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	54,332	51,927	52,380	52,502	51,407	50,193
Qualified Non-Paid: _____	26,150	24,411	24,513	24,449	24,194	24,271
Qualified Paid: _____	28,182	27,516	27,867	28,053	27,213	25,922
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$41.65	\$45.00	\$37.68	\$30.00	\$30.00	\$30.00

**8. PAID CIRCULATION DATA**

\$30.00	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)

**\*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.

**9. ADDITIONAL DATA**

**PARAGRAPH 1:**

Qualified Paid Benefit of Membership subscriptions averaging 25,922 copies were sold to qualified recipients at the following subscription price: \$30.00.

**PARAGRAPH 3b:**

Other Sources include 2 sources of circulation: 23,543 copies or 47.5% are financial service professionals pulled from Discovery Database, and 857 or 1.7% are certificants of CFP Board.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2009
Lance Ritchlin, Director of Publications	State	Colorado
Colin Erickson, Publications and Circulation Associate	County	Denver
(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	July 29, 2009
<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	J047P0J9