

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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## BAHRAIN THIS MONTH

Red House Marketing  
PO 20461  
Manama  
Kingdom of Bahrain  
Tel.: +973 1 7813777  
Fax: +973 1 7813700

Official Publication of: None  
Established: 1997

### MARKET SERVED

Bahrain This Month is a general interest city, entertainment and lifestyle magazine distributed to select households and public/commercial locations in the Kingdom of Bahrain.

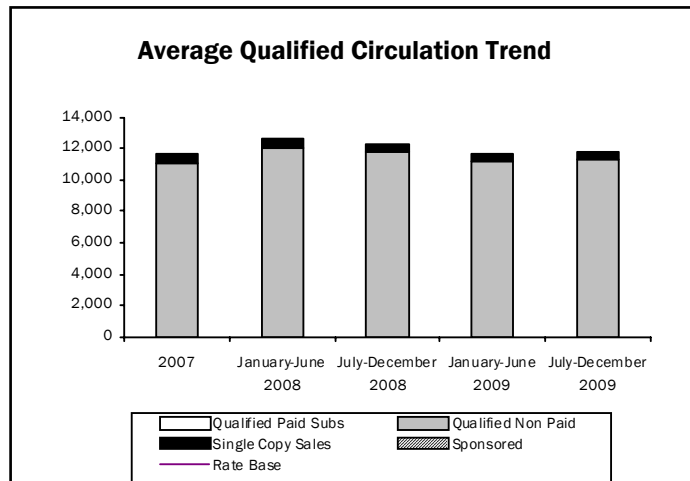
### AVERAGE QUALIFIED CIRCULATION

<b>Total Qualified</b> _____	<b>11,648</b>
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	355
Subscriptions _____	15
Sponsored _____	-
Single-Copy Sales _____	340
Qualified Non-Paid _____	11,293

\*\*NC = None Claimed

### PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period



<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	-	-	633	5.4	633	5.4
Delivered Unlabeled Single Copies _____	-	-	6,600	56.7	6,600	56.7
Membership Benefits _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	15	0.1	4,060	34.9	4,075	35.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b> _____	15	0.1	11,293	97.0	11,308	97.1
Single Copy Sales _____	340	2.9	-	-	340	2.9
Sponsored Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	<b>355</b>	<b>3.0</b>	<b>11,293</b>	<b>97.0</b>	<b>11,648</b>	<b>100.0</b>

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>					
2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single-Copy Sales	Subscriptions	Total		
July _____	362	25	387	10,681	11,068
August _____	365	25	390	10,771	11,161
September _____	319	10	329	10,696	11,025
October _____	306	10	316	10,879	11,195
November _____	350	10	360	12,252	12,612
December _____	338	10	348	12,478	12,826

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

**3A. PRICES**

**3B. USE OF FREE PROMOTIONAL INCENTIVES**

**PARAGRAPHS 3A AND 3B ARE NOT REQUIRED WHEN THE PAID CIRCULATION  
IS LESS THAN 50% OF THE AVERAGE CIRCULATION**

**4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2009**

This issue is 10.1% or 1,157 copies above the average of the other 5 issues reported in Paragraph two. (See Paragraph 8)

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>PAID CIRCULATION</b>		
Single Copy Sales _____	350	2.8
Paid Multi-Copy Same Addressee _____	10	-
<b>TOTAL PAID</b>	<b>360</b>	<b>2.8</b>
<b>NON-PAID CIRCULATION</b>		
Individual Copies _____	597	4.7
Delivered Unlabelled Single Copies distributed with Gulf Daily News to their subscribers _____	6,650	52.8
<b>TOTAL NON-PAID INDIVIDUAL COPIES</b>	<b>7,247</b>	<b>57.5</b>
Public Place- intended to be viewed on-site in including distribution at hotels, commercial locations, clinics, motor showrooms and other locations _____	5,005	39.7
<b>TOTAL NON-PAID MULTI-COPY SAME ADDRESSEE</b>	<b>5,005</b>	<b>39.7</b>
<b>TOTAL NON-PAID</b>	<b>12,252</b>	<b>97.2</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,612</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	539	40	6	575	10	585	4.6
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	3,716	100	650	4,466	-	4,466	35.4
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>7,211</b>	-	-	<b>7,211</b>	-	<b>7,211</b>	<b>57.2</b>
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Delivered Unlabelled Single Copies _____	6,650	-	-	6,650	-	6,650	52.8
Other sources _____	561	-	-	561	-	561	4.4
VI. Single Copy Sales: _____	350	-	-	-	350	350	2.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,816</b>	<b>140</b>	<b>656</b>	<b>12,252</b>	<b>360</b>	<b>12,612</b>	<b>100.0</b>
<b>PERCENT</b>	<b>93.7</b>	<b>1.1</b>	<b>5.2</b>	<b>97.1</b>	<b>2.9</b>	<b>100.0</b>	

**6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

Region	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions	Total Paid			
Bahrain _____	350	10	360	12,252	12,612	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>350</b>	<b>10</b>	<b>360</b>	<b>12,252</b>	<b>12,612</b>	<b>100.0</b>

<b>7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	11,681	12,603	12,294	11,709	11,648
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC
Qualified Paid : _____	598	582	501	474	355
Subscriptions _____	25	25	25	25	15
Sponsored _____	-	-	-	-	-
Single-Copy Sales _____	573	557	476	449	340
Qualified Non-Paid: _____	11,083	12,021	11,793	11,235	11,293
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

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

\*\*NC = None Claimed.

#### 8. ADDITIONAL DATA:

##### METHOD OF DISTRIBUTION:

Individual copies are distributed individually labeled and hand delivered with signed proof of delivery. Multiple copies are hand delivered to the point of redistribution at commercial locations, hotels and residences. A written agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine in bulk for redistribution. Single copies are also sold through the newsstand.

##### AVERAGE NON-QUALIFIED CIRCULATION: 576 COPIES

##### PARAGRAPH 4:

The November 2009 issue is 10.1% or 1,157 copies above the average of the other 5 issues reported in Paragraph two.

##### REVISED STATEMENT:

This Revised December 2009 Circulation Statement dated May 5, 2010 replaces the previously released statement dated February 22, 2010.

Due to a clerical error, the information reported in paragraphs 4 and 6 was incorrect.

The corrected figures and terminology appear on pages 3 and 4.

Please destroy all originally released copies of this report.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

David M Robertson

Mark X. Carroll

Date signed February 22, 2010

City Manama

Country Bahrain

Revised May 5, 2010

Type CPJ

ID Number B282P0D9

(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.