



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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.

No. 999/06-11

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# TRIAL

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[www.justice.org](http://www.justice.org)

Official Publication of: The American Association for Justice  
Established: 1965  
Issues per Year: 12

**FIELD SERVED**

TRIAL serves the legal profession.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are attorneys, paralegals, lawyers in business or industry, law deans and professors, lawyers in government, law students, institutions including law libraries, law firms, colleges, lawyers in the military, and subscribers.

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

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	463	2.0	-	-	463	2.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	22,968	98.0	752	3.2	22,216	94.8
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,431</b>	<b>100.0</b>	<b>752</b>	<b>3.2</b>	<b>22,679</b>	<b>96.8</b>

\*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	823	563	23,036	1,170	24,206
February _____	632	180	22,865	889	23,754
March _____	627	276	22,771	632	23,403
April _____	420	161	22,520	628	23,148
May _____	371	370	22,554	593	23,147
June _____	412	191	22,328	598	22,926
<b>TOTAL</b>	<b>3,285</b>	<b>1,741</b>			

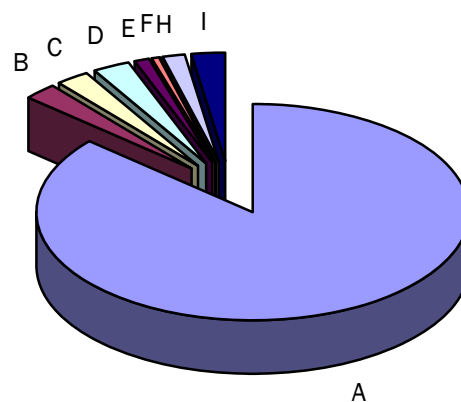
TRIAL / June 2011

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
 This issue is 1.4% or 340 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Attorneys (regular and sustaining members of AAJ) _____	19,999	86.4	19,999	-
Attorneys (associate members AAJ) _____	632	2.7	632	-
Paralegals _____	574	2.5	574	-
Lawyers in business or industry (non-practicing) _____	593	2.6	-	593
Law deans and professors _____	253	1.1	253	-
Lawyers in government (members of AAJ) _____	105	0.4	105	-
Law students (members of AAJ) _____	1	-	1	-
Institutions including: Law libraries, Law Firms and Colleges _____	396	1.7	396	-
Other Paid Circulation				
Subscriptions _____	594	2.6	594	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,147</b>	<b>100.0</b>	<b>22,554</b>	<b>593</b>
<b>PERCENT</b>	<b>100.0</b>		<b>97.4</b>	<b>2.6</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Attorneys (regular and sustaining members of AAJ) _____	19,999	86.4
B Attorneys (associate members AAJ) _____	632	2.7
C Paralegals _____	574	2.5
D Lawyers in business or industry (non-practicing) _____	593	2.6
E Law deans and professors _____	253	1.1
F Lawyers in government (members of AAJ) _____	105	0.4
G Law students (members of AAJ) _____	1	-
H Institutions including: Law libraries, Law Firms and Colleges _____	396	1.7
I Subscriptions _____	594	2.6
J Single Copy Sales _____	-	-
<b>TOTAL</b>	<b>23,147</b>	<b>100.0</b>



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 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: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	576	17	-	-	593	593	100.0
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>576</b>	<b>17</b>	<b>-</b>	<b>-</b>	<b>593</b>	<b>593</b>	<b>100.0</b>
<b>PERCENT</b>	<b>97.1</b>	<b>2.9</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>100.0</b>	<b>-</b>

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	22,158	593	22,751	98.3
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	396	-	396	1.7
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,554</b>	<b>593</b>	<b>23,147</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	134	-	134		Kentucky _____	334	-	334	
New Hampshire _____	114	-	114		Tennessee _____	397	-	397	
Vermont _____	75	-	75		Alabama _____	459	-	459	
Massachusetts _____	400	-	400		Mississippi _____	291	-	291	
Rhode Island _____	110	-	110		<b>EAST SO. CENTRAL</b>	<b>1,481</b>	<b>-</b>	<b>1,481</b>	<b>6.4</b>
Connecticut _____	409	-	409		Arkansas _____	199	-	199	
<b>NEW ENGLAND</b>	<b>1,242</b>	<b>-</b>	<b>1,242</b>	<b>5.4</b>	Louisiana _____	591	-	591	
New York _____	1,245	-	1,245		Oklahoma _____	276	-	276	
New Jersey _____	537	-	537		Texas _____	1,402	-	1,402	
Pennsylvania _____	1,089	-	1,089		<b>WEST SO. CENTRAL</b>	<b>2,468</b>	<b>-</b>	<b>2,468</b>	<b>10.7</b>
<b>MIDDLE ATLANTIC</b>	<b>2,871</b>	<b>-</b>	<b>2,871</b>	<b>12.4</b>	Montana _____	177	-	177	
Ohio _____	630	-	630		Idaho _____	71	-	71	
Indiana _____	368	-	368		Wyoming _____	66	-	66	
Illinois _____	1,991	-	1,991		Colorado _____	315	-	315	
Michigan _____	426	-	426		New Mexico _____	187	-	187	
Wisconsin _____	333	-	333		Arizona _____	365	-	365	
<b>EAST NO. CENTRAL</b>	<b>3,748</b>	<b>-</b>	<b>3,748</b>	<b>16.2</b>	Utah _____	122	-	122	
Minnesota _____	354	-	354		Nevada _____	211	-	211	
Iowa _____	236	-	236		<b>MOUNTAIN</b>	<b>1,514</b>	<b>-</b>	<b>1,514</b>	<b>6.5</b>
Missouri _____	610	-	610		Alaska _____	86	-	86	
North Dakota _____	37	-	37		Washington _____	405	-	405	
South Dakota _____	87	-	87		Oregon _____	238	-	238	
Nebraska _____	125	-	125		California _____	1,476	-	1,476	
Kansas _____	150	-	150		Hawaii _____	105	-	105	
<b>WEST NO. CENTRAL</b>	<b>1,599</b>	<b>-</b>	<b>1,599</b>	<b>6.9</b>	<b>PACIFIC</b>	<b>2,310</b>	<b>-</b>	<b>2,310</b>	<b>10.0</b>
Delaware _____	108	-	108		<b>UNITED STATES</b>	<b>21,864</b>	<b>-</b>	<b>21,864</b>	<b>94.5</b>
Maryland _____	430	-	430		U.S. Territories _____	-	-	-	
Washington, DC _____	199	-	199		Canada _____	459	-	459	
Virginia _____	444	-	444		Mexico _____	-	-	-	
West Virginia _____	275	-	275		Other International _____	231	-	231	
North Carolina _____	403	-	403		APO/FPO _____	-	-	-	
South Carolina _____	556	-	556		Email Only _____	-	593	593	
Georgia _____	601	-	601		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,554</b>	<b>593</b>	<b>23,147</b>	<b>100.0</b>
Florida _____	1,615	-	1,615						
<b>SOUTH ATLANTIC</b>	<b>4,631</b>	<b>-</b>	<b>4,631</b>	<b>20.0</b>					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	31,060	28,049	26,670	25,692	24,763	23,431
Qualified Non-Paid: _____	1,851	1,595	1,853	1,492	1,485	752
Print Version Only _____	1,851	1,595	1,853	-	-	-
Digital Version Only _____	-	-	-	1,492	1,485	752
Qualified Paid: _____	29,209	26,454	24,817	24,200	23,278	22,679
Print Version Only _____	29,209	26,454	24,817	24,200	23,278	22,679
Digital Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	2.3 %	1.1 %	**NC	**NC	**NC
Average Annual Order Price: _____	\$42.11	\$41.37	\$41.40	\$45.51	\$46.10	\$45.37

\*NOTE: January – June 2011 data is unaudited. With each successive year, new data will be added until five years of data is displayed.

\*\*NC = None Claimed

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION**

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.

**PARAGRAPH 1:**

Qualified Paid Benefit of Membership subscriptions averaging 22,216 copies were sold to qualified recipients at the following subscription price: \$45.00. Members' yearly subscription price is included in the dues and is non-deductible therefrom.

**PARAGRAPH 3b:**

Paragraph 3b includes 593 qualified non-paid circulation. Qualified paid circulation of 22,554 combined with the qualified non-paid circulation equal 23,147 total qualified circulation for the analyzed issue.

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 \$45.37			
<b>PRICES</b>	Total	Percent	
<b>Offers (including ≤ 5% of Total Orders)</b>			
12 Issues for \$45.00 _____	11,224	100.0	
<b>Total</b>	<b>11,224</b>	<b>100.0</b>	

USE OF FREE PROMOTIONAL INCENTIVES			Total	Percent
Ordered without promotional incentive _____			11,224	100.0
Ordered with editorial promotional incentive _____			-	-
Ordered with other promotional incentive _____			-	-
<b>Total</b>			<b>11,224</b>	<b>100.0</b>

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 _____	463	2.0	-	-	463	2.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	22,216	98.0	-	-	22,216	98.0
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,679</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>22,679</b>	<b>100.0</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 _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	752	100.0	752	100.0	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>752</b>	<b>100.0</b>	<b>752</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	August 29, 2011
Sandra Mohr, Controller	City	Washington, DC
Sue Sandler, Director of Publications	County	District of Columbia
(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	August 29, 2011
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	T054Y0J1
It will be included in the annual audit made by BPA Worldwide.		