

**CONSUMER MAGAZINE CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2007**

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.

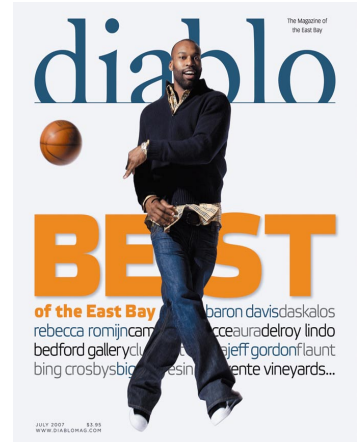
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# diablo

MAGAZINE

Diablo Country Magazine, Inc.  
2520 Camino Diablo  
Walnut Creek, CA 94597  
Tel. : (925) 943-1111  
Fax: (925) 943-1045

Official Publication of: None  
Established: 1979



**MARKET SERVED**

DIABLO, THE MAGAZINE OF THE SAN FRANCISCO EAST BAY serves residential and commercial addresses located in Alamo, Berkeley, Blackhawk, Castro Valley, Clayton, Concord, Danville, Diablo, Dublin, Lafayette, Livermore, Martinez, Moraga, Oakland/Piedmont, Orinda, Pleasant Hill, Pleasanton, San Ramon and Walnut Creek. Also served are other cities primarily in California.

**AVERAGE QUALIFIED CIRCULATION**

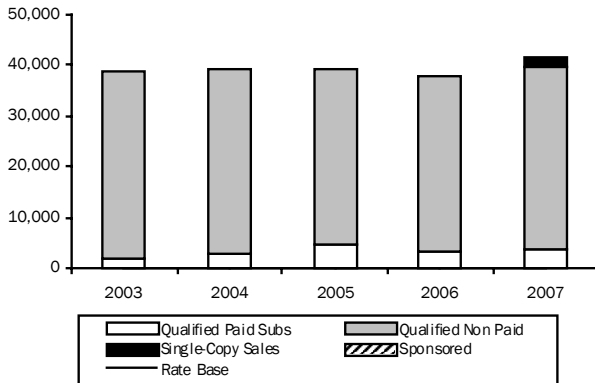
|                              |               |
|------------------------------|---------------|
| <b>Total Qualified</b> _____ | <b>39,600</b> |
| Average Rate Base _____      | **NC          |
| Variance +/- _____           | **NC          |
| Percent +/- _____            | **NC          |
| Qualified Paid _____         | 3,790         |
| Subscriptions _____          | 2,094         |
| Sponsored _____              | -             |
| Single-Copy Sales _____      | 1,696         |
| Qualified Non-Paid _____     | 35,810        |

\*\*NC = None Claimed

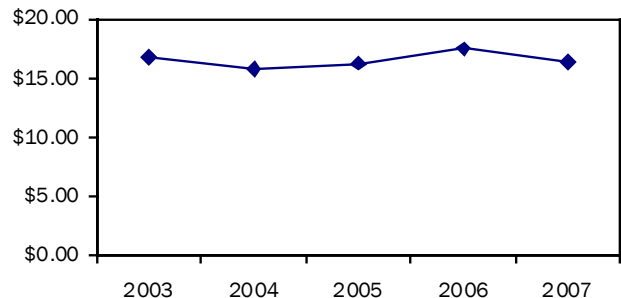
**PRICE AND FREQUENCY**

|          |   |
|----------|---|
| \$ 16.33 | Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions) |
| 12       | Issues Per Year   |
| \$ 3.95  | All Single-Copy Sales Prices for the Period   |

**Five Year Average Qualified Circulation Trend**



**Average Annualized Subscription Price**



| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                |            |                    |             |                 |              |
|--|----------------|------------|--------------------|-------------|-----------------|--------------|
|  | Qualified Paid |            | Qualified Non-Paid |             | Total Qualified |              |
|  | Copies         | Percent    | Copies             | Percent     | Copies          | Percent      |
| Individuals _____                                    | 2,094          | 5.3        | 35,081             | 88.6        | 37,175          | 93.9         |
| Membership Benefit _____                             | -              | -          | -                  | -           | 0               | -            |
| Multi-Copy Same Addressee _____                      | -              | -          | 729                | 1.8         | 729             | 1.8          |
| Sponsored Individually Addressed _____               | -              | -          | -                  | -           | 0               | -            |
| Sponsored Multi-Copy Same Addressee _____            | -              | -          | -                  | -           | 0               | -            |
| <b>Sub-Total Subscriptions</b> _____                 | 2,094          | 5.3        | 35,810             | 90.4        | 37,904          | 95.7         |
| Single-Copy Sales _____                              | 1,696          | 4.3        | -                  | -           | 1,696           | 4.3          |
| Sponsored Single Copy Sales _____                    | -              | -          | -                  | -           | 0               | -            |
| <b>TOTAL</b>   | <b>3,790</b>   | <b>9.6</b> | <b>35,810</b>      | <b>90.4</b> | <b>39,600</b>   | <b>100.0</b> |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD |                   |               |       |                    |                 |
|---|-------------------|---------------|-------|--------------------|-----------------|
| 2007 Issue                                    | Qualified Paid    |               |       | Qualified Non-Paid | Total Qualified |
|   | Single-Copy Sales | Subscriptions | Total |                    |                 |
| July _____                                    | 1,771             | 2,108         | 3,879 | 36,020             | 39,899          |
| August _____                                  | 1,348             | 2,049         | 3,397 | 36,042             | 39,439          |
| September _____                               | 1,045             | 2,072         | 3,117 | 35,877             | 38,994          |
| October _____                                 | 1,381             | 2,063         | 3,444 | 35,825             | 39,269          |
| November _____                                | 2,427             | 2,144         | 4,571 | 35,612             | 40,183          |
| December _____                                | 2,204             | 2,128         | 4,332 | 35,482             | 39,814          |

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**

Includes gross subscription sales/orders with unpaid invoices pending.

**3A. PRICES****3B. LENGTH OF SUBSCRIPTIONS****3C. USE OF FREE PROMOTIONAL INCENTIVES**

PARAGRAPHS 3A THROUGH 3D ARE NOT REQUIRED WHEN THE PAID CIRCULATION

**3D. HOW ORDERED**

IS LESS THAN 50% OF THE AVERAGE CIRCULATION

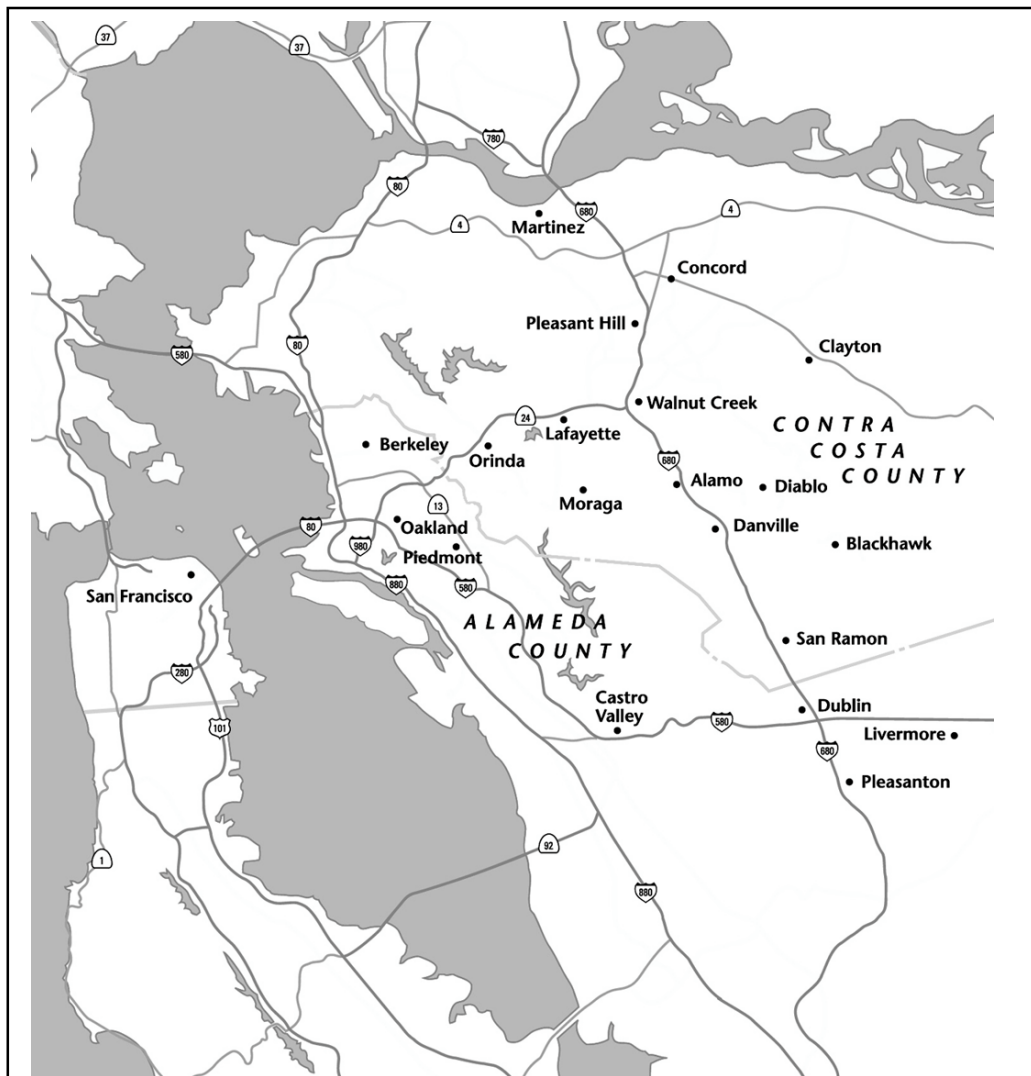
| 4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2007              |                                    |                  |
|---|------------------------------------|------------------|
| This issue is 1.8% or 700 copies above the average of the other 5 issues reported in Paragraph two. |                                    |                  |
| BUSINESS AND INDUSTRY   | TOTAL QUALIFIED                    | PERCENT OF TOTAL |
| Residential and Commercial addresses in:  |                                    |                  |
| Zone 1 (Includes Clayton, Concord, Pleasant Hill, Martinez, and Walnut Creek) _____                 | 8,080                              | 20.1             |
| Zone 2 (Includes Berkeley, Lafayette, Moraga, Oakland/Piedmont, and Orinda) _____                   | 7,068                              | 17.6             |
| Zone 3 (Includes Alamo, Danville, and Diablo) _____   | 6,187                              | 15.4             |
| Zone 4 (Includes Blackhawk, Castro Valley, Dublin, Livermore, Pleasanton, and San Ramon) _____      | 12,470                             | 31.1             |
| Other _____   | 2,707                              | 6.7              |
| Paid Subscribers _____  | 515                                | 1.3              |
| Single Copy Sales _____   | 2,427                              | 6.0              |
| *Multi-Copy Same Addressee _____  | 729                                | 1.8              |
| <b>*See Paragraph 8</b>   | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>40,183</b>    |
|   |                                    | <b>100.0</b>     |

| 5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007          |                                    |               |              |                    |                |                 |              |
|---|------------------------------------|---------------|--------------|--------------------|----------------|-----------------|--------------|
| QUALIFICATION SOURCE  | Qualified Within                   |               |              | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent      |
|   | 1 year                             | 2 years       | 3 years      |                    |                |                 |              |
| I. <b>TOTAL</b> - Personal direct request from the recipient: _____                           | <b>20,838</b>                      | <b>4,284</b>  | <b>2,845</b> |                    |                | <b>27,967</b>   | <b>69.6</b>  |
| a. Written _____  | 20,343                             | 4,066         | 2,800        |                    |                | 27,209          | 67.7         |
| b. Telecommunication _____  | 19                                 | 13            | -            |                    |                | 32              | 0.1          |
| c. Internet and E-Mail _____  | 476                                | 205           | 45           |                    |                | 726             | 1.8          |
| II. <b>TOTAL</b> - Request from recipient's company: _____                                    | <b>21</b>                          | <b>9</b>      | <b>4</b>     |                    |                | <b>34</b>       | <b>0.1</b>   |
| a. Written _____  | 21                                 | 9             | 4            |                    |                | 34              | 0.1          |
| b. Telecommunication _____  | -                                  | -             | -            |                    |                | -               | -            |
| c. Internet and E-Mail _____  | -                                  | -             | -            |                    |                | -               | -            |
| III. <b>TOTAL</b> - Membership Benefit: _____   | -                                  | -             | -            |                    |                | -               | -            |
| a. Individual _____   | -                                  | -             | -            |                    |                | -               | -            |
| b. Organizational _____   | -                                  | -             | -            |                    |                | -               | -            |
| IV. <b>TOTAL</b> - Communication from recipient or re-distributor (other than request): _____ | -                                  | -             | <b>4</b>     |                    |                | -               | -            |
| a. Written _____  | -                                  | -             | 4            |                    |                | -               | -            |
| b. Telecommunication _____  | -                                  | -             | -            |                    |                | -               | -            |
| c. Internet and E-Mail _____  | -                                  | -             | -            |                    |                | -               | -            |
| V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____                     | <b>1,928</b>                       | <b>3,383</b>  | <b>4,440</b> |                    |                | <b>9,751</b>    | <b>24.3</b>  |
| Rosters and directories _____   | -                                  | -             | -            |                    |                | -               | -            |
| Licenses - National, State or Local Government _____  | -                                  | -             | -            |                    |                | -               | -            |
| Manufacturer's, distributor's and wholesaler's lists _____                                    | -                                  | -             | -            |                    |                | -               | -            |
| *Other sources _____  | 1,928                              | 3,383         | 4,440        |                    |                | 9,751           | 24.3         |
| VI. <b>TOTAL</b> - Single-Copy Sales: _____   | <b>2,427</b>                       | -             | -            |                    |                | <b>2,427</b>    | <b>6.0</b>   |
| <b>*See Paragraph 8</b>   | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>25,214</b> | <b>7,676</b> | <b>7,293</b>       |                | <b>40,183</b>   | <b>100.0</b> |
|   | <b>PERCENT</b>                     | <b>62.8</b>   | <b>19.1</b>  | <b>18.1</b>        |                | <b>100.0</b>    | <b>-</b>     |

Paid source information can be reported at the option of the publisher.

**6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

| ZONE/ZIP/CITY  | TOTAL QUALIFIED | PERCENT      |
|--|-----------------|--------------|
| Zone 1<br>94517, Clayton; 94518, 94521, Concord; 94523, Pleasant Hill; 94553, Martinez; 94595, 94596, 94597, 94598, Walnut Creek _____           | 8,080           | 20.2         |
| Zone 2<br>94705, 94707, 94708, Berkeley; 94549, Lafayette; 94556, Moraga; 94610, 94611, 94618, Oakland/Piedmont; 94563, Orinda _____             | 7,068           | 17.6         |
| Zone 3<br>94507, Alamo; 94526, Danville; 94528, Diablo _____   | 6,187           | 15.4         |
| Zone 4<br>94506, Blackhawk; 94552, Castro Valley; 94568, Dublin; 94550, 94551 Livermore; 94566, 94588, Pleasanton; 94582, 94583, San Ramon _____ | 12,470          | 31.0         |
| Other  | 2,707           | 6.7          |
| Paid Subscribers _____   | 515             | 1.3          |
| Single Copy Sales _____  | 2,427           | 6.0          |
| Bulk _____   | 729             | 1.8          |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>40,183</b>   | <b>100.0</b> |



| <b>7. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b> |              |              |              |              |                   |
|--|--------------|--------------|--------------|--------------|-------------------|
|  | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|  | 2003         | 2004         | 2005         | 2006         | *2007             |
| Total Audit Average Qualified:   | 38,678       | 39,122       | 39,462       | 38,859       | 39,600            |
| Rate Base (if any): _____  | **NC         | **NC         | **NC         | **NC         | **NC              |
| Rate Base +/-: _____   | **NC         | **NC         | **NC         | **NC         | **NC              |
| Percent +/-: _____   | **NC         | **NC         | **NC         | **NC         | **NC              |
| Qualified Paid   | 1,850        | 2,790        | 3,788        | 4,991        | 3,790             |
| Subscriptions _____  | 1027         | 1,710        | 2,593        | 3,472        | 2,094             |
| Sponsored _____  |              |              |              | -            |                   |
| Single-Copy Sales _____  | 823          | 1,080        | 1,195        | 1,519        | 1,696             |
| Qualified Non-Paid: _____  | 36,864       | 36,332       | 35,674       | 33,868       | 35,810            |
| Post Expire Copies included in Total Qualified Circulation: ____   | **NC         | **NC         | **NC         | **NC         | **NC              |
| Average Annual Order Price: __   | \$16.69      | \$15.69      | \$ 16.23     | \$17.44      | \$16.33           |

**\*NOTE: 2007 data is unaudited.**

\*\*NC = None Claimed.

#### 8. ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

Qualified recipients are residents or occupants in the market served. Bulk copies are delivered for redistribution to a transportation company for passenger use, hotels for in room placement, and to retailer showrooms. Copies are addressed to individuals or current residents and mailed periodicals class. Single copies are sold at newsstands.

##### AVERAGE NON-QUALIFIED CIRCULATION: 5,290 COPIES

##### PARAGRAPH 5:

Other sources include 2 sources of circulation for quantities of 600 copies or 1.5% and 8,422 copies or 21.0%, including Realtor's Lists.

#### PUBLISHER'S AFFIDAVIT

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

Barney Fonzi, Publisher

Sylvia Bajjaliya, 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 30, 2008

State California

County Contra Costa

Received by BPA Worldwide January 30, 2008

Type CPD

ID Number D036P0D7