

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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Casino JOURNAL

Ascend Media, LLC
1771 East Flamingo Rd, Suite 208-A
Las Vegas, NV 89119
Tel. No.: 702-735-0446
FAX No.: 702-735-0344

Official Publication of: None
Established: 1995
Issues Per Year: 12

FIELD SERVED

CASINO JOURNAL serves: casino operations, government, suppliers to the casino industry, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: casino company corporate executives (upper management at headquarters); financial management; IT Management, operations and administrative management; slot management, shift management, cage/credit management, slot club management, VLT, slot repair management/technician, player development management; table games, race & sports book, bingo/keno management; food & beverage management, entertainment/attractions management; security/surveillance management; sales/ marketing, purchasing or buyer management; human resources, government official; other titled and non titled recipients including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	280
Advertiser and Agency _____	407
Rotated or Occasional _____	1
Allocated for Trade Shows and Conventions _____	417
All Other _____	711
TOTAL	1,816

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	7,167	100.0	7,097	99.0	70	1.0
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,167	100.0	7,097	99.0	70	1.0

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	118	124			7,000	April _____	22	24			7,000
February _____	12	20			7,000	May _____	114	115			7,000
March _____	46	45			7,000	June _____	41	1,040			8,000
						TOTAL	353	1,368			

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007
 This issue is 2.8% or 200 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	EXECUTIVE/ CORPORATE & FINANCIAL MANAGEMENT	IT MANAGEMENT	OPERATIONS, ADMINISTRATIVE MANAGEMENT	SLOT MANAGEMENT, SHIFT MANAGEMENT, CAGE/CREDIT MANAGEMENT, SLOT CLUB MANAGEMENT, PLAYER DEVELOPMENT MANAGEMENT, VLT, SLOT REPAIR MANAGEMENT/TECHNICIAN	TABLE GAMES, RACE & SPORTS BOOK, BINGO/KENO MANAGEMENT	FOOD & BEVERAGE MANAGEMENT, ENTERTAINMENT/ ATTRACTIONS MANAGEMENT	SECURITY/ SURVEILLANCE MANAGEMENT	SALES / MARKETING, PURCHASING OR BUYER MANAGEMENT	HUMAN RESOURCES, GOVERNMENT OFFICIAL	Other Titled and non titled recipients including company copies
Casinos	6,066	86.7	1,687	230	771	899	345	503	467	733	330	101
Government, Suppliers, Finance-Banking, Law Firms, Consultants, Research Firms, Hospitality & Entertainment, and Others allied to the field	934	13.3	431	44	53	23	8	16	12	188	54	105
TOTAL QUALIFIED CIRCULATION	7,000	100.0	2,118	274	824	922	353	519	479	921	384	206
PERCENT	100.0	-	30.3	3.9	11.8	13.2	5.0	7.4	6.8	13.2	5.5	2.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	4,644	931	-			5,575	79.6
a. Written	458	183	-			641	9.1
b. Telecommunication	3,397	629	-			4,026	57.5
c. Electronic	789	119	-			908	13.0
II. TOTAL - Request from recipient's company:	5	50	-			55	0.8
a. Written	5	4	-			9	0.1
b. Telecommunication	-	46	-			46	0.7
c. Electronic	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,370	-	-			1,370	19.6
Association rosters and directories	-	-	-			-	-
*Business directories	1,370	-	-			1,370	19.6
Independent field reports	-	-	-			-	-
Licenses - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	6,019	981	-			7,000	100.0
PERCENT	86.0	14.0	-			100.0	-

*See Paragraph 11

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			6,964	99.5
Individuals by name only			22	0.3
Titles or functions only			3	0.1
Company names only			10	0.1
Multi-Copy Same Addressee copies			1	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			7,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine			4	
030-038 New Hampshire			5	
050-059 Vermont			-	
010-027 Massachusetts			28	
028-029 Rhode Island			26	
060-069 Connecticut			115	
NEW ENGLAND			178	2.5
100-149 New York			195	
070-089 New Jersey			299	
150-196 Pennsylvania			55	
MIDDLE ATLANTIC			549	7.8
430-459 Ohio			23	
460-479 Indiana			192	
600-629 Illinois			193	
480-499 Michigan			226	
530-549 Wisconsin			130	
EAST NO. CENTRAL			764	10.9
550-567 Minnesota			225	
500-528 Iowa			170	
630-658 Missouri			179	
580-588 North Dakota			77	
570-577 South Dakota			117	
680-693 Nebraska			17	
660-679 Kansas			39	
WEST NO. CENTRAL			824	11.8
197-199 Delaware			35	
206-219 Maryland			10	
200-205 Washington, DC			7	
220-246 Virginia			12	
247-268 West Virginia			25	
270-289 North Carolina			19	
290-299 South Carolina			10	
300-319 Georgia			26	
320-349 Florida			202	
SOUTH ATLANTIC			346	4.9
400-427 Kentucky			7	
370-385 Tennessee			10	
350-369 Alabama			4	
386-397 Mississippi			432	
EAST SO. CENTRAL			453	6.5
716-729 Arkansas			2	
700-714 Louisiana			215	
730-749 Oklahoma			151	
750-799 Texas			48	
WEST SO. CENTRAL			416	6.0
590-599 Montana			54	
832-838 Idaho			26	
820-831 Wyoming			2	
800-816 Colorado			152	
870-884 New Mexico			110	
850-865 Arizona			147	
840-847 Utah			1	
889-898 Nevada			1,661	
MOUNTAIN			2,153	30.8
995-999 Alaska			3	
980-994 Washington			239	
970-979 Oregon			96	
900-961 California			649	
967-968 Hawaii			2	
PACIFIC			989	14.1
UNITED STATES			6,672	95.3
969 & 004-009 U.S. Territories			34	
Canada			194	
Mexico			2	
Other International			98	
APO/FPO			-	
TOTAL QUALIFIED CIRCULATION			7,000	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	7,323	6,632	6,952	7,000	7,167
Qualified Non-Paid: _____	6,812	6,377	6,803	6,895	7,097
Qualified Paid: _____	511	255	149	105	70
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	\$89.47	\$110.69	\$112.26	\$126.48	\$130.23

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

**NC = None Claimed

10. PAID CIRCULATION DATA	
\$130.23	Average Annual Subscription Order Price for the Period Required (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)

11. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,370 copies or 19.6%, including Casino City Press.

PARAGRAPHS 5 THROUGH 8 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 10, 2007
Pamela Hugill, Publisher	State	Illinois
Geneine Van Someren, Sr. Circulation Manager	County	Lake
(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 10, 2007
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	C419P0J7
It will be included in the annual audit made by BPA Worldwide.		