

Home Textiles ^{Today}

THE BUSINESS AND FASHION NEWSPAPER OF THE HOME TEXTILES INDUSTRY

2008 EDITORIAL CALENDAR

Issue Date	Editorial Feature	Space	Materials
January 7	Heimtextil (<i>January 8 – 12</i>) Top 15 Suppliers / Top 5 Category Suppliers	December 21	December 28
January 14	Atlanta International Rug Show (<i>January 17 – 20</i>) The Facts: Rugs	December 28	January 4
January 21	THE 2008 BUSINESS ANNUAL	January 4	January 11
January 28	Las Vegas Market (<i>January 28 – February 1</i>) Eco-Trends	January 11	January 18
February 4	NY Home Fashions Winter Market Preview NY International Gift Fair & Home Textiles Show (NYHTS) (<i>February 2 – 7</i>)	January 18	January 25
February 10	NY Home Fashions Winter Market (<i>February 11 – 15</i>)	January 25	February 1
February 12	NY Home Fashions Winter Market Daily	January 28	February 4
February 25	NY Home Fashions Winter Market Summary Hits & Misses Eco-Trends	February 8	February 15
March 3	Atlanta International Fine Linen & Home Textiles Market (<i>March 8 – 10</i>) Show Daily	February 15	February 22
March 10	The Facts: Top of Bed Eco-Trends	February 22	February 29
March 24	Design Directions – Fall 2008 Annual Market Basket Report: Bed & Bath	March 7	March 14
April 7	High Point Market (<i>April 7 – 13</i>) The Facts: Utility Bedding & Blankets	March 21	March 28
April 21	The Facts: Bath & Bath Accessories Top Suppliers: Pakistan Eco-Trends	April 4	April 11
May 5	Global Home Textiles Show (<i>May 6 – 8</i>) The Facts: Windows Trends in Window Hardware	April 18	April 25
May 19	The Facts: Sheets & Pillowcases In Detail: Beach Towels Eco-Trends	May 2	May 9

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 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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HOME TEXTILES/TODAY

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WWW.HOMETEXTILESTODAY.COM

Official Publication of: None
Established: 1979
Issues Per Year: 30



FIELD SERVED

HOME TEXTILES TODAY serves the American and International Home Textile Industry: retailers, jobbers/wholesalers, importers, exporters, manufacturers and manufacturer's representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are retail home textile stores, including: department stores; discount department stores; chain stores; specialty retailers of bed/bath/linens, window blinds and shades, curtains and drapes; catalog/mail order, jobbers/wholesalers and other retailers. Also qualified are importers, exporters, manufacturers and manufacturer's representatives of home textiles and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	358
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	1,240
All Other	623
TOTAL	2,221

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,907	97.0	4,521	63.5	2,386	33.5
Sponsored Individually Addressed	123	1.7	-	-	123	1.7
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	89	1.3	-	-	89	1.3
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,119	100.0	4,521	63.5	2,598	36.5

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 8	16	-			7,105	April 9	236	254			7,144
January 15	12	1			7,044	April 23	57	29			7,100
January 29	14	-			7,051	May 7	27	5			7,076
February 5	10	-			7,022	**May 21	20	203			7,268
February 10	1	-			7,008	June 4	131	-			7,123
February 26	589	959			7,398	June 18	42	7			7,045
March 12	17	49			7,388	June 25	7	1			7,014
March 26	254	1			7,136	TOTAL	1,433	1,509			

*See Paragraph 11
**Analyzed Issue

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2007
This issue is 2.1% or 150 copies above the average of the other 14 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Department stores; discount department stores; chain stores; specialty retailers of bed/bath/linens, window blinds and shades, curtains and drapes; catalog/mail order, jobbers/wholesalers and other retailers _____	4,941	68.0
Manufacturers, manufacturer's representatives, jobbers / wholesalers of home textiles and others allied to the field _____	2,327	32.0
TOTAL QUALIFIED CIRCULATION	7,268	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 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: _____	3,403	1,349	128			4,880	67.2
a. Written _____	1,771	928	104			2,803	38.6
b. Telecommunication _____	1,283	376	14			1,673	23.0
c. Electronic _____	349	45	10			404	5.6
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
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): _____	2,099	289	-			2,388	32.8
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,807	265	-			2,072	28.5
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	24	-			24	0.3
*Other sources _____	292	-	-			292	4.0
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	5,502	1,638	128			7,268	100.0
*See Paragraph 11	PERCENT	75.7	22.5	1.8		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			6,193	85.2
Individuals by name only _____			455	6.3
Titles or functions only _____			445	6.1
Company names only _____			78	1.1
Multi-Copy Same Addressee copies _____			97	1.3
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			7,268	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2007

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			40	
030-038 New Hampshire _____			29	
050-059 Vermont _____			24	
010-027 Massachusetts _____			189	
028-029 Rhode Island _____			32	
060-069 Connecticut _____			115	
NEW ENGLAND			429	5.9
100-149 New York _____			996	
070-089 New Jersey _____			443	
150-196 Pennsylvania _____			236	
MIDDLE ATLANTIC			1,675	23.1
430-459 Ohio _____			171	
460-479 Indiana _____			74	
600-629 Illinois _____			301	
480-499 Michigan _____			124	
530-549 Wisconsin _____			118	
EAST NO. CENTRAL			788	10.8
550-567 Minnesota _____			102	
500-528 Iowa _____			45	
630-658 Missouri _____			81	
580-588 North Dakota _____			4	
570-577 South Dakota _____			9	
680-693 Nebraska _____			23	
660-679 Kansas _____			32	
WEST NO. CENTRAL			296	4.1
197-199 Delaware _____			24	
206-219 Maryland _____			118	
200-205 Washington, DC _____			11	
220-246 Virginia _____			140	
247-268 West Virginia _____			16	
270-289 North Carolina _____			322	
290-299 South Carolina _____			186	
300-319 Georgia _____			236	
320-349 Florida _____			415	
SOUTH ATLANTIC			1,468	20.2
400-427 Kentucky _____			61	
370-385 Tennessee _____			88	
350-369 Alabama _____			95	
386-397 Mississippi _____			36	
EAST SO. CENTRAL			280	3.9
716-729 Arkansas _____			77	
700-714 Louisiana _____			51	
730-749 Oklahoma _____			49	
750-799 Texas _____			436	
WEST SO. CENTRAL			613	8.4
590-599 Montana _____			24	
832-838 Idaho _____			24	
820-831 Wyoming _____			7	
800-816 Colorado _____			69	
870-884 New Mexico _____			27	
850-865 Arizona _____			73	
840-847 Utah _____			37	
889-898 Nevada _____			29	
MOUNTAIN			290	4.0
995-999 Alaska _____			9	
980-994 Washington _____			110	
970-979 Oregon _____			61	
900-961 California _____			803	
967-968 Hawaii _____			30	
PACIFIC			1,013	13.9
UNITED STATES			6,852	94.3
969 & 004-009 U.S. Territories _____			8	
Canada _____			156	
Mexico _____			9	
Other International _____			243	
APO/FPO _____			-	
TOTAL QUALIFIED CIRCULATION			7,268	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2003	2004	2005	*2006	**2007
Total Audit Average Qualified:	7,702	7,571	7,328	7,306	7,119
Qualified Non-Paid: _____	4,211	4,230	4,265	4,481	4,521
Qualified Paid: _____	3,491	3,341	3,063	2,825	2,598
Post Expire Copies included in Paid Circulation: _____	4.4	6.1	8.4	6.1	8.4
Average Annual Order Price: __	\$171.16	\$68.18	\$172.77	\$153.24	\$151.34

***NOTE: The audited average qualified circulation for January-June 2006 = 7,345. The unaudited average qualified circulation for July-December 2006 = 7,266. Yielding an average qualified circulation of 7,306.**

**2007 data is unaudited.

***NC = None Claimed.

10. PAID CIRCULATION DATA

\$151.34	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
30	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 2,072 copies or 28.5%, including INFOUSA.

Other sources include 3 sources of circulation for quantities of 41 copies or 0.6% to 249 copies or 3.4%.

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.

Micki LaPorte, Circulation Director

Joseph V. Carena Jr., Publisher

(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 BPAWorldwide.

Date signed July 25, 2007

State New York

County New York

Received by BPA Worldwide July 25, 2007

Type PJ

ID Number H031P0J7

June 2	In Detail: Hospitality & Design Top Suppliers: India	July 18	July 25
June 9	Showtime Fabric Show (<i>June 8 – 11</i>) Top Suppliers: China	May 23	May 30
June 23	The Facts: Kitchen & Table Linens Eco-Trends	June 6	June 13
July 7	Top Suppliers: Portugal In Detail: Foam Sleep Products	June 20	June 27
July 14	Atlanta International Rug Show (<i>July 13 – 16</i>) Retail Giants: Top 50 Retailers Fastest Growing Retailers	June 27	July 3
July 28	Las Vegas Market (<i>July 28 – August 1</i>) Eco-Trends	June 11	July 18
August 4	NY Home Fashions Summer Market Preview	July 18	July 25
August 10	NY Home Fashions Summer Market (<i>August 11 – 15</i>)	July 25	August 1
August 12	NY Home Fashions Summer Market Daily	July 28	August 4
August 18	NY International Gift Fair & Home Textiles Show (NYHTS) (<i>August 16 – 21</i>) Who's Who in Global Home Textiles Intertextil Market Preview	August 1	August 8
August 25	NY Home Fashions Summer Market Summary Hits & Misses	August 8	August 15
September 8	Decosit (<i>September 13 – 16</i>) Eco-Trends	August 22	August 29
September 22	Design Directions – Spring 2009 Retail Report Card In Detail: Scatter Rugs	September 5	September 12
October 6	In Detail: Sleep Pillows Eco-Trends	September 19	September 26
October 20	High Point Market (<i>October 20 – 26</i>) Global Report: Top Global Suppliers In Detail: Sheets	October 3	October 10
November 3	In Detail: Bath & Bath Accessories	October 17	October 24
November 17	In Detail: Decorative Pillows Eco-Trends	October 31	November 7
December 8	Showtime Fabric Show (<i>December 7 – 10</i>) In Detail: Mattress Pads Eco-Trends	November 21	November 28
December 15	Heimtextil Market Preview In Detail: Blankets	November 28	December 5

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HTT will publish issues according to schedule above