

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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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Advanstar Communications, Inc.
485 Route 1 South
Building F, First Floor
Iselin, NJ 08830
Tel.: (732) 346-3016
Fax: (732) 225-7579
www.chromatographyonline.com
mtessalone@advanstar.com

Official Publication of: None
Established: 1983
Issues Per Year: 13

FIELD SERVED

LCGC MAGAZINE serves the field of private industry; universities, colleges; government; hospitals, medical centers; research labs, institutes, foundations; independent analytical labs; utilities; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel engaged in the job functions of research and development; quality control, assurance, validation; technical services; lab management; analysis; purchasing; manufacturing, processing; teaching; marketing, sales; corporate management; regulatory; and other functions allied to the field.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	78
Advertiser and Agency _____	414
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	379
Digital _____	-
All Other _____	711
TOTAL	1,582

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	53,987	100.0	53,975	100.0	12	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,987	100.0	53,975	100.0	12	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ____			43,400	10,104			53,504	April _____			43,400	10,972			54,372
February ____			43,400	10,128			53,528	May _____			43,400	10,997			54,397
March _____			43,400	10,448			53,848	June _____			43,400	10,874			54,274
								TOTAL							

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
 This issue is 0.9% or 492 copies above 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)	CLASSIFICATION BY FUNCTION											
					Research and Development	Quality Control, Assurance, Validation	Lab Management	Corporate Management	Analysis	Technical Services	Teaching	Marketing, Sales	Manufacturing, Processing	Regulatory	Purchasing	Other Functions Allied to the Field
Private Industry _____	37,447	68.9	30,496	6,951	17,243	5,295	1,372	4,673	1,344	1,559	257	1,911	3,244	292	257	-
Universities, Colleges _____	6,860	12.6	5,049	1,811	4,162	60	368	134	201	139	1,689	19	37	18	33	-
Government _____	3,895	7.2	2,872	1,023	1,594	358	423	148	705	201	27	18	111	288	22	-
Research Labs, Institutes, Foundations _____	2,574	4.7	2,091	483	1,697	142	132	183	168	77	15	48	81	15	16	-
Independent Analytical Labs _____	1,698	3.1	1,325	373	315	216	336	199	299	133	5	46	116	19	14	-
Hospitals, Medical Centers _____	1,634	3.0	1,359	275	449	128	368	173	172	156	43	20	61	25	39	-
Utilities _____	289	0.5	208	81	39	35	46	25	45	38	1	13	33	11	3	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,397	100.0	43,400	10,997	25,499	6,234	3,045	5,535	2,934	2,303	2,037	2,075	3,683	668	384	-
PERCENT	100.0		79.8	20.2	46.9	11.5	5.6	10.2	5.4	4.2	3.7	3.8	6.8	1.2	0.7	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	34,720	11,265	-	34,988	10,997			45,985	84.5
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	8,412	-	-	8,412	-			8,412	15.5
*Association rosters and directories _____	821	-	-	821	-			821	1.5
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
*Other sources _____	7,591	-	-	7,591	-			7,591	14.0
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	43,132	11,265	-	43,400	10,997			54,397	100.0
*See Paragraph 8	PERCENT	79.3	20.7	79.8	20.2			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	43,400	10,997			54,397	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	43,400	10,997			54,397	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	83	22	105	
030-038 New Hampshire _____	184	36	220	
050-059 Vermont _____	54	16	70	
010-027 Massachusetts _____	2,300	511	2,811	
028-029 Rhode Island _____	155	21	176	
060-069 Connecticut _____	913	171	1,084	
NEW ENGLAND	3,689	777	4,466	8.2
100-149 New York _____	2,691	480	3,171	
070-089 New Jersey _____	4,090	606	4,696	
150-196 Pennsylvania _____	3,044	563	3,607	
MIDDLE ATLANTIC	9,825	1,649	11,474	21.1
430-459 Ohio _____	1,551	362	1,913	
460-479 Indiana _____	1,161	204	1,365	
600-629 Illinois _____	2,335	439	2,774	
480-499 Michigan _____	1,125	237	1,362	
530-549 Wisconsin _____	896	162	1,058	
EAST NO. CENTRAL	7,068	1,404	8,472	15.6
550-567 Minnesota _____	775	195	970	
500-528 Iowa _____	389	66	455	
630-658 Missouri _____	1,002	255	1,257	
580-588 North Dakota _____	81	20	101	
570-577 South Dakota _____	62	19	81	
680-693 Nebraska _____	280	52	332	
660-679 Kansas _____	345	105	450	
WEST NO. CENTRAL	2,934	712	3,646	6.7
197-199 Delaware _____	408	98	506	
206-219 Maryland _____	1,345	282	1,627	
200-205 Washington, DC _____	129	32	161	
220-246 Virginia _____	709	145	854	
247-268 West Virginia _____	190	43	233	
270-289 North Carolina _____	1,598	340	1,938	
290-299 South Carolina _____	372	80	452	
300-319 Georgia _____	822	174	996	
320-349 Florida _____	1,386	230	1,616	
SOUTH ATLANTIC	6,959	1,424	8,383	15.4
400-427 Kentucky _____	332	75	407	
370-385 Tennessee _____	611	158	769	
350-369 Alabama _____	370	66	436	
386-397 Mississippi _____	191	33	224	
EAST SO. CENTRAL	1,504	332	1,836	3.4
716-729 Arkansas _____	200	41	241	
700-714 Louisiana _____	400	87	487	
730-749 Oklahoma _____	291	54	345	
750-799 Texas _____	2,204	540	2,744	
WEST SO. CENTRAL	3,095	722	3,817	7.0
590-599 Montana _____	77	20	97	
832-838 Idaho _____	114	26	140	
820-831 Wyoming _____	73	8	81	
800-816 Colorado _____	538	124	662	
870-884 New Mexico _____	191	39	230	
850-865 Arizona _____	343	58	401	
840-847 Utah _____	352	61	413	
889-898 Nevada _____	108	30	138	
MOUNTAIN	1,796	366	2,162	4.0
995-999 Alaska _____	35	13	48	
980-994 Washington _____	612	127	739	
970-979 Oregon _____	302	65	367	
900-961 California _____	4,688	940	5,628	
967-968 Hawaii _____	44	8	52	
PACIFIC	5,681	1,153	6,834	12.5
UNITED STATES	42,551	8,539	51,090	93.9
969 & 004-009 U.S. Territories _____	253	64	317	
Canada _____	582	412	994	
Mexico _____	-	9	9	
Other International _____	11	1,973	1,984	
APO/FPO _____	3	-	3	
Email Only _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	43,400	10,997	54,397	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*	January - June 2010*
Total Audit Average Qualified _____	50,091	50,100	50,100	50,792	52,757	53,987
Qualified Non-Paid Total _____	50,069	50,077	50,078	50,775	52,744	53,975
Print Only _____	50,069	50,077	50,078	46,283	44,216	43,388
Digital Only _____	-	-	-	4,492	8,528	10,587
Qualified Paid Total _____	22	23	22	17	13	12
Print Only _____	22	23	22	17	13	12
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January-June 2010 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:

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. All qualified circulation conforms to the field served and definition of recipient's qualification, as reported.

STATEMENT OF CIRCULATION:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 257 copies or 0.5% and 563 copies or 1.0%. Other sources include 7 sources of circulation for quantities of 905 copies or 1.7% to 1,718 copies or 3.2%.

Paragraph 7 is being reported at the publisher's option.

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 _____	43,400	100.0	43,388	99.9	12	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,400	100.0	43,388	99.9	12	-

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 _____	10,587	100.0	10,587	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,587	100.0	10,587	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Peggy A. Olson, Audience Development Training Manager

Christine Shappell, Audience Development Director

(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 June 14, 2010

State Minnesota

County St. Louis

Received by BPA Worldwide June 14, 2010

Type PD

ID Number L028P0JO