

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

STUDENTALK

PH7 Publishing House
Salamiya, Salem Al Mubarak Street
PO Box: 2020
Kuwait City, Kuwait
Tel. No.: +965-25720810
Fax No.: +965-25720860

Official Publication of: None
Established: 2001

MARKET SERVED

Studentalk is an english language lifestyle magazine that serves the community of Kuwaiti University students. Multi-Copy Same Addressee copies are delivered to Universities, retail, malls and dining outlets across Kuwait. Multi-copy Same Addressee copies are audited only to the point of distribution, not to the end recipient. For non-paid multi-copy same addressee copies, written agreements no more than three years old have been obtained indicating that the recipient at the point of distribution agrees to accept the magazine in bulk for distribution.

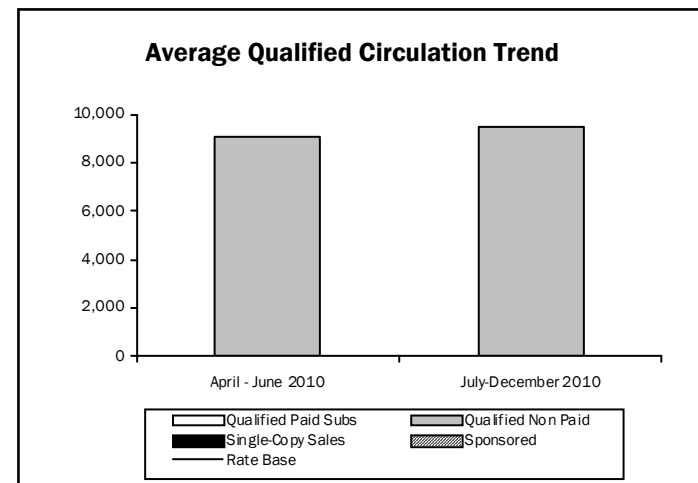
AVERAGE TOTAL QUALIFIED BASED ON 5 ISSUES IN THE PERIOD

Total Qualified _____	9,506
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	-
Subscriptions _____	-
Sponsored _____	-
Single-Copy Sales _____	-
Qualified Non-Paid _____	9,506

**NC = None Claimed

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
*Multi-Copy Same Addressee _____	-	-	9,436	99.3	9,436	99.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	9,436	99.3	9,436	99.3
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
Non-Continuous _____	-	-	70	0.7	70	0.7
TOTAL	-	-	9,506	100.0	9,506	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Continuous	*Non-Continuous	Total Qualified
July _____	9,351	-	9,351
September _____	9,284	-	9,284
October _____	9,514	350	9,864
November _____	9,531	-	9,531
December _____	9,500	-	9,500

*See Additional Data

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2010		
Qualified continuous and single copy sales circulation for this issue is 1.3% or 119 copies above the average of the other 4 issues reported in Paragraph two.		
Qualified non-continuous circulation for this issue is 100.0% or 88 copies below the average of the other 4 issues reported in Paragraph two. (See Additional Data)		
MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL
MULTI-COPY SAME ADDRESSEE * _____	9,531	100.0
TOTAL	9,531	100.0

*See Additional Data

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	9,531	-	-	9,531	100.0
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-	-	-
Rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,531	-	-	9,531	100.0
PERCENT	100.0	-	-	100.0	

5. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010								
Region	PAID			NON-PAID			Total	Percent of Total
	Single Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total		
KUWAIT								
Al Ahmadi _____	-	-	-	390	-	390	390	4.1
Al Farwaniya _____	-	-	-	1,445	-	1,445	1,445	15.2
Hawalli _____	-	-	-	4,340	-	4,340	4,340	45.5
The Capital _____	-	-	-	3,356	-	3,356	3,356	35.2
TOTALS	-	-	-	9,531	-	9,531	9,531	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS		
	Audited Data	Circulation Claim
	April-June 2010	July - December 2010*
Total Audit Average Qualified: _____	9,080	9,506
Rate Base (if any): _____	**NC	**NC
Rate Base +/-: _____	**NC	**NC
Percent +/-: _____	**NC	**NC
Qualified Paid		
Subscriptions _____	-	-
Sponsored _____	-	-
Single-Copy Sales _____	-	-
Qualified Non-Paid: _____	9,080	9,506
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

***NOTE: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Qualified copies include non-paid Multi-Copy Same Addressee. Multi-Copy Same Addressee copies are delivered to retail, malls and dining outlets across Kuwait. Multi-copy Same Addressee copies are audited only to the point of distribution, not to the end recipient. For non-paid multi-copy same addressee copies, written agreements no more than three years old have been obtained indicating that the recipient at the point of distribution agrees to accept the magazine in bulk for distribution.

All qualified circulation conforms to the Market Served and Method of Distribution, as reported. Copies are distributed to individuals on a continuous basis (at least three consecutive months) and non-continuous (up to three months service). Continuous and non-continuous circulation are reported separately throughout this report.

AVERAGE NON-QUALIFIED CIRCULATION: 494 COPIES

PARAGRAPH 1 & 3:

Multi-Copy Same Addressee copies are delivered to Universities, retail, malls and dining outlets across Kuwait.

PARAGRAPH 2 - NON-CONTINUOUS:

250 copies of the October 2010 issue were distributed at the Nuqat Design Conference between October 26 - 28, 2010
150 copies of the October 2010 issue were distributed at Proud To Be Kuwaiti exhibition on October 17, 2010

PARAGRAPH 3 - NON-CONTINUOUS:

The November 2010 issue is 100.0% or 88 copies below the average of the other 4 issues reported in Paragraph two.

PUBLISHER'S AFFIDAVIT

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

Zeina Mokaddam, Managing Director

Raghid Al Ani, Circulation

(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 March 7, 2011

Country Kuwait

Received by BPA Worldwide March 7, 2011

Type CPJ

ID Number S475P0D0