

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 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.

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THE TALK

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Official Publication of: None
Established: 2012



MARKET SERVED

The Talk is an English language celebrity magazine distributed in Kuwait. Multi-Copy Same Addressee copies are delivered to Coffee Shops and Restaurants, including a corporate agreement with Costa Coffee to all their franchises in Kuwait, hotels, clinics, salons and spas. Advertising and communications agencies, other commercial locations and some selected events. Copies are also distributed on newsstands and to individuals. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

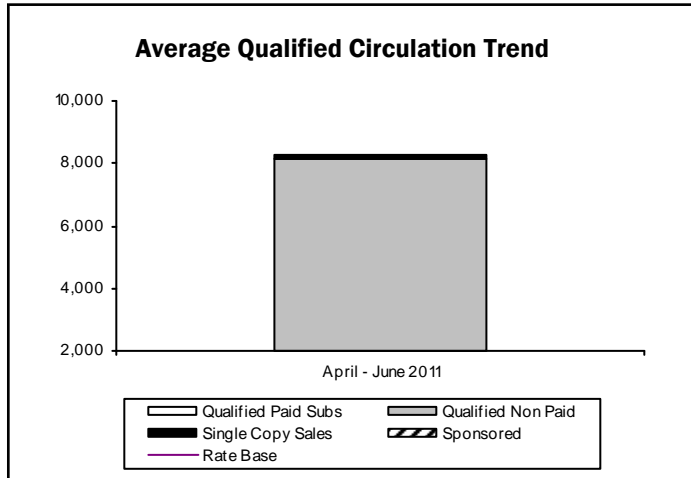
AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

Total Qualified	8,254
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	116
Subscriptions	-
Sponsored	-
Single-Copy Sales	116
Qualified Non-Paid	8,138

**NC - Non Claimed

PRICE AND FREQUENCY

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
1KD	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 _____	-	-	33	0.4	33	0.4
Membership Benefits _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	8,105	98.2	8,105	98.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	8,138	98.6	8,138	98.6
Single Copy Sales _____	116	1.4	-	-	116	1.4
Sponsored Single Copy Sales _____	-	-	-	-	-	-
TOTAL	116	1.4	8,138	98.6	8,254	100.0

2. QUALIFIED CIRCULATION BREAKOUT FOR PERIOD					
2011 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	*Single-Copy Sales	Subscriptions	Total		
*April _____	93	-	93	8,318	8,411
*May _____	128	-	128	8,588	8,716
*June _____	128	-	128	7,508	7,636

*See Additional Data

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2011				
This issue is 8.6% or 692 copies above the average of the other 2 issues reported in Paragraph two.				
Breakout to the Consumer Market	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Individual copies _____	100	1.1	100	-
MULTIPLE COPIES* - COPIES DELIVERED IN QUANTITIES OF 3 OR MORE TO:				
VIPs and selected contacts in Kuwait _____	276	3.2	276	-
Clinics, Spas and Salons _____	1,330	15.3	1,330	-
Coffee Shops and Restaurants _____	5,173	59.3	5,173	-
Commercial locations including instore in retail _____	639	7.3	639	-
Events _____	50	0.6	50	-
Hotels _____	1,020	11.7	1,020	-
Single Copy Sales _____	128	1.5	-	128
TOTAL QUALIFIED	8,716	100.0	8,588	128
PERCENT	100.0		98.5	1.5

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
Request _____	100	-	-	100	-	100	1.1
Other Than Request _____	8,488	-	-	8,488	-	8,488	97.4
Single Copy Sales _____	128	-	-	-	128	128	1.5
TOTAL QUALIFIED CIRCULATION	8,716	-	-	8,588	128	8,716	100.0
PERCENT	100.0	-	-	98.5	1.5	100.0	

5. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011						
Country	Single-Copy Sales	Subscriptions	Total Paid	Total Qualified Non-Paid	Total Qualified	Percent
Kuwait _____	128	-	128	8,588	8,716	100.0
TOTAL QUALIFIED CIRCULATION	128	-	128	8,588	8,716	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
3-Month Period Ended:	Audited Data
	April - June 2011*
Total Audit Average Qualified: _____	8,254
Rate Base (if any): _____	**NC
Rate Base +/-: _____	**NC
Percent +/-: _____	**NC
Qualified Paid: _____	116
Subscriptions: _____	-
Sponsored: _____	-
Single-Copy Sales: _____	116
Qualified Non-Paid: _____	8,138
Post Expire Copies in Total Qualified Circulation: _____	**NC
Average Annual Order Price: _____	**NC

* NOTE: All data through June 2011 is audited. With each successive period, new data will be added until six 6-month periods of data are displayed.

** NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Individual copies are distributed By Hand Delivery. Single Copy Sales are sold through newstands. Multiple copies are delivered to Spas, Salons, Clinics, Hotels, Coffee Shops, Restaurants, Commercial Locations, VIPs and selected contacts and others. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

AVERAGE NON-QUALIFIED CIRCULATION: 781 COPIES

PARAGRAPH 2 - LATE MAILING OF ISSUE(S):

1,466 copies or 17.4% of the total copies mailed for the April 2011 issue were mailed between 11 May and 22 May.
 1,435 copies or 16.4% of the total copies mailed for the May 2011 issue were mailed between 9 June and 16 June.
 3,230 copies or 39.2% of the total copies mailed for the June 2011 issue were mailed between 14th and 19th of July.

PARAGRAPH 2 - SINGLE COPY SALES :

At the time of audit, records of final sales were available for the April 2011 and May 2011 issues.

We have audited this Initial Audit Report of THETALK. Circulation Statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the data reported based on our audit.

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the circulation claims of THETALK for the period reported.

BPA Worldwide
 Shelton, CT
 August 14, 2011
 TYPE: A
 ID Number: T321I0J1