

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011**

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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Official Publication of: None
Established: 1988
Issues Per Year: 12



FIELD SERVED

STAGE DIRECTIONS serves the theatre industry which includes lighting, staging, production services, facility management, special effects and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, employees, managers, administrators, independents, students and other titled and non-titled personnel as described in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	656
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	150
Digital _____	-
All Other _____	150
TOTAL	956

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,971	100.0	19,971	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,971	100.0	19,971	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	321	200	13,630	6,370	20,000
August _____	352	150	13,639	6,159	19,798
September _____	69	165	13,673	6,221	19,894
October _____	276	419	13,751	6,286	20,037
November _____	154	166	13,739	6,310	20,049
December _____	-	-	13,740	6,309	20,049
TOTAL	1,172	1,100			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011
 This issue is 0.5% or 93 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)
DIRECTOR, TECHNICAL DIRECTOR _____	5,053	25.2	3,415	1,638
ARTISTIC DIRECTOR, PRODUCER _____	1,803	9.0	1,184	619
EDUCATOR _____	4,347	21.7	3,857	490
LIGHTING DESIGNER, SOUND DESIGNER, SCENIC DESIGNER _____	3,547	17.7	2,168	1,379
COSTUME DESIGNER, MAKE-UP ARTIST _____	242	1.2	157	85
STAGE MANAGER _____	759	3.8	470	289
FACILITY MANAGER, THEATER ADMINISTRATOR _____	858	4.3	535	323
BOX OFFICE MANAGER, FRONT OF HOUSE STAFF _____	326	1.6	187	139
BACKSTAGE SUPPORT STAFF/CREW, RIGGER _____	586	2.9	367	219
MANUFACTURER _____	326	1.6	168	158
THEATRICAL RETAILER _____	222	1.1	134	88
CONSULTANT _____	633	3.2	372	261
ACTOR _____	400	2.0	235	165
OTHERS ALLIED TO THE FIELD, INCLUDING PAID SUBSCRIBERS _____	947	4.7	490	457
TOTAL QUALIFIED CIRCULATION	20,049	100.0	13,739	6,310

3a. ADDITIONAL ANALYSIS FOR THE ISSUE OF NOVEMBER 2011

CLASSIFICATION BY TITLE	Total Qualified	Percent of Total	Print Version Only (A)	Digital Version Only (B)
President/Owner _____	3,557	17.7	2,319	1,238
Administrator/Manager _____	4,703	23.5	3,063	1,640
Employee _____	6,974	34.8	5,515	1,459
Independent _____	2,372	11.8	1,302	1,070
Student _____	1,056	5.3	708	348
Other Titled and Non-Titled Personnel, Including Paid Subscribers _____	1,387	6.9	832	555
TOTAL QUALIFIED CIRCULATION	20,049	100.0	13,739	6,310

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 years				
I. Request: _____	12,116	3,217	2,548	11,571	6,310	17,881	89.2
II. *Other Than Request: _____	-	1,675	493	2,168	-	2,168	10.8
III. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,116	4,892	3,041	13,739	6,310	20,049	100.0
PERCENT	60.4	24.4	15.2	68.5	31.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	13,739	6,310	20,049	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,739	6,310	20,049	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	88	19	107		Kentucky _____	171	65	236	
New Hampshire _____	75	26	101		Tennessee _____	262	92	354	
Vermont _____	60	16	76		Alabama _____	127	55	182	
Massachusetts _____	407	132	539		Mississippi _____	54	20	74	
Rhode Island _____	61	18	79		EAST SO. CENTRAL	614	232	846	4.2
Connecticut _____	238	87	325		Arkansas _____	125	25	150	
NEW ENGLAND	929	298	1,227	6.1	Louisiana _____	138	41	179	
New York _____	938	397	1,335		Oklahoma _____	148	52	200	
New Jersey _____	397	132	529		Texas _____	1,083	356	1,439	
Pennsylvania _____	571	223	794		WEST SO. CENTRAL	1,494	474	1,968	9.8
MIDDLE ATLANTIC	1,906	752	2,658	13.3	Montana _____	35	7	42	
Ohio _____	518	173	691		Idaho _____	61	18	79	
Indiana _____	352	111	463		Wyoming _____	29	4	33	
Illinois _____	642	237	879		Colorado _____	236	91	327	
Michigan _____	505	160	665		New Mexico _____	70	26	96	
Wisconsin _____	292	89	381		Arizona _____	200	103	303	
EAST NO. CENTRAL	2,309	770	3,079	15.4	Utah _____	159	56	215	
Minnesota _____	260	128	388		Nevada _____	194	90	284	
Iowa _____	198	54	252		MOUNTAIN	984	395	1,379	6.9
Missouri _____	308	116	424		Alaska _____	23	5	28	
North Dakota _____	30	6	36		Washington _____	208	98	306	
South Dakota _____	28	14	42		Oregon _____	150	62	212	
Nebraska _____	83	24	107		California _____	1,487	615	2,102	
Kansas _____	192	60	252		Hawaii _____	31	36	67	
WEST NO. CENTRAL	1,099	402	1,501	7.5	PACIFIC	1,899	816	2,715	13.5
Delaware _____	30	15	45		UNITED STATES	13,474	4,986	18,460	92.1
Maryland _____	219	88	307		U.S. Territories _____	22	16	38	
Washington, DC _____	36	20	56		Canada _____	231	412	643	
Virginia _____	308	120	428		Mexico _____	4	58	62	
West Virginia _____	73	14	87		Other International _____	-	833	833	
North Carolina _____	364	115	479		APO/FPO _____	8	5	13	
South Carolina _____	149	47	196		TOTAL QUALIFIED CIRCULATION	13,739	6,310	20,049	100.0
Georgia _____	279	131	410						
Florida _____	782	297	1,079						
SOUTH ATLANTIC	2,240	847	3,087	15.4					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*	July - December 2011*
Total Audit Average Qualified _____	19,893	20,221	19,889	19,956	20,008	19,971
Qualified Non-Paid Total ____	19,887	20,217	19,889	19,956	20,008	19,971
Print Version Only _____	15,389	14,775	14,345	14,257	13,986	13,695
Digital Version Only _____	4,498	5,442	5,544	5,699	6,022	6,276
Qualified Paid Total _____	6	4	-	-	-	-
Print Version Only _____	6	4	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2011 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:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

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

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 493 copies or 2.5% to 1,675 copies or 8.3%.

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 _____	13,695	100.0	13,695	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,695	100.0	13,695	100.0	-	-

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 _____	6,276	100.0	6,276	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,276	100.0	6,276	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 12, 2012
Terry Lowe, Publisher	State	Nevada
William Vanyo, General Manager	County	Las Vegas
(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	January 12, 2012
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S439Y0D1