

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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Speech TECHNOLOGY

Information Today, Inc
2628 Wilhite Court
Lexington, KY 40503
Tel. No.: 609-654-6266
www.infotoday.com

Official Publication of: None
Established: 1995
Issues Per Year: 6

FIELD SERVED

SPEECH TECHNOLOGY serves Applications Service Providers, Call Centers, Finance, Banking, Accounting, Insurance, Government, Education, Legal, Healthcare, Internet Service Provider, Manufacturing Computers and Computer Software, Manufacturing (other than computer hardware and software), Media, Marketing, Advertising, Consulting, Speech Technology Developer, Speech Technology Integrator, Technology Developer, Telecommunications, Network Carriers, VAR/Systems Integrator, and Others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are C level, Chairmen, Presidents, Owners, Executive Vice Presidents, Vice Presidents, Managers, Educators, Students, Engineers, Developers, Investors, Other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	626
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	532
TOTAL	1,158

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,272	100.0	14,272	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,272	100.0	14,272	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
January/February _____	7,976	4,276	2,367	14,619
March/April _____	7,860	4,337	2,400	14,597
May/June _____	7,402	4,027	2,171	13,600

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011											
This issue is 6.9% or 1,008 copies below the average of the other 2 issues reported in Paragraph two.											
BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	CLASSIFICATION BY TITLE					
						C Level/ Chairman/ President/ Owner	Executive Vice President/ Vice President/ Manager	Educator/ Student	Engineer/ Developer	Investor	Other
Applications Service Providers _____	848	6.2	382	300	166	272	210	29	253	9	75
Call Center _____	703	5.2	324	213	166	64	345	36	153	7	98
Finance, Banking, Accounting, Insurance	1,032	7.6	562	265	205	161	461	27	260	29	94
Governmental, Legal, Education _____	1,124	8.3	581	359	184	134	304	293	250	9	134
Healthcare _____	746	5.5	407	185	154	173	277	53	141	3	99
Internet Service Provider _____	165	1.2	50	96	19	29	38	29	55	4	10
MFG Computers and Computer Software ____	744	5.5	361	267	116	160	244	38	258	1	43
MFG (other than computer hardware or software) _____	484	3.5	248	182	54	98	157	15	171	1	42
Media, MKTG, Advertising, Consulting ____	1,271	9.3	639	394	238	574	384	58	151	13	91
Speech Technology Developer _____	730	5.4	226	304	200	136	179	50	299	8	58
Speech Technology Integrator _____	353	2.6	122	149	82	93	107	23	96	4	30
Technology Developer _____	1,111	8.2	468	456	187	243	223	59	534	7	45
Telecommunications, Network Carriers __	899	6.6	390	366	143	117	310	42	349	3	78
VAR/Systems Integrator _____	395	2.9	175	126	94	173	108	4	76	4	30
Other _____	2,995	22.0	2,467	365	163	208	222	93	162	6	2,304
TOTAL QUALIFIED CIRCULATION	13,600	100.0	7,402	4,027	2,171	2,635	3,569	849	3,208	108	3,231

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	
	1 Year	2 Years	3 Years						
I. Direct Request: _____	4,827	2,372	4,401	5,402	4,027	2,171	11,600	85.3	
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-	
III. Membership Benefit: _____	-	-	-	-	-	-	-	-	
IV. *Communication from recipient or recipient's company (other than request): _____	2,000	-	-	2,000	-	-	2,000	14.7	
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-	-	
Association rosters and directories _____	-	-	-	-	-	-	-	-	
Business directories _____	-	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-	
Other sources _____	-	-	-	-	-	-	-	-	
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	6,827	2,372	4,401	7,402	4,027	2,171	13,600	100.0	
PERCENT	50.2	17.4	32.4	54.4	29.6	16.0	100.0		

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	7,402	4,027	2,171	13,600	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,402	4,027	2,171	13,600	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine	20	7	4	31	
New Hampshire	50	7	10	67	
Vermont	9	3	3	15	
Massachusetts	307	99	120	526	
Rhode Island	18	1	7	26	
Connecticut	134	32	44	210	
NEW ENGLAND	538	149	188	875	6.4
New York	669	191	207	1,067	
New Jersey	433	131	156	720	
Pennsylvania	333	52	77	462	
MIDDLE ATLANTIC	1,435	374	440	2,249	16.5
Ohio	268	64	65	397	
Indiana	101	23	21	145	
Illinois	353	74	81	508	
Michigan	207	38	51	296	
Wisconsin	164	29	32	225	
EAST NO. CENTRAL	1,093	228	250	1,571	11.6
Minnesota	159	36	36	231	
Iowa	67	12	12	91	
Missouri	106	26	27	159	
North Dakota	15	1	-	16	
South Dakota	19	1	4	24	
Nebraska	81	14	33	128	
Kansas	57	15	9	81	
WEST NO. CENTRAL	504	105	121	730	5.4
Delaware	31	8	11	50	
Maryland	147	49	54	250	
Washington, DC	34	12	10	56	
Virginia	226	50	71	347	
West Virginia	36	2	-	38	
North Carolina	200	34	49	283	
South Carolina	62	11	10	83	
Georgia	247	64	84	395	
Florida	408	94	111	613	
SOUTH ATLANTIC	1,391	324	400	2,115	15.5

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Kentucky	56	12	10	78	
Tennessee	105	14	21	140	
Alabama	54	16	14	84	
Mississippi	29	3	3	35	
EAST SO. CENTRAL	244	45	48	337	2.5
Arkansas	27	9	7	40	
Louisiana	25	10	14	52	
Oklahoma	55	13	14	82	
Texas	454	116	150	720	
WEST SO. CENTRAL	565	148	175	888	6.5
Montana	24	3	1	28	
Idaho	22	3	6	31	
Wyoming	10	1	2	13	
Colorado	178	45	53	276	
New Mexico	24	2	7	33	
Arizona	121	32	33	186	
Utah	61	17	17	95	
Nevada	42	7	9	58	
MOUNTAIN	482	110	128	720	5.3
Alaska	2	-	1	3	
Washington	130	40	64	234	
Oregon	68	15	17	100	
California	916	271	312	1,499	
Hawaii	9	2	1	12	
PACIFIC	1,125	328	395	1,848	13.6
UNITED STATES	7,377	1,811	2,145	11,333	83.3
U.S. Territories	21	10	8	39	
Canada	1	74	3	78	
Mexico	-	15	-	15	
Other International	3	2,116	15	2,134	
APO/FPO	-	1	-	1	
TOTALS	7,402	4,027	2,171	13,600	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
ASIA					
Bangladesh	-	9	-	9	
China	-	67	-	67	
Georgia	-	1	-	1	
Hong Kong - SAR	-	7	-	7	
India	-	707	2	709	
Indonesia	-	47	1	48	
Japan	1	11	-	12	
Kazakhstan	-	1	-	1	
Korea, Democratic People's Republic Of	-	1	-	1	
Korea, Republic Of	-	14	2	16	
Macao	-	3	-	3	
Malaysia	-	35	-	35	
Mongolia	-	2	-	2	
Nepal	-	3	-	3	
Pakistan	-	33	-	33	
Philippines	2	47	-	49	
Singapore	-	28	-	28	
Sri Lanka	-	24	-	24	
Taiwan	-	10	-	10	
Thailand	-	11	-	11	
Turkmenistan	-	1	-	1	
Uzbekistan	-	2	-	2	
Vietnam	-	11	1	12	
Subtotal	3	1,075	6	1,084	8.0
MIDDLE EAST					
Iran	-	41	1	42	
Iraq	-	4	-	4	
Israel	-	23	3	26	
Jordan	-	1	-	1	
Kuwait	-	2	-	2	
Lebanon	-	1	-	1	
Oman	-	1	-	1	
Qatar	-	1	-	1	
Saudi Arabia	-	4	-	4	
United Arab Emirates	-	6	-	6	
Yemen	-	1	-	1	
Subtotal	-	85	4	89	0.6
EUROPE					
Albania	-	1	-	1	
Austria	-	3	-	3	
Belarus	-	3	1	4	
Belgium	-	11	-	11	
Bosnia and Herzegovina	-	1	-	1	
Bulgaria	-	5	-	5	
Channel Islands	-	1	-	1	
Croatia	-	2	-	2	
Czech Republic	-	3	-	3	
Denmark	-	9	-	9	
Faroe Islands	-	1	-	1	
Finland	-	4	-	4	
France	-	27	-	27	
Germany	-	30	-	30	
Greece	-	20	-	20	
Hungary	-	3	-	3	
Iceland	-	1	-	1	
Italy	-	49	-	49	
Latvia	-	5	-	5	
Lithuania	-	6	-	6	
Luxembourg	-	2	-	2	
Malta	-	1	-	1	
Moldova	-	3	-	3	
Netherlands	-	23	-	23	
Norway	-	6	-	6	
Poland	-	11	-	11	

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Portugal	-	7	-	7	
Ireland	-	12	-	12	
Romania	-	17	1	18	
Russian Federation	-	14	-	14	
Serbia	-	4	-	4	
Slovakia	-	2	-	2	
Slovenia	-	7	-	7	
Spain	-	45	1	46	
Sweden	-	14	-	14	
Switzerland	-	4	-	4	
Turkey	-	11	-	11	
Ukraine	-	6	-	6	
United Kingdom	-	150	-	150	
Subtotal	-	524	3	527	3.9
AFRICA					
Algeria	-	2	-	2	
Congo	-	1	-	1	
Egypt	-	7	-	7	
Ghana	-	2	-	2	
Kenya	-	4	-	4	
Madagascar	-	1	-	1	
Nigeria	-	5	-	5	
South Africa	-	11	-	11	
Sudan	-	1	-	1	
Uganda	-	1	-	1	
Zimbabwe	-	2	-	2	
Subtotal	-	37	-	37	0.3
NORTH AMERICA					
Canada	1	74	3	78	
United States	7,377	1,812	2,145	11,334	
Mexico	-	15	-	15	
Subtotal	7,378	1,901	2,148	11,427	84.0
CARIBBEAN					
Cuba	-	1	-	1	
Dominican Republic	-	1	-	1	
Netherlands Antilles	-	1	-	1	
Puerto Rico	20	10	8	38	
Trinidad and Tobago	-	4	-	4	
Subtotal	20	17	8	45	0.3
CENTRAL AMERICA					
Costa Rica	-	2	-	2	
Subtotal	-	2	-	2	-
SOUTH AMERICA					
Argentina	-	68	-	68	
Bolivia	-	10	-	10	
Brazil	-	65	1	66	
Chile	-	36	-	36	
Colombia	-	64	-	64	
Ecuador	-	16	-	16	
Guyana	-	1	-	1	
Paraguay	-	1	-	1	
Peru	-	39	-	39	
Suriname	-	1	-	1	
Uruguay	-	5	-	5	
Venezuela	-	15	-	15	
Subtotal	-	321	1	322	2.4
ASIA PACIFIC					
Fiji	-	1	-	1	
Guam	1	-	-	1	
New Zealand	-	2	-	2	
Australia	-	62	1	63	
Subtotal	1	65	1	67	0.5
TOTAL QUALIFIED CIRCULATION	7,402	4,027	2,171	13,600	100.0

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
	July - December 2008	January-June 2009	July - December 2009	January-June 2010	July - December 2010*	January-June 2011*
Total Audit Average Qualified _____	19,651	20,051	18,806	17,010	14,205	14,272
Qualified Non-Paid Total _____	19,626	20,037	18,806	17,010	14,205	14,272
Print Version Only _____	16,233	13,974	12,098	10,704	7,913	7,746
Digital Version Only _____	1,791	4,340	4,280	4,039	4,060	4,213
Both Print & Digital Version (Unduplicated) _____	1,602	1,723	2,428	2,267	2,232	2,313
Qualified Paid Total _____	25	14	-	-	-	-
Print Version Only _____	23	12	-	-	-	-
Digital Version Only _____	1	2	-	-	-	-
Both Print & Digital Version (Unduplicated) _____	1	-	-	-	-	-
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: July 2010 - June 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 of a 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:

Communication Other Than Request includes 1 source of circulation for a quantity of 2,000 copies or 14.7%, including CRM Magazine.

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 _____	7,746	100.0	7,746	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,746	100.0	7,746	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 _____	4,213	100.0	4,213	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,213	100.0	4,213	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,313	100.0	2,313	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,313	100.0	2,313	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Bob Fernekees, Group Publisher

Roy Beagley, Director of Publishing Services

(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 July 15, 2011

State New York

County New York

Received by BPA Worldwide July 15, 2011

Type PJ

ID Number S350Y0J1