

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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Information Today Inc
143 Old Marlton Pike
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www.infotoday.com

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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 _____	867
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,350
All Other _____	2,575
TOTAL	4,792

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,651	100.0	19,626	99.9	25	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,651	100.0	19,626	99.9	25	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2008 Issue	*Number Removed	*Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
September _	-	-	16,134	1,815	1,607			19,556	November/ December	92	674	16,670	1,766	1,595			20,031
									TOTAL	182	674						

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008
This issue is 2.6% or 507 copies above the average of the other 3 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	CLASSIFICATION BY TITLE (SEE NOTE 1)					
						C Level/ Chairman/ President/ Owner	Executive Vice President/ Vice President/ Manager	Educator/ Student	Engineer/ Developer	Investor	Other
Applications Service Providers _____	1,291	6.4	1,008	161	122	392	436	21	319	12	111
Call Center _____	1,141	5.7	876	114	151	116	546	27	220	8	224
Finance, Banking, Accounting, Insurance	2,109	10.5	1,847	134	128	400	1,101	30	323	45	210
Governmental, Legal, Education _____	1,657	8.3	1,415	144	98	208	520	291	346	9	283
Healthcare _____	1,249	6.2	1,083	92	74	282	526	63	187	7	184
Internet Service Provider _____	199	1.0	182	10	7	64	77	7	38	2	11
MFG Computers and Computer Software	1,341	6.7	1,130	119	92	343	444	35	382	6	131
MFG (other than computer hardware or software) _____	1,353	6.8	1,255	52	46	349	664	13	233	10	84
Media, MKTG, Advertising, Consulting _____	2,318	11.6	2,029	148	141	963	831	69	183	18	254
Speech Technology Developer _____	1,143	5.7	761	186	196	218	349	44	406	6	120
Speech Technology Integrator _____	617	3.1	436	94	87	157	211	22	155	2	70
Technology Developer _____	1,422	7.1	1,118	163	141	337	337	52	586	8	102
Telecommunications, Network Carriers _____	1,327	6.6	1,074	154	99	161	542	32	397	11	184
VAR/Systems Integrator _____	747	3.7	590	84	73	316	241	10	130	7	43
Other _____	2,117	10.6	1,866	111	140	250	365	84	192	12	1,214
TOTAL QUALIFIED	20,031	100.0	16,670	1,766	1,595	4,556	7,190	800	4,097	163	3,225

*Note 1- CLASSIFICATION BY TITLE includes 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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008										
Qualification Source	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year							
I. TOTAL - Personal direct request from the recipient:	8,122	7,383	3,758	15,902	1,766	1,595			19,263	96.2
a. Written	621	382	286	1,064	118	107			1,289	6.4
b. Telecommunication	2,921	3,753	677	6,068	674	609			7,351	36.7
c. Electronic	4,580	3,248	2,795	8,770	974	879			10,623	53.1
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-			-	-
a. Written	-	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-	-			-	-
a. Individual	-	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-			-	-
a. Written	-	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	76	-	692	768	-	-			768	3.8
Association rosters and directories	-	-	-	-	-	-			-	-
Business directories	-	-	-	-	-	-			-	-
Independent field reports	-	-	-	-	-	-			-	-
Licensees - National, State or Local Government	-	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-			-	-
Other sources	76	-	692	768	-	-			768	3.8
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,198	7,383	4,450	16,670	1,766	1,595			20,031	100.0
PERCENT	40.9	36.9	22.2	83.2	8.8	8.0			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008							
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	15,580	1,759	1,574			18,913	94.4
Individuals by name only	1,064	7	20			1,091	5.4
Titles or functions only	12	-	-			12	0.1
Company names only	14	-	1			15	0.1
Multi-Copy Same Addressee copies	-	-	-			-	-
Single Copy Sales	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	16,670	1,766	1,595			20,031	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008															
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	28	5	3			36		400-427 Kentucky	122	4	15			141	
030-038 New Hampshire	64	3	6			73		370-385 Tennessee	192	16	19			227	
050-059 Vermont	15	0	3			18		350-369 Alabama	115	8	9			132	
010-027 Massachusetts	613	56	107			776		386-397 Mississippi	42	5	3			50	
028-029 Rhode Island	43	3	5			51		EAST SO. CENTRAL	471	33	46			550	2.7
060-069 Connecticut	285	30	34			349		716-729 Arkansas	60	5	1			66	
NEW ENGLAND	1,048	97	158			1,303	6.5	700-714 Louisiana	83	10	2			95	
100-149 New York	1,568	136	129			1,833		730-749 Oklahoma	94	6	13			113	
070-089 New Jersey	1,025	74	101			1,200		750-799 Texas	937	98	138			1,173	
150-196 Pennsylvania	584	55	50			689		WEST SO. CENTRAL	1,174	119	154			1,447	7.2
MIDDLE ATLANTIC	3,177	265	280			3,722	18.6	590-599 Montana	40	2	2			44	
430-459 Ohio	610	34	41			685		832-838 Idaho	54	-	5			59	
460-479 Indiana	244	10	14			268		820-831 Wyoming	16	-	1			17	
600-629 Illinois	613	41	62			716		800-816 Colorado	350	30	51			431	
480-499 Michigan	433	33	29			495		870-884 New Mexico	66	2	4			72	
530-549 Wisconsin	201	18	22			241		850-865 Arizona	266	25	26			317	
EAST NO. CENTRAL	2,101	136	168			2,405	12.0	840-847 Utah	143	8	13			164	
550-567 Minnesota	290	21	18			329		889-898 Nevada	79	3	7			89	
500-528 Iowa	110	10	12			132		MOUNTAIN	1,014	70	109			1,193	6.0
630-658 Missouri	201	16	15			232		995-999 Alaska	8	2	-			10	
580-588 North Dakota	27	-	1			28		980-994 Washington	358	41	40			439	
570-577 South Dakota	23	1	1			25		970-979 Oregon	152	19	23			194	
680-693 Nebraska	125	11	28			164		900-961 California	2,701	203	253			3,157	
660-679 Kansas	138	8	5			151		967-968 Hawaii	31	4	5			40	
WEST NO. CENTRAL	914	67	80			1,061	5.3	PACIFIC	3,250	269	321			3,840	19.2
197-199 Delaware	42	6	6			54		UNITED STATES	16,203	1,304	1,583			19,090	95.3
206-219 Maryland	276	31	32			339		969 & 004-009 U.S. Territories	34	4	5			43	
200-205 Washington, DC	59	6	5			70		Canada	71	79	4			154	
220-246 Virginia	441	54	53			548		Mexico	1	2	-			3	
247-268 West Virginia	62	3	1			66		Other International	358	377	2			737	
270-289 North Carolina	453	36	24			513		APO/FPO	3	-	1			4	
290-299 South Carolina	139	12	4			155		TOTAL QUALIFIED CIRCULATION	16,670	1,766	1,595			20,031	100.0
300-319 Georgia	614	51	60			725									
320-349 Florida	968	49	82			1,099									
SOUTH ATLANTIC	3,054	248	267			3,569	17.8								

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified	21,780	19,809	19,122	19,797	19,651
Qualified Non-Paid Total	21,780	19,809	19,122	19,768	19,626
Print Only	-	-	17,570	16,443	16,233
Electronic Only	-	-	797	1,783	1,791
Print & Electronic (Unduplicated)	-	-	755	1,542	1,602
Qualified Paid Total	-	-	-	29	25
Print Only	-	-	-	26	23
Electronic Only	-	-	-	1	1
Print & Electronic (Unduplicated)	-	-	-	2	1
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

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	16,256	100.0	16,233	99.9	23	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,256	100.0	16,233	99.9	23	0.1

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,792	100.0	1,791	99.9	1	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,792	100.0	1,791	99.9	1	0.1

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT AND ELECTRONIC VERSION

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,603	100.0	1,602	99.9	1	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,603	100.0	1,602	99.9	1	0.1

PUBLISHER'S AFFIDAVIT

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

Tom Hogan Sr., CEO
Bob Fernekees, Group Publisher

(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.

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County Fayette
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