

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008
(Including Supplementary Data)**

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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RCR Wireless News

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Official Publication of: None
Established: 1982
Issues Per Year: 40
(See Paragraph 11)

FIELD SERVED

RCR WIRELESS NEWS serves the wireless communications industry, including carriers and service providers (cellular/PCS/MVNO, other wireless carriers, and network service providers including wireline and cable-TV MSO; manufacturers and suppliers; dealer or distribution, Enterprise-User/Business-User, Multimedia/Entertainment/Content/Games/Ringtones, Systems Integrator/VAR, Regulatory/Policy Agency/Government, Financial/Insurance/Legal Services/Consultants/Industry Analysts, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel with job titles in corporate management/management, including chief officer, president, chairman, partner, board member, vice president, C-level, financial officer, director, manager, administrator, foreman, superintendent, supervisor, attorney, counsel, business, controller, procurement, buyer, purchasing and other executive and management titles; engineering/technical/operations management and non-management, including analyst, engineer, designer, technical, operations, IT, IS, network, data, project, group leader, group member, developer, staff engineer, quality, specialist, technician, inspector, installer, consultant and other engineering/technical/operations titles; business development/marketing/sales management titles; and other titled and non-titled personnel.

PURPOSE

Included herein is an analysis of the products bought, specified, or recommended by qualified recipients.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	830
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	790
All Other _____	765
TOTAL	2,385

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	49,923	99.5	46,437	92.5	3,486	6.9
Sponsored Individually Addressed _____	39	0.1	-	-	39	0.1
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	214	0.4	200	0.4	14	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,176	100.0	46,637	92.9	3,539	7.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January 7 _____	207	126			49,950	April 21 _____	25	56			50,240
January 21 _____	194	314			50,070	April 28 _____	37	16			50,219
February 4 _____	43	27			50,050	May 5 _____	130	21			50,108
February 18 _____	169	748			50,627	May 12 _____	31	26			50,103
March 3 _____	632	32			50,027	May 19 _____	43	13			50,073
March 17 _____	37	28			50,018	*May 26 _____	794	1,041			50,320
March 24 _____	24	326			50,318	June 2 _____	158	14			50,176
March 31 _____	14	35			50,327	June 9 _____	39	46			50,183
April 7 _____	126	23			50,220	June 16 _____	172	25			50,036
April 14 _____	37	30			50,213	June 30 _____	51	290			50,251
						TOTAL	2,963	3,237			

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008

This issue is 0.3% or 151 copies above the average of the other 19 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE				
			Corporate Management/Management (See Note 1)	Engineering/Technical/Operations, IT/Information Systems Management (See Note 2)	Engineering/Technical/Operations, IT/Information Systems Staff (See Note 3)	Business Development/Marketing/Sales Management	Consultants/Analysts and Others Allied to the Field (See Note 4)
CARRIERS/SERVICE PROVIDERS							
Cellular/PCS/MVNO'S _____	26,658	53.0	12,109	3,211	3,689	5,132	2,517
Other Wireless Carriers _____	4,956	9.8	2,920	604	532	633	267
Network Service Providers (Wireline, Cable,-TV MSO) and Internet Service Providers _____	2,840	5.6	1,338	497	471	393	141
SUB-TOTAL	34,454	68.5	16,367	4,312	4,692	6,158	2,925
MANUFACTURERS and SUPPLIERS of Software, Services and Hardware _____	5,214	10.4	2,238	961	681	1,171	163
Dealer/Distribution _____	6,629	13.2	4,950	269	192	1,077	141
Financial/Insurance/Legal Services, Consultants, or Industry Analysts _____	1,030	2.0	614	71	55	55	235
Enterprise-Users/Business-Users, Multimedia/Entertainment/Content/Games/Ringtones, Systems Integrator/VAR, Regulatory/Policy Agency/Government, and Others Allied to the Field _____	2,993	5.9	1,635	396	322	318	322
SUB-TOTAL	15,866	31.5	9,437	1,697	1,250	2,621	861
TOTAL QUALIFIED CIRCULATION	50,320	100.0	25,804	6,009	5,942	8,779	3,786
PERCENT	100.0		51.3	11.9	11.8	17.4	7.5

Note 1: Corporate Management/Management titles include Chief Officers, Presidents, Chairmen, Partners, Board Members, Vice Presidents, C-Level, General Managers, Financial Officers, Principal, Directors, Managers, Administrators, Foremen, Superintendents, Supervisors, Attorneys, Counsel, Business, Buyer, Purchasing, Procurement, Controllers and other executive and management titles.

Note 2: Engineering/Technical/Operations IT/Information Systems managers includes: Engineer, Designer, Technical, Operations, IT Manager/Supervisor, IS Manager/Supervisor, Network Manager/Supervisor, Application Manager/Supervisor, Software, MIS, Data, Project, Product, Group Leader, Quality, Developer, and other engineering/technical/operations/IT/Information Systems management titles.

Note 3: Engineering/Technical/Operations IT/Information Systems staff includes Engineer, Designer, Coordinator, Technical, Operations, Data, Project, Product, Group Member, Quality, Specialist, Technician, Inspector, Installer, Staff Engineer, Developer, IT, IS, Network, Application, Systems, Software, GIS, and other Engineering/Technical/Operations/IT/Information Systems non-management titles.

Note 4: Consultant/Analysts and Others Allied to the field include Consultants, Analysts, other allied to the field, and Copies Other includes other Titled Personnel, Non-Titled Personnel and Company-Addressed copies.

SUMMARY OF PURCHASING AUTHORITY: This is an analysis of 41,135 or 81.7% recipients that have any involvement in the design, purchase, sale or regulation of wireless equipment, technologies or services to the categories below to the question "In the performance of your job, do you have any involvement in the design, purchase, sale or regulation of wireless equipment, technologies or services?" Since any one recipient's organization may be involved in one, two, or even all twenty types of activities these numbers should not be added together as the total would exceed the number of copies to contractors. These data are presented for statistical and marketing purposes only.

	Respondents
Wireless Handsets Devices (phones, PDA's, etc) _____	30,556
Accessories/Batteries/Cases/Chargers _____	24,836
Data Cards/Memory Cards _____	22,840
Test/Measurements Equipment/Services _____	12,840
Towers/Site Structures/Infrastructure/Site Mgmt/Antennas _____	9,163
Wireless Network Equipment/Services/Systems _____	18,996
Wireless Content (games, music, video) _____	14,354
Engineering/Consulting/Integrator/Facility/Training Services _____	11,065
Financial Services/Investment Banking/Venture Capital/Legal Services _____	3,804
Software _____	11,704
Semiconductors, keyboards, screens, and other components for wireless handsets _____	3,629
TOTAL QUALIFIED	50,320

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	38,568	11,458	144			50,170	99.7
a. Written _____	5,435	2,076	144			7,655	15.2
b. Telecommunication _____	12,002	5,541	-			17,543	34.9
c. Electronic _____	21,131	3,841	-			24,972	49.6
II. TOTAL - Request from recipient's company: _____	119	31	-			150	0.3
a. Written _____	118	31	-			149	0.3
b. Telecommunication _____	1	-	-			1	-
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): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	38,687	11,489	144			50,320	100.0
PERCENT	76.9	22.8	0.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			45,563	90.5
Individuals by name only _____			4,437	8.8
Titles or functions only _____			36	0.1
Company names only _____			73	0.1
Multi-Copy Same Addressee copies _____			211	0.4
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			50,320	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	165		400-427 Kentucky _____	489	
030-038 New Hampshire _____	251		370-385 Tennessee _____	983	
050-059 Vermont _____	74		350-369 Alabama _____	634	
010-027 Massachusetts _____	1,090		386-397 Mississippi _____	334	
028-029 Rhode Island _____	100		EAST SO. CENTRAL	2,440	4.8
060-069 Connecticut _____	584		716-729 Arkansas _____	480	
NEW ENGLAND	2,264	4.5	700-714 Louisiana _____	484	
100-149 New York _____	2,623		730-749 Oklahoma _____	550	
070-089 New Jersey _____	1,970		750-799 Texas _____	3,850	
150-196 Pennsylvania _____	1,844		WEST SO. CENTRAL	5,364	10.7
MIDDLE ATLANTIC	6,437	12.8	590-599 Montana _____	171	
430-459 Ohio _____	1,554		832-838 Idaho _____	255	
460-479 Indiana _____	747		820-831 Wyoming _____	85	
600-629 Illinois _____	2,823		800-816 Colorado _____	992	
480-499 Michigan _____	1,117		870-884 New Mexico _____	243	
530-549 Wisconsin _____	882		850-865 Arizona _____	817	
EAST NO. CENTRAL	7,123	14.2	840-847 Utah _____	525	
550-567 Minnesota _____	1,041		889-898 Nevada _____	295	
500-528 Iowa _____	550		MOUNTAIN	3,383	6.7
630-658 Missouri _____	802		995-999 Alaska _____	42	
580-588 North Dakota _____	120		980-994 Washington _____	1,631	
570-577 South Dakota _____	168		970-979 Oregon _____	503	
680-693 Nebraska _____	268		900-961 California _____	5,636	
660-679 Kansas _____	1,001		967-968 Hawaii _____	60	
WEST NO. CENTRAL	3,950	7.8	PACIFIC	7,872	15.6
197-199 Delaware _____	90		UNITED STATES	50,058	99.5
206-219 Maryland _____	1,055		969 & 004-009 U.S. Territories _____	56	
200-205 Washington, DC _____	257		Canada _____	147	
220-246 Virginia _____	1,574		Mexico _____	1	
247-268 West Virginia _____	150		Other International _____	53	
270-289 North Carolina _____	1,494		APO/FPO _____	5	
290-299 South Carolina _____	814		TOTAL QUALIFIED CIRCULATION	50,320	100.0
300-319 Georgia _____	2,594				
320-349 Florida _____	3,197				
SOUTH ATLANTIC	11,225	22.3			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	41,296	43,211	45,459	50,020	50,176
Qualified Non-Paid Total	35,689	38,264	40,961	45,899	46,637
Qualified Paid Total	5,607	4,947	4,498	4,122	3,539
Post Expire Copies included in Paid Circulation	10.5	11.1	10.6	9.9	9.3
Average Annual Order Price	\$64.01	\$63.89	\$61.67	\$62.96	\$68.43

*NOTE: 2008 data is unaudited.
**NC = None Claimed.

11. ADDITIONAL DATA

CHANGE IN FREQUENCY

Effective with the January 7, 2008 issue, RCR Wireless News changed its frequency from 48 to 40 issues per year.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



Yes. Please start my free trial subscription to RCR Wireless News. I understand there is no obligation on my part.

No thank you. I do not want a free subscription at this time.

All questions must be answered to qualify.

FOR NEW SUBSCRIBERS ONLY

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JOB TITLE _____ COMPANY NAME _____

BUSINESS OR HOME ADDRESS

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

10. PAID CIRCULATION DATA	
\$68.43	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
40	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

You can Fax this card to: (313) 446-6777. PBCW2T

I would prefer not to receive information or advertising by mail from other companies not affiliated with RCR Wireless News. Free subscribers subject to publisher's acceptance.

In the performance of your job, do you have any involvement in the design, purchase, sale or regulation of wireless equipment, technologies or services? (check only one):

YES

NO

PLEASE CHECK THE primary business of your company, division or organization (check only one):

(M) Wireless Carrier/Operator/Contra. MUNC. (MUNC) WIRELESS

(B) Other Wireless Service Provider

(C) Network Service Provider (Wireless, Cable, TV, MSO)

(I) Internet Services

(M) Manufacturer or Supplier

(E) Dealer, Distributor, or Wholesaler

(C) Enterprise User/Business User

(M) Manufacturer/Supplier/Contract/Supplier/Reseller

(S) Systems Integrator/IS/IT

(R) Regulatory/Policy Agency/Government

(M) Financial/Insurance/Legal Services, Consultants, or Industry Analysts

(O) Other (please describe)

Please check all of the business activities for your organization (check all that apply):

(7) Job Cellular/FCS

(8) MUNC

(C) Wireless Data/ISP/WLAN

(E) W/F/Wireless Service Provider

(M) Manager/IS/MSA

(I) Manufacturing

(C) Machine to Machine (M2M)

(O) Other Wireless Carriers

(M) Cable Operator/MSO

(B) Broadband/Internet Services/VoIP

(S) Web Hosting

(J) E-Business

(M) Wireless/IS/IT/EC/Telecoms Company

(I) Integrated Communication Provider

(M) Application Service Provider/ Wireless Application Service Provider

(M) Manufacturer/Enterprise/Contract/Supplier/Reseller

(M) Manufacturer of Handsets, Hardware or other components for mobile device

(M) Manufacturer of Towers, Base Stations, Antennas, or other infrastructure equipment

(I) Supplier of Handsets, Software, Hardware, or Services

(R) Dealers, Retailers, Agents and Resellers

(C) Distributors and Retailers

(M) Wholesaler

(M) Enterprise User/Business User

(O) Public Safety/Government

(M) Regulatory/Policy Agency/Government

(S) Systems Integrator/IS/IT

(F) Financial/Insurance/Legal Services, Consultants, or Industry Analysts

(M) Other (please describe)

CHECK THE ONE THAT BEST DESCRIBES YOUR JOB TITLE:

(M) Executive/Corporate Management: Chief Officer, President, Chairman, Partner, Board Member, Vice President, C-level, Regional Officer, President, and other executive or corporate titles

(M) Information Systems Management: IT Manager/Supervisor, IT Manager/Supervisor, Network Manager/Supervisor, Application Manager/Supervisor, Systems Manager/Supervisor, and other ITIS management titles

(O) Engineering/Technical/Operations Management: Engineer, Designer, Technical, Operations, Data, Project, Group Leader, Quality, Service, and other engineering/technical/operations management titles

(M) Middle-General Management: Director, Manager, Administrator, Foreman, Superintendent, Supervisor, Attorney, Counsel, Business, Controller, Buyer, Purchasing, Procurement and other management titles

(M) Information Systems Staff: IT, Network, Application, Systems, and other ITIS non-management titles

(O) Engineering/Technical/Operations Staff: Engineer, Designer, Coordinator, Data, Project, Product, Group Member, Specialist, Technician, Inspector, Installer, Staff Engineer, Quality, Developer, and other engineering/technical/operations non-management titles

(M) Business Development/Marketing/Sales Management

(O) Consultant/Analyst

(O) Other (please specify):

In the performance of your job, please check all of the different functions that are involved in your job (check all that apply):

(M) Business Development

(E) Engineering - Network, Systems, Infrastructure, Testing, QC, Operations, Architecture

(O) Engineering - Product Development

(O) Engineering - Data/Security

(E) Engineering - Other

(O) Software/Applications Development

(O) ITIS Management

(M) Technology Manager

(O) Content Developer/Publisher/Mobile Marketing

(M) F3 Marketing

(M) Sales

(M) Head/Distributor

(M) Regulatory

(M) Purchasing/Procurement

(M) Financial/Legal

(M) Company/Business Management

(O) Other

In the performance of your job, do you have any involvement in the design, purchase, sale or regulation of wireless equipment, technologies or services? (check all that apply):

(M) Wireless Handsets/Devices (phones, PDAs, etc.)

(M) Accessories/Peripherals/Cases/Chargers

(M) Data Cards/Memory Cards

(M) Wi-Fi Enabled Devices

(M) Wireless Network Access Cards

(M) Test Measurement Equipment/Services

(M) Towers/Site Structures/Infrastructure/Site Mgmt./Business

(M) Wireless Network Equipment/Services/Systems

(M) Wireless Broadband Mesh Networks/Wi Mesh Networks

(M) W/F/WLAN Equipment/Services/Systems

(M) Messaging Services/Systems

(M) OSS: Operation, Support, System/Billing Services

(M) In-Building Amplifiers, Femtocell, Wireless Network in-building Infrastructure, signal boosters

(M) Emergency/E-911/Enhanced Security

(M) Wireless Content (games, music, video)

(M) Location Based Services (LBS/GPS/Beaconics)

(M) Wireless Internet/WiFi Services

(M) Engineering/Consulting/Integrate/Facility/Testing Services

(M) Financial Services/Investment Banking/Venture Capital/Legal Services

(M) Software: Operating Systems

(M) Software: Application Development

(M) Software: Mobile/Remote Access

(M) Software: Other

(M) Semiconductors, keyboards, screens, and other components for wireless handsets

(M) Wireless Service Plans

(M) Wireless Data Services

(M) Wireless Application Services

(M) W-Commerce/Ranking

(M) Activation Services

(M) Wireless Enterprise Application Integration

(M) Wireless Security Applications/Services

(M) Repair Services

(M) None of the above

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Alan Bergstein, Publisher/Editorial Director		
Cindy Plough, Circulation Manager		
(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 28, 2008	
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County	Jefferson	
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