

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

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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Trusts & Estates

Penton Media
249 West 17 Street
New York, NY 10011-5300
Tel. No.: (212) 204-4200
FAX No.: (212) 206-3622
www.trustsandestates.com

Official Publication of: None
Established: 1904
Issues Per Year: 12



FIELD SERVED

TRUSTS & ESTATES serves the field of Bank and/or Trust Companies, Law Firms and/or Attorneys at Law, Family Offices, Accounting Firms and/or CPAs, Insurance Companies (including agents and brokers), Non-Profit Institutions and Foundations, Financial Planning/Investment Consultants, Investment Management Companies, Manufacturing/Non-Manufacturing Companies (including those offering products and services for estate planners), Government Agencies, Universities, Law Schools and other Educational Facilities, Libraries, Professional or Trade Associations, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Titled and Non-Titled Personnel in the above field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	409
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	587
Digital _____	-
All Other _____	1,089
TOTAL	2,085

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,074	99.6	-	-	9,074	99.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	39	0.4	-	-	39	0.4
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,113	100.0	-	-	9,113	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 2011 _____	-	-	-	9,313	9,313
August 2011 _____	-	-	-	9,235	9,235
September 2011 _____	-	-	-	8,948	8,948
October 2011 _____	-	-	-	8,862	8,862
November 2011 _____	-	-	-	9,265	9,265
December 2011 _____	-	-	-	9,053	9,053
TOTAL	-	-	-	-	-

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011 2011				
This issue is 2.0% or 183 copies above the average of the other 5 issues reported in Paragraph two.				
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Banks and Trust Companies _____	735	7.9	-	735
Law Firms and/or Attorneys at Law _____	2,893	31.2	-	2,893
Family Offices _____	306	3.3	-	306
CPA's and Accounting Firms _____	1,350	14.6	-	1,350
Insurance Companies, Agents and Brokers _____	242	2.6	-	242
Non-Profit Institutions and Foundations _____	168	1.8	-	168
Financial Planners/ Investment Consultants/ Investment Management Companies _____	1,036	11.2	-	1,036
Universities, Law Schools, Educational Facilities, Libraries, Professional or Trade Associations _____	128	1.4	-	128
Others allied to the field (including Government Agencies and Companies Offering Products & Services for Estate Planners) and other paid subscribers _____	2,407	26.0	-	2,407
TOTAL QUALIFIED CIRCULATION	9,265	100.0	-	9,265
PERCENT	100.0	-	-	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER 2011 2011

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request: _____	-	-	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-
PERCENT	-	-	-	-	-	-	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011 2011

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	2,458	2,458	26.5
Individuals by name only _____	-	5,856	5,856	63.2
Titles or functions only _____	-	32	32	0.3
Company names only _____	-	877	877	9.5
Multi-Copy Same Addressee copies _____	-	42	42	0.5
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	9,265	9,265	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011 2011

State	Qualified Non-Paid	Single Copy Sales	Other Paid Subs	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Single Copy Sales	Other Paid Subs	Qualified Paid	Total Qualified	Percent
Maine _____	-	-	42	42	42		Kentucky _____	-	-	109	109	109	
New Hampshire _____	-	-	62	62	62		Tennessee _____	-	-	160	160	160	
Vermont _____	-	-	21	21	21		Alabama _____	-	-	82	82	82	
Massachusetts _____	-	-	377	377	377		Mississippi _____	-	-	53	53	53	
Rhode Island _____	-	-	37	37	37		EAST SO. CENTRAL	-	-	404	404	404	4.4
Connecticut _____	-	-	211	211	211		Arkansas _____	-	-	60	60	60	
NEW ENGLAND	-	-	750	750	750	8.1	Louisiana _____	-	-	73	73	73	
New York _____	-	-	868	868	868		Oklahoma _____	-	-	113	113	113	
New Jersey _____	-	-	321	321	321		Texas _____	-	-	535	535	535	
Pennsylvania _____	-	-	388	388	388		WEST SO. CENTRAL	-	-	781	781	781	8.4
MIDDLE ATLANTIC	-	-	1,577	1,577	1,577	17.0	Montana _____	-	-	42	42	42	
Ohio _____	-	-	358	358	358		Idaho _____	-	-	37	37	37	
Indiana _____	-	-	173	173	173		Wyoming _____	-	-	31	31	31	
Illinois _____	-	-	525	525	525		Colorado _____	-	-	180	180	180	
Michigan _____	-	-	243	243	243		New Mexico _____	-	-	42	42	42	
Wisconsin _____	-	-	133	133	133		Arizona _____	-	-	146	146	146	
EAST NO. CENTRAL	-	-	1,432	1,432	1,432	15.5	Utah _____	-	-	54	54	54	
Minnesota _____	-	-	161	161	161		Nevada _____	-	-	75	75	75	
Iowa _____	-	-	98	98	98		MOUNTAIN	-	-	607	607	607	6.6
Missouri _____	-	-	164	164	164		Alaska _____	-	-	19	19	19	
North Dakota _____	-	-	26	26	26		Washington _____	-	-	165	165	165	
South Dakota _____	-	-	52	52	52		Oregon _____	-	-	107	107	107	
Nebraska _____	-	-	76	76	76		California _____	-	-	1,011	1,011	1,011	
Kansas _____	-	-	95	95	95		Hawaii _____	-	-	53	53	53	
WEST NO. CENTRAL	-	-	672	672	672	7.3	PACIFIC	-	-	1,355	1,355	1,355	14.6
Delaware _____	-	-	40	40	40		UNITED STATES	-	-	9,226	9,226	9,226	99.6
Maryland _____	-	-	193	193	193		U.S. Territories _____	-	-	8	8	8	
Washington, DC _____	-	-	59	59	59		Canada _____	-	-	14	14	14	
Virginia _____	-	-	240	240	240		Mexico _____	-	-	-	-	-	
West Virginia _____	-	-	50	50	50		Other International _____	-	-	17	17	17	
North Carolina _____	-	-	217	217	217		APO/FPO _____	-	-	-	-	-	
South Carolina _____	-	-	80	80	80		Email Only _____	-	-	-	-	-	
Georgia _____	-	-	220	220	220		TOTAL QUALIFIED CIRCULATION	-	-	9,265	9,265	9,265	100.0
Florida _____	-	-	549	549	549								
SOUTH ATLANTIC	-	-	1,648	1,648	1,648	17.8							

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: _	10,713	10,111	9,490	9,412	9,616	9,113
Qualified Non-Paid: _____	-	-	-	-	-	-
Qualified Paid: _____	10,713	10,111	9,490	9,412	9,616	9,113
Post Expire Copies in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	\$178.58	\$193.95	\$188.59	\$183.02	\$202.20	\$202.92

* NOTE: January 2011 - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

** NC = None Claimed.

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD				
Includes gross subscription sales/orders with unpaid invoices pending.				
Average Annual Subscription Order Price: 12 issues for \$202.92		Total	Percent	
PRICES				
Offers (≥ 5% of Total Orders)				
12 Issues for \$275.00 _____		1,312	35.4	
12 Issues for \$129.00 _____		935	25.2	
12 Issues for \$249.00 _____		368	9.9	
12 Issues for \$199.00 _____		259	7.0	
12 Issues for \$149.00 _____		231	6.2	
24 Issues for \$440.00 _____		190	5.1	
All Others _____		416	11.2	
Total		3,711	100.0	

USE OF FREE PROMOTIONAL INCENTIVES		Total	Percent
Ordered without promotional incentive _____		3,647	98.3
Ordered with editorial promotional incentive including reprints _____		53	1.4
Ordered with other promotional incentive _____		11	0.3
Total		3,711	100.0

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT	
We hereby make oath and testify that all data set forth in this statement are true.	Date signed
No signer specified	
(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
IMPORTANT NOTE:	Type PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number t264POD1
It will be included in the annual audit made by BPA Worldwide.	