

**REVISED COPY (SEE ADDITIONAL DATA)  
CONSUMER MAGAZINE CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2012**

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 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

**About BPA Worldwide**

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

**bazaar**  
بازار

Bazaar Publishing  
Kuwait Free Trade Zone  
Al Arjan Complex - Block B  
Kuwait City, KUWAIT  
Tel.: 965.2461.0017  
Fax: 265.2461.0018  
[bazaar-magazine.com](http://bazaar-magazine.com)  
[info@bazaar-magazine.com](mailto:info@bazaar-magazine.com)

Official Publication of: None  
Established: 1997



**MARKET SERVED**

Bazaar is an english language lifestyle magazine that serves the Kuwaiti community. Copies reach different locations such as coffee shops, restaurants, colleges and other public places. Multi-Copy Same Addressee copies are distributed using both In-House and outsourcing distribution teams and reach different locations such as coffee shops, restaurants, colleges and other public places. Multi-copy Same Addressee circulation is audited only to the point of distribution. For non-paid multiple copies, written agreements not more than three years old have been obtained indicating that the recipient at the point of distribution agrees to accept the magazine in bulk for redistribution.

**PRICE AND FREQUENCY**

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
11	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period

**AVERAGE TOTAL QUALIFIED CIRCULATION BASED ON 6 ISSUES IN THE PERIOD**

<b>Total Qualified</b>	<b>9,652</b>
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	9,652

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	9,652	100.0	9,652	100.0
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b>	-	-	9,652	100.0	9,652	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
<b>TOTAL</b>	-	-	<b>9,652</b>	<b>100.0</b>	<b>9,652</b>	<b>100.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2012 Issue	Total Qualified
January	9,485
February	9,685
March	9,795
April	9,715
May	9,615
June	9,615

**3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2012**  
 This issue is 0.5% or 44 copies below the average of the other 5 issues reported in Paragraph two.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL
*Multi-Copy Same Addressee _____	9,615	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,615</b>	<b>100.0</b>

\*Multi-Copy Same Addressee copies are delivered to universities, salons, malls and dining outlets across Kuwait.

**4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**

QUALIFICATION SOURCE	Qualified Within			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): _____	470	440	8,705	9,615	100.0
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Rosters and directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>470</b>	<b>440</b>	<b>8,705</b>	<b>9,615</b>	<b>100.0</b>
<b>PERCENT</b>	<b>4.9</b>	<b>4.6</b>	<b>90.5</b>	<b>100.0</b>	

**5. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**

Country	Total Qualified	Percent
Kuwait	9,615	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,615</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2010	July - December 2010	January - June 2011	July - December 2011*	January - June 2012*
Total Audit Average Qualified: _____	9,792	9,815	9,667	9,541	9,652
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC
Qualified Paid: _____	-	-	-	-	-
Subscriptions _____	-	-	-	-	-
Sponsored _____	-	-	-	-	-
Single-Copy Sales _____	-	-	-	-	-
Qualified Non-Paid: _____	9,792	9,815	9,667	9,541	9,652
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2011 - June 2012 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:**

Qualified copies include non-paid Multi-Copy Same Addressee. Multi-Copy Same Addressee copies are delivered to retail, malls and dining outlets across Kuwait. Multi-copy Same Addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

**REVISED COPY:**

This Revised June 2012 Circulation Statement dated October 9, 2012 replaces the previously released statement dated August 29, 2012.

Due to a clerical error in Paragraph 4 the claims were incorrectly classified as Direct request. The claims have been corrected to Communication from recipient or recipient's company. Please destroy all originally released copies of this report.

We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 29, 2012
Yusra Ahmad, Operations Manager	State	Kuwait
Ahmed El-Adly, Managing Partner	City	Shuwaikh
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Revised	October 9, 2012
<b>IMPORTANT NOTE:</b>	Type	CPJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	B325P0J2
It will be included in the annual audit made by BPA Worldwide.		