

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2010**

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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Official Publication of: None
Established: 1879
Issues Per Year: 12

FIELD SERVED

MUSICAL MERCHANDISE REVIEW serves the retailer/dealers of musical instruments and equipment, manufacturers of musical instruments and equipment, distributors, importers of musical instruments and equipment, manufacturers representatives, music publishers, music educators, libraries, piano tuners; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled personnel in the above field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	542
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	208
Digital _____	-
All Other _____	194
TOTAL	946

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,978	100.0	9,870	98.9	108	1.1
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,978	100.0	9,870	98.9	108	1.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
July _____	41	24	10,147
August _____	149	36	10,034
September _____	107	26	9,953
October _____	44	22	9,931
November _____	10	10	9,931
December _____	81	26	9,876
TOTAL	432	144	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

This issue is 0.6% or 57 copies below the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/industry breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Music Stores Market in June 1985, requiring participating publications to report their circulation on a comparable basis by June 1986. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Retailers/Dealers of Musical Instruments and Equipment _____	7,707	77.6
2. Manufacturers of Musical Instruments and Equipment _____	914	9.2
3. Distributors/Importers of Musical Instruments and Equipment _____	286	2.9
4. Manufacturer's Representatives _____	302	3.0
5. Music Publishers, Music Educators, Piano Tuners _____	307	3.1
Others Allied to the Field _____	415	4.2
TOTAL QUALIFIED CIRCULATION	9,931	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	2,079	3,451	388	5,918	59.6
II. Request from recipient's company: _____	21	89	24	134	1.3
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,879	-	-	3,879	39.1
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	3,879	-	-	3,879	39.1
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,979	3,540	412	9,931	100.0
PERCENT	60.2	35.6	4.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	6,149	61.9
Individuals by name only _____	1	-
Titles or functions only _____	3,781	38.1
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	9,931	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	46		400-427 Kentucky _____	150	
030-038 New Hampshire _____	64		370-385 Tennessee _____	257	
050-059 Vermont _____	36		350-369 Alabama _____	133	
010-027 Massachusetts _____	267		386-397 Mississippi _____	84	
028-029 Rhode Island _____	36		EAST SO. CENTRAL	624	6.3
060-069 Connecticut _____	172		716-729 Arkansas _____	91	
NEW ENGLAND	621	6.3	700-714 Louisiana _____	102	
100-149 New York _____	652		730-749 Oklahoma _____	97	
070-089 New Jersey _____	297		750-799 Texas _____	527	
150-196 Pennsylvania _____	428		WEST SO. CENTRAL	817	8.2
MIDDLE ATLANTIC	1,377	13.9	590-599 Montana _____	40	
430-459 Ohio _____	382		832-838 Idaho _____	56	
460-479 Indiana _____	264		820-831 Wyoming _____	20	
600-629 Illinois _____	458		800-816 Colorado _____	172	
480-499 Michigan _____	273		870-884 New Mexico _____	58	
530-549 Wisconsin _____	210		850-865 Arizona _____	167	
EAST NO. CENTRAL	1,587	16.0	840-847 Utah _____	87	
550-567 Minnesota _____	190		889-898 Nevada _____	58	
500-528 Iowa _____	95		MOUNTAIN	658	6.6
630-658 Missouri _____	199		995-999 Alaska _____	26	
580-588 North Dakota _____	27		980-994 Washington _____	230	
570-577 South Dakota _____	18		970-979 Oregon _____	155	
680-693 Nebraska _____	58		900-961 California _____	1,517	
660-679 Kansas _____	100		967-968 Hawaii _____	42	
WEST NO. CENTRAL	687	6.9	PACIFIC	1,970	19.8
197-199 Delaware _____	18		UNITED STATES	9,916	99.8
206-219 Maryland _____	137		969 & 004-009 U.S. Territories _____	6	
200-205 Washington, DC _____	6		Canada _____	4	
220-246 Virginia _____	223		Mexico _____	-	
247-268 West Virginia _____	48		Other International _____	5	
270-289 North Carolina _____	250		AP0/FPO _____	-	
290-299 South Carolina _____	128		TOTAL QUALIFIED CIRCULATION	9,931	100.0
300-319 Georgia _____	273				
320-349 Florida _____	492				
SOUTH ATLANTIC	1,575	15.9			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified: _____	9,311	9,615	9,941	10,057	10,060	9,978
Qualified Non-Paid: _	9,113	9,414	9,747	9,903	9,940	9,870
Qualified Paid: _____	198	201	194	154	120	108
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 - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source for quantities of 3,879 copies or 39.1%, including MMR Directory.

PUBLISHER'S AFFIDAVIT

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

Sidney Davis, Publisher

Melanie Prescott, Circulation Director

(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 February 16, 2011

State Massachusetts

County Norfolk

Received by BPA Worldwide February 16, 2011

Type PJ

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