

Information DISPLAY

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Society for Information Display

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The Society for Information Display
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Circulation Statement for the 6 month period ended June 2009

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TOTAL CIRCULATION

- January 9950
- February 8950
- March 8950
- April 8850
- May/June 11000

Field Served

INFORMATION DISPLAY serves organizations where the end product or service is cathode-ray tubes; electroluminescent displays; field-emission displays; liquid-crystal displays & modules; plasma display panels; displays (other); display components, hardware, subassemblies; display manufacturing equipment, materials, services; printing/reproduction/facsimile equipment; color services/systems; communications systems/equipment; computer monitors/peripherals; computers; consulting services-technical; consulting services-management/marketing; education; industrial controls, systems, equipment, robotics; medical imaging/ electronic equipment; military/air space, ground support/avionics navigation & guidance equipment/systems; oceanography & support equipment; office & business machines; television systems/broadcast equipment; television receivers, consumer electronics, appliances; test, measurement & instrumentation equipment; transportation, commercial signage and other end products or services; and others allied to the field including SID members.

Circulation Statistics

TOTALS reflect the combined circulation of qualified members as well as Promotional copies sent to interested individuals.

Month	Qualified Members	Others	Total Circulation
JANUARY	9025	925	9950
FEBRUARY	8169	781	8950
MARCH	8153	797	8950
APRIL	8132	718	8850
MAY/JUNE	7325	3675	11000

Source of Qualified Circulation for the Issue of June 2009

Qualified Within

Qualification Source	1 year	2 years	3 years	Total	Percent
1. Personal direct request from the recipient	6438	6	11	6480	88.4
2. Request from the recipient's company	8	0	0	8	0.1
3. Membership benefit	744	22	71	837	11.4
Total Qualified Circulation	7190	35	100	7325	100
Percent	98.2	.05	1.4	100	

Business/Occupational Breakout of Qualified Circulation

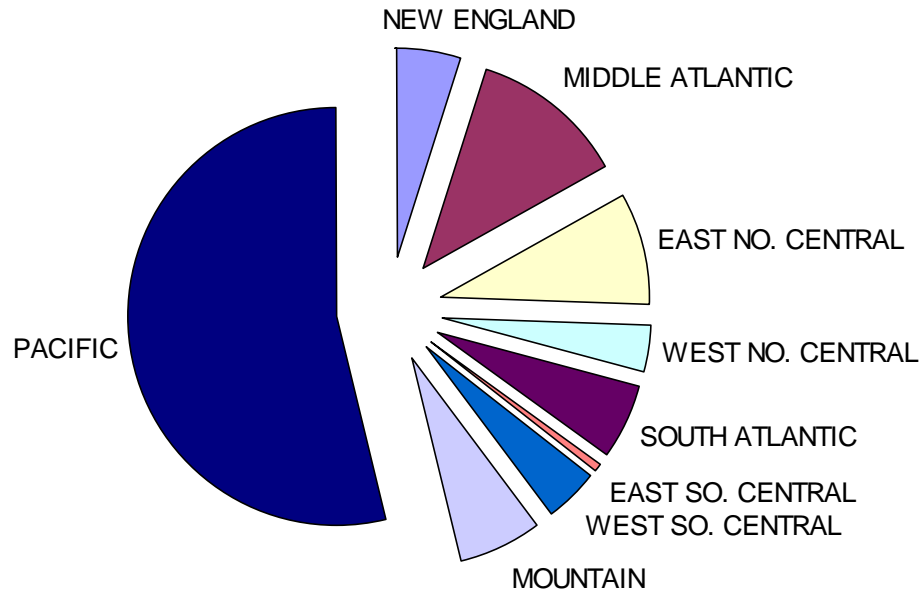
BUSINESS AND INDUSTRY	Total Qualified	Percent of Total	General/ Corporate/ Financial	Design, Development, Engineering	Engineering Systems (Evaluation, QC, Stds.)	Basic Research	Mfg/ Production	Purchasing/ Procurement	Marketing/ Sales	Advertising/ Public Relations	Consulting	College or University Education	Other	All others Allied to Field
Cathode-Ray Tubes	57	0.8	26	14	2	2	2	0	4	0	2	2	3	0
Electroluminescent Display	269	3.7	31	88	5	93	9	0	22	0	2	11	6	2
Field-Emission Displays	67	0.9	8	25	1	15	3	0	6	0	2	6	1	0
Liquid-crystal Displays & Modules	1,383	18.9	161	507	76	134	58	21	320	12	24	35	26	9
Plasma Display Panels	116	1.6	16	41	5	12	0	2	7	1	4	23	4	1
Displays (other)	753	10.3	100	298	33	101	32	11	142	7	9	4	13	3
Display Components, Hardware, Subassemblies	832	11.4	112	298	34	44	34	7	277	4	10	2	8	2
Display Manufacturing, Equipment, Materials, Services	604	8.2	90	147	24	78	42	8	188	4	7	3	11	2
Printing/Reproduction/ Facsimile/ Equipment	33	0.5	4	15	1	7	0	1	4	0	0	0	1	0
Color Services/ Systems	19	0.3	1	7	4	3	0	0	0	0	1	2	0	1
Communications Systems/ Equipment	112	1.5	5	58	15	13	3	7	9	0	0	0	2	0
Computer Monitors/ Peripherals	80	1.1	20	33	2	1	3	2	13	0	5	0	1	0
Computers	115	1.6	13	50	14	9	7	5	13	1	1	0	1	1
Consulting Services, Technical	222	3.0	19	50	10	18	2	0	11	0	103	2	5	2
Consulting Services, Management, Marketing	119	1.6	16	7	1	7	0	0	25	10	47	2	4	0
Education	223	3.0	5	9	0	45	1	0	2	0	4	153	3	1
Industrial Controls, Systems, Equipment Robotics	135	1.8	18	58	13	9	3	4	19	0	3	1	6	1
Medical Imaging/ Electronic Equipment	74	1.0	4	38	5	1	4	7	11	0	2	1	1	0
Military/ Air, Space, Ground Support/ Avionics	213	2.9	13	119	35	8	7	2	17	0	5	0	4	3
Navigation & Guidance Equipment/ Systems	34	0.5	4	24	1	1	0	1	1	1	0	0	1	0
Oceanography & Support Equipment	1	0.0	0	1	0	0	0	0	0	0	0	0	0	0
Office & Business Machines	13	0.2	1	7	1	3	0	0	0	0	1	0	0	0
Television Systems/ Broadcast Equipment	54	0.7	5	21	11	13	0	0	2	0	1	0	1	0
Television Receivers, Consumer Electronics, Appliances	98	1.3	9	59	6	7	1	5	8	0	0	0	3	0
Test, Measurement & Instrumentation Equipment	141	1.9	16	44	13	4	4	1	48	0	3	1	6	1
Transportation, Commercial Signage	30	0.4	2	20	3	1	1	1	1	0	1	0	0	0
Other End Products or Services	626	8.5	80	161	25	54	16	14	185	7	8	3	71	2
All Others Allied to the Field	902	12.3	20	39	6	20	3	0	21	2	7	9	17	758
TOTAL QUALIFIED CIRCULATION	7,325	100.0	799	2,238	346	703	235	99	1,356	49	252	260	199	789
PERCENT	100.0		10.9	30.6	4.7	9.6	3.2	1.4	18.5	0.7	3.4	3.5	2.7	10.8

Geographical Breakout of Qualified Circulation—North America

State & Zip Code	Qualified Non-Paid	Percent
039-049 Maine	2	
030-038 New Hampshire	9	
050-059 Vermont	2	
010-027 Massachusetts	176	
028-029 Rhode Island	3	
060-069 Connecticut	34	
NEW ENGLAND	226	3%
100-149 New York	314	
070-089 New Jersey	115	
150-196 Pennsylvania	111	
MIDDLE ATLANTIC	540	7%
430-459 Ohio	105	
460-479 Indiana	24	
600-629 Illinois	113	
480-499 Michigan	103	
530-549 Wisconsin	32	
EAST NO. CENTRAL	377	5%
550-567 Minnesota	106	
500-528 Iowa	22	
630-658 Missouri	24	
580-588 North Dakota	0	
570-577 South Dakota	4	
680-693 Nebraska	0	
660-679 Kansas	10	
WEST NO. CENTRAL	166	2%
197-199 Delaware	26	
206-219 Maryland	27	
200-205 Washington, DC	8	
220-246 Virginia	37	
247-268 West Virginia	4	
270-289 North Carolina	33	
290-299 South Carolina	6	

State & Zip Code	Qualified Non-Paid	Percent
300-319 Georgia	62	
320-349 Florida	54	
SOUTH ATLANTIC	257	4%
400-427 Kentucky	12	
370-385 Tennessee	9	
350-369 Alabama	6	
386-397 Mississippi	1	
EAST SO. CENTRAL	28	0%
716-729 Arkansas	1	
700-714 Louisiana	1	
730-749 Oklahoma	9	
750-799 Texas	180	
WEST SO. CENTRAL	191	3%
590-599 Montana	2	
832-838 Idaho	8	
820-831 Wyoming	0	
800-816 Colorado	66	
870-884 New Mexico	10	
850-865 Arizona	152	
840-847 Utah	13	
889-898 Nevada	28	
MOUNTAIN	279	4%
995-999 Alaska	0	
980-994 Washington	145	
970-979 Oregon	107	
900-961 California	2,172	
967-968 Hawaii	1	
PACIFIC	2,425	33%
UNITED STATES	4,489	61%
TOTAL QUALIFIED CIRCULATION	7,325	100.0

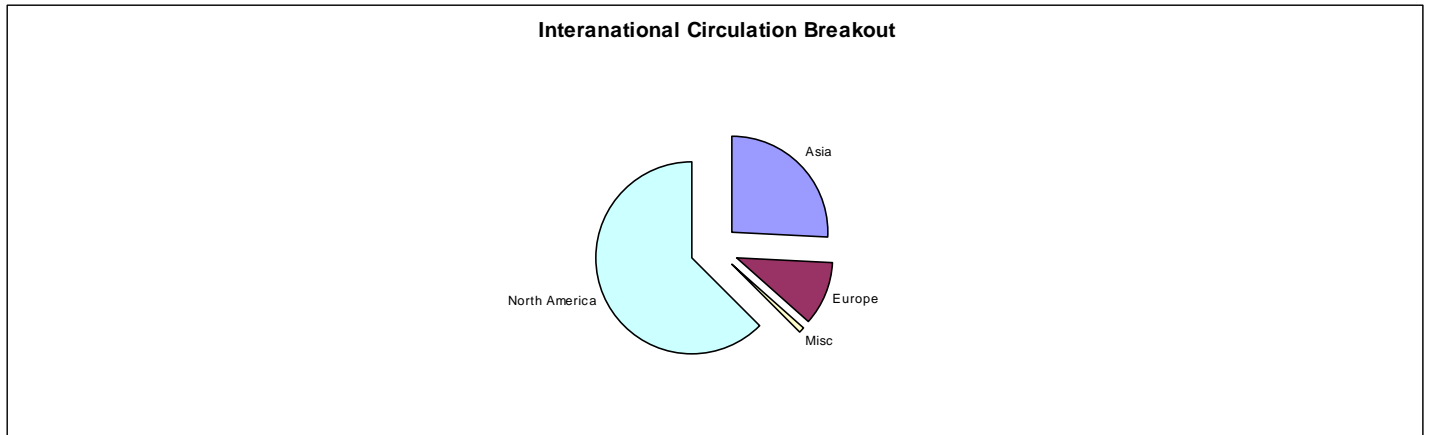
North America Membership Spread



Geographical Breakout of Qualified Circulation—International

Country	Qualified Non-Paid	Percent
China	162	
Hong Kong	18	
India	43	
Japan	960	
Korea - South	388	
Malaysia & Indonesia	5	
Singapore	15	
Taiwan	263	
Thailand	1	
ASIA	1855	25%
Iran	2	
Israel	30	
Turkey	6	
ASIA - MIDDLE EAST	38	1%
Austria	3	
Belarus	12	
Belgium	26	
Denmark	14	
Finland	33	
France	49	
Germany	217	
Italy	27	
Misc Europe	1	
Netherlands	55	

Country	Qualified Non-Paid	Percent
Norway	10	
Poland	3	
Russian Federation	66	
Slovenia	1	
Spain	4	
Sweden	33	
Switzerland	28	
Ukraine	39	
United Kingdom	182	
EUROPE	803	11%
Africa	1	
AFRICA	1	0%
Canada	88	
United States Of America	4,489	
NORTH AMERICA	4577	62%
Puerto Rico	0	
CARIBBEAN	0	0%
Brazil	35	
SOUTH AMERICA	35	0%
Australia	14	
New Zealand	2	
OCEANIA	16	0%
TOTAL QUALIFIED CIRCULATION	7325	100%



Definition of Qualification

Qualified recipients have a job of general/corporate/financial; design, development engineering: engineering systems (evaluation, QC, stds.); basic research; manufacturing/production; purchasing/procurement; marketing/sales; advertising/public relations; consulting; college or university education, and others allied to the field including SID members.

Publisher's Affidavit

We hereby make oath and say that all the data set forth in this statement is true
 Jenny Bach, Manager

Date Signed: September 30, 2009
 State California
 County Santa Clara