

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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INSTORE

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER



GK Magazine Publishing Co., Ltd.
431 Soi Pradu 1, Charoenkrung Road,
Bangkokaem, Bangkok 10120
Thailand

Tel. No.: (66 2) 688-7108
FAX No.: (66 2) 688-7109

Official Publication of: None
Established: 1998
Issues Per Year: 12

FIELD SERVED

Instore Magazine serves independent retailers, retail headquarters, retail chain stores; included are, department stores, independent designers and distributors, manufacturers and wholesalers; other businesses allied to the jewelry trade, including students and trade organizations.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include retail store owners and executives, merchandisers and buyers, store managers, sales managers and associates, marketing executives; including others allied to the jewelry trade.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	134
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	740
All Other _____	2,164
TOTAL	3,038

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,028	99.5	21,962	99.2	66	0.3
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	100	0.5	100	0.5	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,128	100.0	22,062	99.7	66	0.3

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	247	303			22,050	October _____	719	516			22,117
August _____	274	377			22,156	November _____	404	412			22,122
September _____	432	599			22,319	December _____	301	176			22,000
						TOTAL	2,377	2,383			

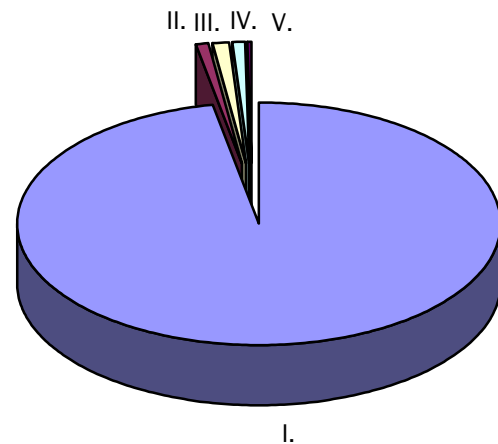
*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006
 This issue is -% or 6 copies below the average of the other 5 issues reported in Paragraph two.

CONSUMER MARKETS	TOTAL QUALIFIED	PERCENT OF TOTAL
Retailers (independents and chains, department store and jewelry department) _____	21,483	97.0
Manufacturers and designers _____	195	0.9
Wholesalers and dealers _____	192	0.9
Others Allied to the Field _____	189	0.9
Paid-Individual _____	63	0.3
TOTAL QUALIFIED CIRCULATION	22,122	100.0

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
I. Retailers (independents and chains, department stores and jewelry departments) _____	21,483	97.0
II. Manufacturers and designers _____	195	0.9
III. Wholesalers and dealers _____	192	0.9
IV. Others Allied to the Field _____	189	0.9
V. Paid-Individual _____	63	0.3
TOTAL	22,122	100.0



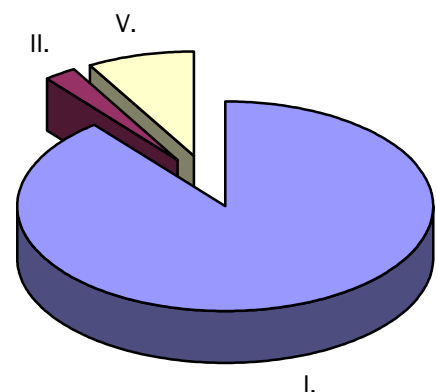
3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	8,755	8,354	2,210			19,319	87.3
a. Written _____	2,081	4,301	1,587			7,969	36.0
b. Telecommunication _____	5,812	3,374	339			9,525	43.1
c. Electronic _____	862	679	284			1,825	8.2
II. TOTAL - Request from recipient's company: _____	801	221	4			1,026	4.7
a. Written _____	9	6	1			16	0.1
b. Telecommunication _____	790	215	3			1,008	4.6
c. Electronic _____	2	-	-			2	-
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): _____	1,777	-	-			1,777	8.0
*Association rosters and directories _____	1,777	-	-			1,777	8.0
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	11,333	8,575	2,214			22,122	100.0
*See Paragraph 11	PERCENT	51.2	38.8	10.0		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,483	97.1
Individuals by name only _____			488	2.2
Titles or functions only _____			28	0.1
Company names only _____			23	0.1
Multi-Copy Same Addressee copies _____			100	0.5
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			22,122	100.0

3b. Breakout of Qualified Circulation by Source

QUALIFICATION SOURCE	TOTAL QUALIFIED	PERCENT OF TOTAL
I. Personal direct request from the recipient _____	19,319	87.3
II. Request from recipient's company _____	1,026	4.7
III. Membership Benefit _____	-	-
IV. Communication from recipient or recipient's company (other than request) _____	-	-
V. Sources other than above (listed alphabetically) _____	1,777	8.0
VI. Single Copy Sales _____	-	-



4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2006

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			122		400-427 Kentucky _____			253	
030-038 New Hampshire _____			122		370-385 Tennessee _____			470	
050-059 Vermont _____			54		350-369 Alabama _____			311	
010-027 Massachusetts _____			637		386-397 Mississippi _____			180	
028-029 Rhode Island _____			110		EAST SO. CENTRAL			1,214	5.5
060-069 Connecticut _____			353		716-729 Arkansas _____			192	
NEW ENGLAND			1,398	6.3	700-714 Louisiana _____			260	
100-149 New York _____			1,768		730-749 Oklahoma _____			214	
070-089 New Jersey _____			826		750-799 Texas _____			1,381	
150-196 Pennsylvania _____			1,023		WEST SO. CENTRAL			2,047	9.3
MIDDLE ATLANTIC			3,617	16.4	590-599 Montana _____			97	
430-459 Ohio _____			806		832-838 Idaho _____			89	
460-479 Indiana _____			390		820-831 Wyoming _____			36	
600-629 Illinois _____			817		800-816 Colorado _____			324	
480-499 Michigan _____			676		870-884 New Mexico _____			138	
530-549 Wisconsin _____			479		850-865 Arizona _____			368	
EAST NO. CENTRAL			3,168	14.3	840-847 Utah _____			159	
550-567 Minnesota _____			379		889-898 Nevada _____			149	
500-528 Iowa _____			220		MOUNTAIN			1,360	6.1
630-658 Missouri _____			416		995-999 Alaska _____			54	
580-588 North Dakota _____			45		980-994 Washington _____			352	
570-577 South Dakota _____			59		970-979 Oregon _____			220	
680-693 Nebraska _____			128		900-961 California _____			2,436	
660-679 Kansas _____			204		967-968 Hawaii _____			122	
WEST NO. CENTRAL			1,451	6.6	PACIFIC			3,184	14.4
197-199 Delaware _____			55		UNITED STATES			21,647	97.9
206-219 Maryland _____			309		969 & 004-009				
200-205 Washington, DC _____			47		U.S. Territories _____			136	
220-246 Virginia _____			468		Canada _____			314	
247-268 West Virginia _____			107		Mexico _____			1	
270-289 North Carolina _____			667		Other International _____			24	
290-299 South Carolina _____			310		APO/FPO _____			-	
300-319 Georgia _____			631		TOTAL QUALIFIED CIRCULATION			22,122	100.0
320-349 Florida _____			1,614						
SOUTH ATLANTIC			4,208	19.0					

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
	2002	2003	2004	2005	*2006
Total Audit Average Qualified:	24,124	21,243	21,527	21,602	22,163
Qualified Non-Paid:	23,928	21,126	21,452	21,544	22,095
Qualified Paid:	196	117	76	58	68
Post Expire Copies included in Paid Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	**NC	\$58.66	\$59.27	\$60.46	\$61.56

*NOTE: The audited average qualified circulation for January-June 2006 = 22,198. The unaudited average qualified circulation for July-December 2006 = 22,128. Yielding an average qualified circulation of 22,163.

**NC = None Claimed.

10. PAID CIRCULATION DATA

\$62.45	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,777 copies or 8.0%.

PUBLISHER'S AFFIDAVIT

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

Dan Kisch, Publisher

David Squires, GM

(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 December 20, 2006

City Bangkok

Country Thailand

Received by BPA Worldwide December 20, 2006

Type PJ

ID Number G116P0D6