

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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

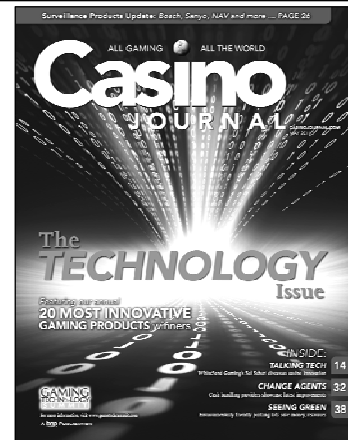
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.casinojournal.com

Official Publication of: None
Established: 1995
Issues Per Year: 12



FIELD SERVED

CASINO JOURNAL serves casinos (including Indian gaming, cruise ship, card club, bingo-charitable, bingo-non-charitable, and internet gaming), lottery, parimutuel, government/law enforcement, and suppliers, finance/banking, law firms, consultants/research firms, hospitality/entertainment, internet gaming suppliers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executive/corporate/financial management (including owner, president, CEO, VP, treasurer, finance manager, controller, and general manager), tribal leader, IT management/ development (including CIO, VP/director IT, IT systems, internet management, IT software development, webmaster), other management (including operations, security/surveillance, government relations, purchasing, sales/marketing, human resources or administrative management, buyer), gaming management (including slot/slot club, table games, player development, shift, cage/credit, race & sports book, bingo/ keno, VLT management), slot technician, hospitality management (including food, beverage, entertainment, hotel, attractions management), government official, and other titled and non-titled recipients including company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	122
Advertiser and Agency _____	646
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	992
TOTAL	1,760

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,365	100.0	13,293	99.5	72	0.5
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,365	100.0	13,293	99.5	72	0.5

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	15	7	11,428	1,950	13,378
February _____	43	30	11,535	1,830	13,365
March _____	86	83	11,506	1,856	13,362
April _____	39	36	11,478	1,881	13,359
May _____	1,563	1,567	11,603	1,760	13,363
June _____	20	20	11,616	1,747	13,363
TOTAL	1,766	1,743			

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	16,045	7,104	5,893	1.21	00:58	02:12
February _____	16,501	7,272	6,129	1.19	00:57	02:07
March _____	16,360	6,943	5,775	1.20	01:03	02:27
April _____	11,672	5,025	4,188	1.20	01:03	02:30
May _____	11,523	4,836	3,968	1.22	00:58	02:16
June _____	12,343	4,787	3,930	1.22	00:47	02:10
AVERAGE:	14,074	5,995	4,981	1.21	00:58	02:17

*See Additional Data

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified _____	9,001	10,455	13,370	13,354	13,354	13,365
Qualified Non-Paid Total ___	8,945	10,359	13,247	13,271	13,276	13,293
Print Version Only _____	8,945	10,076	11,913	11,764	11,579	11,456
Digital Version Only _____	-	283	1,334	1,507	1,697	1,837
Qualified Paid Total _____	56	96	123	83	78	72
Print Version Only _____	56	96	123	83	78	72
Digital Version Only _____	-	-	-	-	-	-
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: January - June 2011 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:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2,644 copies or 19.8%, including Casino City Press.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,528	100.0	11,456	99.4	72	0.6
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,528	100.0	11,456	99.4	72	0.6

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,837	100.0	1,837	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,837	100.0	1,837	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Rita M. Foumia, Corporate Strategy Director

Catherine M. Ronan, Corporate Audience Audit Manager

(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 July 11, 2011

State Michigan

County Oakland

Received by BPA Worldwide July 11, 2011

Type PD

ID Number C419Y0J1

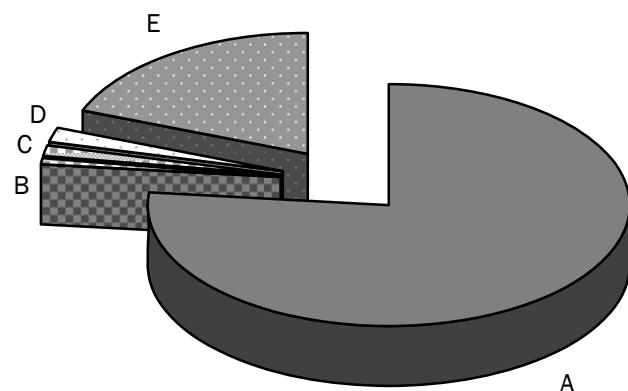
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	EXECUTIVE/CORPORATE/FINANCIAL MANAGEMENT (Note 1)	IT MANAGEMENT/DEVELOPMENT (Note 2)	OTHER MANAGEMENT (Note 3)	GAMING MANAGEMENT/SLOT TECHNICIAN (Note 4)	HOSPITALITY MANAGEMENT (Note 5)	GOVERNMENT OFFICIAL/OTHER TITLED AND NON-TITLED RECIPIENTS INCLUDING COMPANY COPIES
Casinos (Note 6)	10,248	76.7	9,151	1,097	4,129	409	2,635	2,132	892	51
Lottery	93	0.7	68	25	46	9	26	6	1	5
Parimutuel	181	1.4	144	37	108	6	43	17	5	2
Government/Law Enforcement	282	2.1	225	57	103	16	46	9	2	106
Suppliers, Finance/Banking, Law Firms, Consultants/ Research Firms, Hospitality/ Entertainment, Internet Gaming Suppliers and Others Allied to the Field	2,559	19.1	2,015	544	1,536	150	602	131	100	40
TOTAL QUALIFIED CIRCULATION	13,363	100.0	11,603	1,760	5,922	590	3,352	2,295	1,000	204
PERCENT	100.0		86.8	13.2	44.3	4.4	25.1	17.2	7.5	1.5

Note 1: Executive/Corporate/Financial Management includes owner, president, CEO, VP, treasurer, finance manager, controller, and general manager and tribal leader.
 Note 2: IT Management/Development includes CIO, VP/director IT, IT systems, internet management, IT software development, webmaster.
 Note 3: Other Management includes operations, security/surveillance, government relations, purchasing, sales/marketing, human resources or administrative management, buyer.
 Note 4: Gaming Management/Slot Technician includes slot/slot club, table games, player development, shift, cage/credit, race & sports book, bingo/keno, VLT management.
 Note 5: Hospitality Management includes food, beverage, entertainment, hotel, attractions management.
 Note 6: Casinos includes Casinos, Indian Gaming, Cruise Ship, Card Club, Bingo-Charitable, Bingo-Non-Charitable and Internet Gaming.

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Casinos	10,248	76.7
B Lottery	93	0.7
C Parimutuel	181	1.4
D Government/Law Enforcement	282	2.1
E Suppliers, Finance/Banking, Law Firms, Consultants/ Research Firms, Hospitality/ Entertainment, Internet Gaming Suppliers and Others Allied to the Field	2,559	19.1
TOTAL	13,363	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	5,868	3,029	1,256	8,393	1,760	10,153	76.0
a. Written	138	115	59	312	-	312	2.3
b. Telecommunication	3,328	1,700	916	5,047	897	5,944	44.5
c. Electronic	2,402	1,214	281	3,034	863	3,897	29.2
II. TOTAL - Request from recipient's company:	175	391	-	566	-	566	4.2
a. Written	3	-	-	3	-	3	-
b. Telecommunication	-	199	-	199	-	199	1.5
c. Electronic	172	192	-	364	-	364	2.7
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):	2,644	-	-	2,644	-	2,644	19.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,644	-	-	2,644	-	2,644	19.8
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,687	3,420	1,256	11,603	1,760	13,363	100.0
PERCENT	65.0	25.6	9.4	86.8	13.2	100.0	

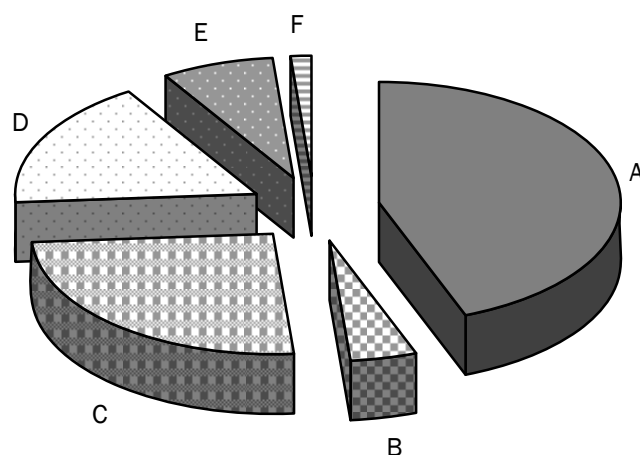
*See Additional Data

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	11,603	1,760	13,363	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,603	1,760	13,363	100.0

3a. Breakout of Qualified Circulation by Title and Function

Title and Function	TOTAL QUALIFIED	PERCENT OF TOTAL
A Executive/Corporate/Financial Management	5,922	44.3
B IT Management/Development	590	4.4
C Other Management	3,352	25.1
D Gaming Management/Slot Technician	2,295	17.2
E Hospitality Management	1,000	7.5
F Government/Official/Other Titled & Non-Titled Recipients Including Company Copies	204	1.5
TOTAL	13,363	100.0



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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	14	4	18	
New Hampshire	29	-	29	
Vermont	2	-	2	
Massachusetts	64	6	70	
Rhode Island	30	7	37	
Connecticut	178	21	199	
NEW ENGLAND	317	38	355	2.6
New York	407	69	476	
New Jersey	373	49	422	
Pennsylvania	175	36	211	
MIDDLE ATLANTIC	955	154	1,109	8.3
Ohio	85	20	105	
Indiana	240	20	260	
Illinois	312	60	372	
Michigan	204	48	252	
Wisconsin	154	29	183	
EAST NO. CENTRAL	995	177	1,172	8.8
Minnesota	174	43	217	
Iowa	289	31	320	
Missouri	144	27	171	
North Dakota	113	9	122	
South Dakota	98	9	107	
Nebraska	40	1	41	
Kansas	65	10	75	
WEST NO. CENTRAL	923	130	1,053	7.9
Delaware	70	11	81	
Maryland	46	8	54	
Washington, DC	4	2	6	
Virginia	35	12	47	
West Virginia	26	5	31	
North Carolina	70	13	83	
South Carolina	23	6	29	
Georgia	56	22	78	
Florida	514	75	589	
SOUTH ATLANTIC	844	154	998	7.5
Kentucky	32	11	43	
Tennessee	31	4	35	
Alabama	43	3	46	
Mississippi	239	49	288	
EAST SO. CENTRAL	345	67	412	3.1
Arkansas	30	4	34	
Louisiana	146	39	185	
Oklahoma	253	61	314	
Texas	153	30	183	
WEST SO. CENTRAL	582	134	716	5.3
Montana	93	3	96	
Idaho	74	4	78	
Wyoming	12	1	13	
Colorado	375	37	412	
New Mexico	237	23	260	
Arizona	352	33	385	
Utah	8	3	11	
Nevada	2,881	343	3,224	
MOUNTAIN	4,032	447	4,479	33.5
Alaska	13	3	16	
Washington	208	48	256	
Oregon	72	24	96	
California	1,361	193	1,554	
Hawaii	7	2	9	
PACIFIC	1,661	270	1,931	14.4
UNITED STATES	10,634	1,574	12,225	91.4
U.S. Territories	92	9	101	
Canada	587	74	661	
Mexico	49	22	71	
Other International	221	84	305	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	11,603	1,760	13,363	100.0