

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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keyboard

NewBay Media
1111 Bayhill Drive
Suite 125
San Bruno, CA 94066
Official Publication of: None
Established: 1975



MARKET SERVED

KEYBOARD is dedicated to covering music technology. KEYBOARD serves the performing, recording, and composing musician, with an emphasis on keyboards, technology, computers, and music software.

AVERAGE QUALIFIED CIRCULATION

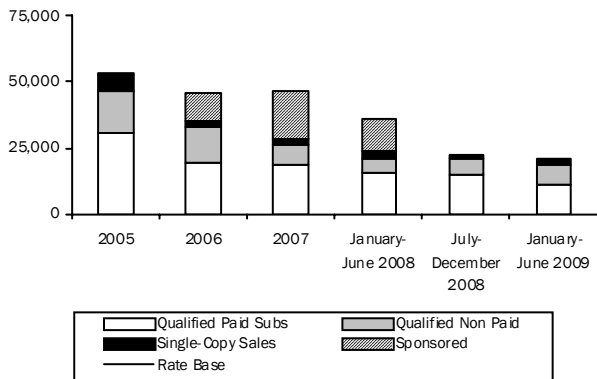
Total Qualified	20,559
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	13,703
Subscriptions	11,403
Sponsored	-
Single-Copy Sales	2,300
Qualified Non-Paid	6,856

**NC = None Claimed

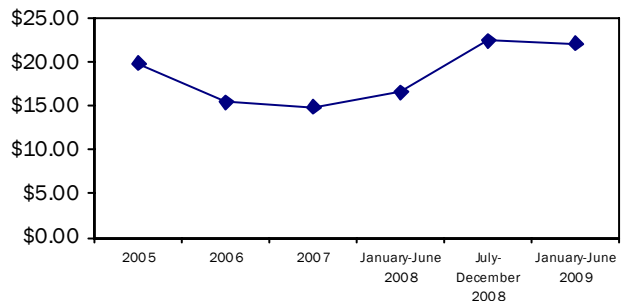
PRICE AND FREQUENCY

\$ 22.15	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
\$ 5.99	All Single-Copy Sales Prices for the Period

Average Qualified Circulation Trend



Average Annualized Subscription Price



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	11,403	55.5	4,633	22.5	16,036	78.0
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	2,223	10.8	2,223	10.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	11,403	55.5	6,856	33.3	18,259	88.8
Single-Copy Sales _____	2,300	11.2	-	-	2,300	11.2
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	13,703	66.7	6,856	33.3	20,559	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD								
2009 Issue	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Paid			Qualified Non-Paid	Total Qualified
				Single Copy Sales	Subscriptions	Total		
January _____	18,514	710	-	2,300	12,358	14,658	4,566	19,224
February _____	20,831	748	-	2,300	11,985	14,285	7,294	21,579
March _____	20,334	767	-	2,300	11,469	13,769	7,332	21,101
April _____	20,109	767	-	2,300	11,244	13,544	7,332	20,876
May _____	19,749	769	-	2,300	10,897	13,197	7,321	20,518
June _____	19,304	753	-	2,300	10,465	12,765	7,292	20,057

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD				
Includes gross subscription sales/orders with unpaid invoices pending.				
Average Annual Order Price: 12 issues for \$22.15				
3A. PRICES	Total	Percent		
Offers (≥ 5.0% of Total Orders)				
12 @ \$12.00 _____	1,002	36.8		
24 @ \$25.00 _____	585	21.5		
All Other (See Paragraph 8) _____	1,139	41.7		
Sponsored-Excluded from Average Annual Order Price _____	-	-		
TOTAL	2,726	100.0		
3B. LENGTH OF SUBSCRIPTIONS	Total	Percent		
Ordered without promotional incentive _____	2,726	100.0		
Ordered with editorial promotional incentive _____	-	-		
Ordered with other promotional incentive _____	-	-		
TOTAL	2,726	100.0		

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2009

This issue is 0.2% or 49 copies below the average of the other 5 issues reported in Paragraph two.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	QUALIFIED PAID	QUALIFIED NON-PAID
Subscribers:							
Paid Subscribers _____	10,897	53.1	10,897	-	-	10,897	-
Music Educators _____	4,653	22.7	3,884	769	-	-	4,653
Non-Paid Sponsored _____	-	-	-	-	-	-	-
Bulk Copies to School Music Programs _____	2,668	13.0	2,668	-	-	-	2,668
Single Copy Sales _____	2,300	11.2	2,300	-	-	2,300	-
TOTAL QUALIFIED CIRCULATION	20,518	100.0	19,749	769	-	13,197	7,321

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	824	733	1,415	2,203	769	-	-	-	2,972	40.7
II. Request from recipient's company: _____	-	-	9	9	-	-	-	-	9	0.1
III. Membership Benefit: _____	-	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	2,513	155	-	2,668	-	-	-	-	2,668	36.4
V. TOTAL - Sources other than above (listed alphabetically): _____	792	-	880	1,672	-	-	-	-	1,672	22.8
Rosters and directories _____	-	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-	-	-
Other sources _____	792	-	880	1,672	-	-	-	-	1,672	22.8
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,129	888	2,304	6,552	769	-	-	-	7,321	100.0
*See Paragraph 8	PERCENT	56.4	12.1	31.5	89.5	10.5	-	-	100.0	-

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Paid			Qualified Non-Paid	Total Qualified	Percent
				Single Copy Sales	Subscriptions	Total Paid			
039-049 Maine _____	96	6	-	6	42	48	28	76	
030-038 New Hampshire _____	104	5	-	7	48	55	27	82	
050-059 Vermont _____	65	1	-	2	37	39	11	50	
010-027 Massachusetts _____	642	15	-	52	335	387	564	951	
028-029 Rhode Island _____	99	3	-	3	57	60	19	79	
060-069 Connecticut _____	324	6	-	17	202	219	54	273	
NEW ENGLAND	1,330	36	-	87	721	808	703	1,511	7.3
100-149 New York _____	1,784	55	-	164	968	1,132	807	1,939	
070-089 New Jersey _____	635	16	-	86	434	520	137	657	
150-196 Pennsylvania _____	886	25	-	56	475	531	214	745	
MIDDLE ATLANTIC	3,305	96	-	306	1,877	2,183	1,158	3,341	16.3
430-459 Ohio _____	608	21	-	65	325	390	217	607	
460-479 Indiana _____	314	10	-	44	170	214	68	282	
600-629 Illinois _____	823	25	-	73	437	510	202	712	
480-499 Michigan _____	576	15	-	57	276	333	125	458	
530-549 Wisconsin _____	337	5	-	50	164	214	66	280	
EAST NO. CENTRAL	2,658	76	-	289	1,372	1,661	678	2,339	11.4
550-567 Minnesota _____	349	6	-	18	175	193	118	311	
500-528 Iowa _____	125	1	-	5	70	75	20	95	
630-658 Missouri _____	336	5	-	17	142	159	73	232	
580-588 North Dakota _____	12	-	-	28	6	34	2	36	
570-577 South Dakota _____	28	-	-	2	10	12	6	18	
680-693 Nebraska _____	93	3	-	8	33	41	25	66	
660-679 Kansas _____	131	5	-	6	57	63	33	96	
WEST NO. CENTRAL	1,074	20	-	84	493	577	277	854	4.2
197-199 Delaware _____	72	2	-	8	31	39	17	56	
206-219 Maryland _____	460	14	-	55	230	285	100	385	
200-205 Washington, DC _____	50	1	-	34	31	65	38	103	
220-246 Virginia _____	512	14	-	29	255	284	109	393	
247-268 West Virginia _____	80	4	-	6	31	37	23	60	
270-289 North Carolina _____	443	16	-	28	214	242	139	381	
290-299 South Carolina _____	199	1	-	12	69	81	46	127	
300-319 Georgia _____	421	18	-	38	193	231	106	337	
320-349 Florida _____	990	27	-	67	483	550	876	1,426	
SOUTH ATLANTIC	3,227	97	-	277	1,537	1,814	1,454	3,268	15.9
400-427 Kentucky _____	168	4	-	13	89	102	33	135	
370-385 Tennessee _____	512	16	-	23	230	253	286	539	
350-369 Alabama _____	218	4	-	16	89	105	53	158	
386-397 Mississippi _____	104	3	-	5	44	49	25	74	
EAST SO. CENTRAL	1,002	27	-	57	452	509	397	906	4.4
716-729 Arkansas _____	97	1	-	8	45	53	19	72	
700-714 Louisiana _____	166	6	-	15	90	105	42	147	
730-749 Oklahoma _____	127	1	-	7	57	64	65	129	
750-799 Texas _____	943	34	-	81	441	522	334	856	
WEST SO. CENTRAL	1,333	42	-	111	633	744	460	1,204	5.9
590-599 Montana _____	54	2	-	5	19	24	30	54	
832-838 Idaho _____	41	1	-	7	28	35	6	41	
820-831 Wyoming _____	25	-	-	3	13	16	4	20	
800-816 Colorado _____	307	13	-	18	193	211	63	274	
870-884 New Mexico _____	97	5	-	8	44	52	26	78	
850-865 Arizona _____	250	8	-	31	156	187	455	642	
840-847 Utah _____	117	9	-	4	52	56	40	96	
889-898 Nevada _____	176	2	-	7	115	122	27	149	
MOUNTAIN	1,067	40	-	83	620	703	651	1,354	6.6
995-999 Alaska _____	45	1	-	3	26	29	8	37	
980-994 Washington _____	498	14	-	34	276	310	104	414	
970-979 Oregon _____	233	5	-	22	155	177	41	218	
900-961 California _____	3,044	82	-	221	1,773	1,994	881	2,875	
967-968 Hawaii _____	96	5	-	11	52	63	23	86	
PACIFIC	3,916	107	-	291	2,282	2,573	1,057	3,630	17.7
UNITED STATES	18,912	541	-	1,585	9,987	11,572	6,835	18,407	89.7
969 & 004-009 U.S. Territories _____	54	2	-	5	31	36	11	47	
Canada _____	295	38	-	230	277	507	99	606	
Mexico _____	17	12	-	-	5	5	24	29	
Other International _____	455	176	-	480	584	1,064	352	1,416	
APO/FPO _____	16	-	-	-	13	13	-	13	
TOTALS	19,749	769	-	2,300	10,897	13,197	7,321	20,518	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	53,354	48,232	46,769	36,317	22,706	20,559
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid : _____	37,276	34,987	39,143	30,816	16,686	13,703
Subscriptions _____	30,635	25,692	18,305	15,676	14,545	11,403
Sponsored _____	-	5,130	18,236	12,738	-	-
Single-Copy Sales _____	6,641	4,165	2,602	2,402	2,141	2,300
Qualified Non-Paid: _____	16,078	13,245	7,627	5,501	6,020	6,856
Post Expire Copies included in Total Qualified Circulation: _____	5	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$19.89	\$15.96	\$ 15.20	\$16.56	\$22.41	\$22.15

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Qualified recipients are paid subscribers and individuals purchasing copies through newsstands and retail outlets. Also qualified are recording studio professionals, music educators, and individuals who have responded to subscription offers but have not paid.

Copies are addressed to individuals and mailed via periodicals U.S. Postal Permit. Single copies are sold through newsstands, bookstores, music stores, record stores and computer stores.

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.

AVERAGE NON-QUALIFIED CIRCULATION: 1,043 COPIES.

PARAGRAPH 3a - ANNUAL ORDER PRICE:

The average price of 1,139 subscriptions under "All Other" is \$26.75.

PARAGRAPH 5:

Paragraph 5 includes 7,321 qualified non-paid circulation. Qualified paid circulation of 13,197 combined with the qualified non-paid circulation equal 20,518 total qualified circulation for the analyzed issue

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD (PRINT VERSION ONLY)

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	11,403	57.6	3,881	19.6	15,284	77.2
Membership Benefit _____	-	-	-	-	0	-
Multi-Copy Same Addressee _____	-	-	2,223	11.2	2,223	11.2
Sponsored Individually Addressed _____	-	-	-	-	0	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	0	-
Sub-Total Subscriptions _____	11,403	57.6	6,104	30.8	17,507	88.4
Single-Copy Sales _____	2,300	11.6	-	-	2,300	11.6
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	13,703	69.2	6,104	30.8	19,807	100.0

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD (ELECTRONIC VERSION ONLY)

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	-	-	752	100.0	752	100.0
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sub-Total Subscriptions _____	-	-	752	100.0	752	100.0
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
TOTAL	-	-	752	100.0	752	100.0

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 27, 2009
John Pledger, Group Publisher	State	California
Denise Robbins, Circulation Director	County	San Mateo
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 27, 2009
IMPORTANT NOTE:	Type	CPD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	K008Y0J9