

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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Since 1931, BPA Worldwide has set the standard for thoroughness, accuracy, transparency and timeliness in media and event audits.

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recommend

Worth International
Communications, Corp.
5979 N.W. 151 Street
Suite 120
Miami Lakes, FL 33014
Tel. No.: (305) 828-0123
FAX No.: (305) 826-6950

Official Publication of: None
Established: 1967
Issues Per Year: 12



FIELD SERVED
RECOMMEND serves the travel industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are travel agencies; corporate travel agencies; airline, rail and bus offices; tour operators; wholesale agencies and incentive travel companies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	1,412
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	3,245
TOTAL	4,659

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	49,246	95.4	49,246	95.4	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2,392	4.6	2,392	4.6	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,638	100.0	51,638	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2004 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2004 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	167	210			51,442	October _____	267	1,184			52,126
August _____	128	520			51,834	November _____	19,283	18,932			51,775
September _____	1,954	1,329			51,209	December _____	333	-			51,442
						TOTAL	22,132	22,175			

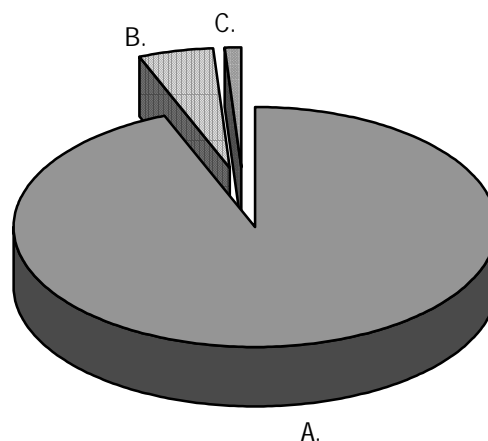
3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2004
 This issue is 0.3% or 164 copies above the average of the other 5 issues reported in Paragraph two.

CLASSIFICATION BY INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	President Partner, Owner	Directors, VP, Gen Mgr, Mgrs	Travel Agents, Travel Consult, Grp Trvl Spec	Other Titled & Untitled Personnel
Travel Agency _____	48,650	94.0	17,802	5,205	24,621	1,022
Home Based Agency _____	2,486	4.8	918	83	1,449	36
Tour Operator _____	639	1.2	319	102	178	40
TOTAL QUALIFIED CIRCULATION	51,775	100.0	19,039	5,390	26,248	1,098
PERCENT	100.0	-	36.8	10.4	50.7	2.1

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
1. President, Partner, Owner _____	19,039	36.8
2. Directors, VP, Gen Mgr, Mgrs _____	5,390	10.4
3. Travel Agents, Travel Consult Grp Trvl Spec _____	26,248	50.7
4. Other Titled & Untitled Personnel _____	1,098	2.1
TOTAL QUALIFIED CIRCULATION	51,775	100.0

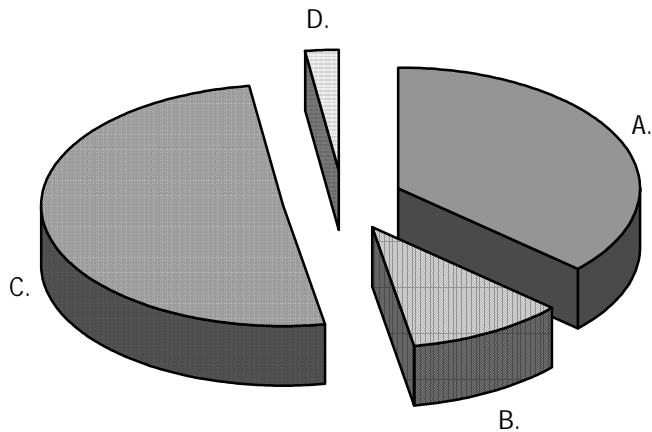
3a. Break out of Qualified Circulation by Business/Industry
 (Please Refer to Paragraph 3a for Complete Descriptions)

Business and Industry	Copies	%
A. Travel Agency _____	48,650	94.0
B. Home Based Agency _____	2,486	4.8
C. Tour Operator _____	639	1.2



3a. Break out of Qualified Circulation by Title
 (Please Refer to Paragraph 3a for Complete Descriptions)

Classification by Title	Copies	%
A. President, Partner, Owner _____	19,039	36.8
B. Directors, VP, Gen Mgr, Mgrs _____	5,390	10.4
C. Travel Agents, Travel Consult Grp Travel Spec _____	26,248	50.7
D. Other Titled & Untitled Personnel ____	1,099	2.1



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2004							
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:	42,561	-	-			42,561	82.2
a. Written _____	5,062	-	-			5,062	9.8
b. Telecommunication _____	28,326	-	-			28,326	54.7
c. Internet and E-Mail _____	9,173	-	-			9,173	17.7
II. TOTAL – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
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. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	9,214	-	-			9,214	17.8
*Association rosters and directories _____	9,214	-	-			9,214	17.8
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	51,775	-	-			51,775	100.0
*See Paragraph 11 PERCENT	100.0	-	-			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 2004				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			51,775	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			51,775	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2004									
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 _____			159		400-427 Kentucky _____			339	
030-038 New Hampshire _____			289		370-385 Tennessee _____			769	
050-059 Vermont _____			88		350-369 Alabama _____			396	
010-027 Massachusetts _____			1,681		386-397 Mississippi _____			173	
028-029 Rhode Island _____			253		EAST SO. CENTRAL			1,677	3.2
060-069 Connecticut _____			897		716-729 Arkansas _____			230	
NEW ENGLAND			3,367	6.5	700-714 Louisiana _____			461	
100-149 New York _____			4,578		730-749 Oklahoma _____			332	
070-089 New Jersey _____			2,462		750-799 Texas _____			2,660	
150-196 Pennsylvania _____			2,366		WEST SO. CENTRAL			3,683	7.1
MIDDLE ATLANTIC			9,406	18.2	590-599 Montana _____			94	
430-459 Ohio _____			1,803		832-838 Idaho _____			146	
460-479 Indiana _____			658		820-831 Wyoming _____			69	
600-629 Illinois _____			2,548		800-816 Colorado _____			807	
480-499 Michigan _____			1,477		870-884 New Mexico _____			366	
530-549 Wisconsin _____			960		850-865 Arizona _____			554	
EAST NO. CENTRAL			7,446	14.4	840-847 Utah _____			304	
550-567 Minnesota _____			1,023		889-898 Nevada _____			357	
500-528 Iowa _____			336		MOUNTAIN			2,697	5.2
630-658 Missouri _____			691		995-999 Alaska _____			136	
580-588 North Dakota _____			79		980-994 Washington _____			933	
570-577 South Dakota _____			101		970-979 Oregon _____			540	
680-693 Nebraska _____			206		900-961 California _____			6,722	
660-679 Kansas _____			316		967-968 Hawaii _____			386	
WEST NO. CENTRAL			2,752	5.3	PACIFIC			8,717	16.9
197-199 Delaware _____			119		UNITED STATES			49,947	96.5
206-219 Maryland _____			1,098		969 & 004-009 U.S. Territories _____			202	
200-205 Washington, DC _____			285		Canada _____			1,053	
220-246 Virginia _____			1,157		Mexico _____			-	
247-268 West Virginia _____			98		Other International _____			573	
270-289 North Carolina _____			933		APO/FPO _____			-	
290-299 South Carolina _____			478		TOTAL QUALIFIED CIRCULATION			51,775	100.0
300-319 Georgia _____			1,289						
320-349 Florida _____			4,745						
SOUTH ATLANTIC			10,202	19.7					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS				
	Audited Data	Audited Data	Audited Data	Circulation Claim
	2001	2002	2003	*2004
Total Audit Average Qualified: _____	59,070	55,124	55,222	51,762
Qualified Non-Paid: _____	59,070	55,124	55,222	51,762
Qualified Paid: _____	-	-	-	1
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC

10. PAID CIRCULATION DATA	
\$48.00	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)

*NOTE: 2004 data is unaudited. With each successive year, new data will be added until five years of data is displayed.

**NC = None Claimed

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories includes 1 source of circulation for quantities of 9,214 copies or 17.8%, including CLIA List.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Laurel Herman, Publisher/Editorial Director

Jim Faulhaber, Circulation 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 February 1, 2005

State Florida

County Dade

Received by BPA Worldwide February 1, 2005

Type PD

ID Number R012POD4