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## news release



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### **SYSTEMS MANAGEMENT NEWS Applies For BPA Worldwide Business Publication Membership**

**Shelton, CT April 22, 2008** – *Systems Management News* has applied for business publication membership in BPA Worldwide. The magazine is published by BZ Media LLC (Huntington, NY).

BPA Worldwide will track circulation for *Systems Management News* based on business/distribution, demographics and geographic coverage. The magazine will have 12 months to complete its initial circulation audit.

"BZ Media has put in the effort and the investment to build circulation on *Systems Management News* right from the start and we are demonstrating that by applying for membership with BPA Worldwide just a week after our first issue shipped," said Publisher Ted Bahr.

"We are pleased that *Systems Management News* has applied for membership in BPA Worldwide," said BPA president and CEO Glenn Hansen. "We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication's effectiveness in serving its market."

**About BPA Worldwide** 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 25 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

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