



Tuesday, January 05, 2010

Dear PFFC advertisers and prospects:

The purpose of this letter is to inform you of a change in the firm that audits the circulation of *Paper, Film & Foil Converter* (PFFC) magazine as well as other Penton publications.

Effective with the next publisher statement, information detailing PFFC's circulation will be audited by Verified Audit Circulation (VAC). VAC has been auditing business-to-business magazine circulations for the past 57 years and is widely accepted as one of the "big three" b-to-b auditing firms. For reference, the other two primary b-to-b audit firms are BPA World Wide (BPAWW), which had been auditing PFFC's circulation and Audit Bureau of Circulations (ABC).

PFFC has valued its relationship with BPAWW for many years and wishes them continued success. The primary reason for this change is that it is our belief that VAC has superior auditing and reporting capabilities when evaluated on an integrated (print, website, digital editions, e-newsletters) basis. In fact, empirical data will reveal that in the past year many b-to-b publications have moved away from BPAWW to VAC or other auditing firms.

To be clear, PFFC will continue to be an audited circulation publication. Our move to VAC from BPA can be viewed in the same manner as a major corporation changing its auditing firm from Ernst & Young to PricewaterHouseCoopers.

We thank you for your loyal business with *Paper, Film, & Foil CONVERTER* – serving converting executives since 1927.

All the best,

Scott Bieda
Group Publisher