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news release

PREMIERGuitar

PREMIER GUITAR (Consumer), PREMIER GUITAR BACK STAGE PASS (Email) and PREMIERGUITAR.COM (Interactive) Have Applied For BPA Worldwide Membership

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

Shelton, CT July 15, 2008 – Ushering in a new phase of their development, *Premier Guitar's* print and online magazines, *Premier Guitar's Backstage Pass* enewsletter and the PremierGuitar.com web site have applied for membership in BPA Worldwide.

The media titles – published by Gearhead Communications, LLC based in Mount Vernon, IA – will have 12 months to complete their initial audits.

Explaining the innovative move, *Premier Guitar's* co-Managing Director Jon Levy said “*Premier Guitar* is dedicated to attracting a growing audience by providing exciting content to our readers in whatever format they prefer – print magazines, online videos, enewsletters, digital editions and more. We see that the best way to build the *Premier Guitar* brand is by providing readers with an array of great choices, all of them interwoven by *Premier Guitar's* credibility and its strong identification with the market it serves.”

“Our integrated media report with BPA Worldwide will be the first of its kind in our industry segment,” said co-Managing Director Gary Ciocci, “and it demonstrates *Premier Guitar's* forward-looking approach. We’re broadening the marketplace for our advertisers by helping them reach consumers who have previously been underserved by media. *Premier Guitar's* BPA Worldwide membership ensures that confidence and measurability will provide a solid foundation for our clients’ marketing decisions as they reach out to these new customers in progressive ways through the *Premier Guitar* brand.”

“We are pleased that Gearhead has brought these products to 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 30 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 for the latest audit reports, membership information and publishing and advertising industry news.

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