

# FORGING

Issues per year: 6 | Established: 1991

## Sworn Circulation Statement

Sworn statement of circulation for *Forging Magazine* for the 12 month period ending 2009.

**Purpose:** This sworn statement serves as an additional source of information regarding the circulation coverage of *Forging Magazine*.

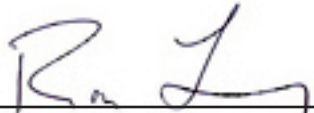
**Field Served:** *Forging* serves the ferrous and nonferrous forged part producer industry in North America, including captive and independent forge shops.

**Definition of Audience Circulation:** Recipients are companies and their personnel in the forging industry from management levels through production and other departments related to forge production. The magazine is sent exclusively to owner/operators of forge plants and their administrative, production management, engineering, and technical personnel.

The combined total of controlled circulation and paid circulation for *Forging Magazine* is 5,000 subscribers. The source for the information on this sworn statement has been provided by the Penton Media Audience Marketing Department and is represented as publishers own data.

### PUBLISHER'S AFFIDAVIT

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



Ron Lowy, Publishing Director



James Cowart  
Audience Development Director

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<b>BUSINESS/OCCUPATIONAL BREAKOUT OF AUDIENCE CIRCULATION (BASED ON THE MAY/JUNE 2009)</b> <small>Definition of Audience Circulation: Recipients are companies and their personnel in the forging industry from management levels through production and other departments related to forged parts production. The magazine is sent exclusively to owner/operators of forge plants and their administrative, production management, engineering, and technical personnel.</small>	Corporate	Plant/Operations Management	Plant Engineering	Research & Development	Design Engineering	Purchasing	Sales	Other	Total Copies	Percent of Circulation
	Maker of Forgings	1,789	451	198	32	221	64	162	143	3,060
User of Forged Parts	207	117	47	26	63	113	29	31	633	12.7%
Corporate Office	183	16	10	5	10	25	36	15	300	6%
Design Facility	47	19	7	12	49	4	5	8	151	3%
Research & Development	18	2	7	56	19	2	3	2	109	2.2%
Suppliers to Forgers	209	58	25	17	20	16	146	23	514	10.3%
Other Allied to the Field	54	32	8	2	13	6	52	66	233	4.7%
<b>Total Circulation</b>	<b>2,507</b>	<b>695</b>	<b>302</b>	<b>150</b>	<b>395</b>	<b>230</b>	<b>433</b>	<b>288</b>	<b>5,000</b>	<b>100%</b>

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## Geographical Breakout of Audience Circulation

<b>New England</b>		
Maine	10	
New Hampshire	18	
Vermont	9	
Massachusetts	83	
Rhode Island	16	
Connecticut	86	
<b>Total</b>	<b>222</b>	<b>4.4%</b>
<b>Middle Atlantic</b>		
New York	116	
New Jersey	92	
Pennsylvania	419	
<b>Total</b>	<b>627</b>	<b>12.5%</b>
<b>South Atlantic</b>		
Delaware	5	
Maryland	24	
Washington D.C.	—	
Virginia	46	
West Virginia	17	
North Carolina	104	
South Carolina	70	
Georgia	67	
Florida	90	
<b>Total</b>	<b>423</b>	<b>8.5%</b>
<b>East North Central</b>		
Ohio	657	
Indiana	190	
Illinois	432	
Michigan	457	
Wisconsin	237	
<b>Total</b>	<b>1,973</b>	<b>39.5%</b>
<b>East South Central</b>		
Kentucky	81	
Tennessee	116	
Alabama	74	
Mississippi	14	
<b>Total</b>	<b>285</b>	<b>5.7%</b>

<b>West North Central</b>		
Minnesota	79	
Iowa	52	
Missouri	62	
North Dakota	3	
South Dakota	5	
Nebraska	15	
Kansas	29	
<b>Total</b>	<b>245</b>	<b>4.9%</b>
<b>West South Central</b>		
Arkansas	39	
Louisiana	38	
Oklahoma	43	
Texas	383	
<b>Total</b>	<b>503</b>	<b>10.1%</b>
<b>Mountain</b>		
Montana	11	
Idaho	7	
Wyoming	4	
Colorado	34	
New Mexico	7	
Arizona	23	
Utah	35	
Nevada	15	
<b>Total</b>	<b>136</b>	<b>2.7%</b>
<b>Pacific</b>		
Alaska	2	
Washington	53	
Oregon	42	
California	381	
Hawaii	1	
<b>Total</b>	<b>479</b>	<b>9.6%</b>

<b>United States</b>	<b>4,891</b>	<b>97.9%</b>
<b>U.S. Territories</b>	<b>2</b>	
<b>Canada</b>	<b>70</b>	
<b>Mexico</b>	<b>3</b>	
<b>Other Intl.</b>	<b>32</b>	
<b>APO/FPO</b>	<b>—</b>	
<b>Total</b>	<b>107</b>	<b>2.1%</b>
<b>Total</b>	<b>5,000</b>	<b>100%</b>