

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

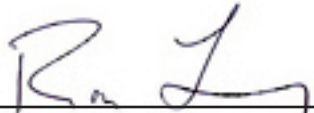
Field Served: *Forging* serves the ferrous and nonferrous forged part producer industry in North America, including captive and independent forge shops.

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 4,999 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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BUSINESS/OCCUPATIONAL BREAKOUT OF AUDIENCE CIRCULATION (PERIOD ENDING JUNE 2010)										
<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	1,840	406	183	37	206	58	162	196	3,089	61.8%
User of Forged Parts	176	114	54	33	81	119	31	31	639	12.8%
Corporate Office	168	12	10	8	13	23	40	11	285	5.7%
Design Facility	31	18	6	12	46	6	4	7	130	2.6%
Research & Development	21	2	6	60	17	2	2	3	113	2.3%
Suppliers to Forgers	182	58	21	13	28	12	140	23	477	9.5%
Other Allied to the Field	55	39	9	4	14	7	58	76	266	5.3%
Total Circulation	2,473	649	289	167	405	227	437	347	4,999	100%

FORGING

Geographical Breakout of Audience Circulation

New England		
Maine	11	
New Hampshire	27	
Vermont	9	
Massachusetts	87	
Rhode Island	10	
Connecticut	86	
Total	230	4.5%
Middle Atlantic		
New York	163	
New Jersey	92	
Pennsylvania	413	
Total	668	13.4%
South Atlantic		
Delaware	5	
Maryland	25	
Washington D.C.	—	
Virginia	64	
West Virginia	13	
North Carolina	105	
South Carolina	55	
Georgia	69	
Florida	92	
Total	428	8.6%
East North Central		
Ohio	589	
Indiana	163	
Illinois	449	
Michigan	434	
Wisconsin	248	
Total	1,883	37.8%
East South Central		
Kentucky	72	
Tennessee	90	
Alabama	49	
Mississippi	14	
Total	225	4.5%

West North Central		
Minnesota	87	
Iowa	59	
Missouri	48	
North Dakota	3	
South Dakota	5	
Nebraska	12	
Kansas	37	
Total	251	5.0%
West South Central		
Arkansas	27	
Louisiana	36	
Oklahoma	37	
Texas	392	
Total	492	9.7%
Mountain		
Montana	13	
Idaho	15	
Wyoming	10	
Colorado	34	
New Mexico	7	
Arizona	25	
Utah	32	
Nevada	30	
Total	166	3.3%
Pacific		
Alaska	2	
Washington	64	
Oregon	43	
California	459	
Hawaii	2	
Total	570	11.4%

United States	4,913	98.2%
U.S. Territories	3	
Canada	11	
Foreign	72	
Total	86	1.8%
Total	4,999	100%