

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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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 audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None
Established: 1882
Issues Per Year: 13
(See Additional Data)

FIELD SERVED

INDUSTRYWEEK serves manufacturing industries which includes OEM (original equipment manufacturers) and processing/discrete manufacturers. Included in this field are the following key segments: primary metal mfg., fabricated metal mfg., machinery mfg., medical equipment & supplies mfg., computer & electronic mfg., electrical equipment & component mfg., transportation equipment mfg., furniture & related product mfg. and other miscellaneous mfg. Also served are food, beverage & tobacco mfg., textile mills mfg., paper mfg., petroleum, coal & chemical product mfg., plastics & rubber products mfg, oil & gas extraction and others allied to the field.



DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals with job titles of Corporate & Executive Management (including CEO, COO, CFO, CIO, Executive VP and GM) as well as VPs, Directors and Managers of the following 3 areas: Operations, Production & Plant Management; Engineering, R&D, Design & Technical Management; Purchasing & Sourcing Management. Also included are other titled management and personnel as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	196
Advertiser and Agency _____	735
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	86
Digital _____	-
All Other _____	2,013
TOTAL	3,030

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	120,108	100.0	118,961	99.0	1,147	1.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	120,108	100.0	118,961	99.0	1,147	1.0

2a. QUALIFIED CIRCULATION BY ISSUES WITH FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	327	47	105,847	14,165	120,012
February _____	374	362	104,998	14,925	119,923
March _____	631	643	105,033	14,845	119,878
April _____	345	356	105,046	14,885	119,931
Spring _____	318	451	105,020	14,545	119,565
May _____	269	990	105,025	15,576	120,601
June _____	455	455	105,025	15,821	120,846
TOTAL	2,719	3,304			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	312,709	146,944	110,732	1.33	01:26	03:01
February _____	312,847	150,928	113,934	1.32	01:34	03:13
March _____	424,131	220,024	169,920	1.29	01:33	02:59
April _____	328,207	158,435	119,014	1.33	01:28	03:02
May _____	496,048	301,909	260,570	1.16	01:30	02:27
June _____	455,066	245,158	198,974	1.23	01:31	02:48
AVERAGE:	388,168	203,900	162,191	1.28	01:30	02:55

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 2.7% or 3,212 copies above the average of the other 6 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	DISTRIBUTION		CORPORATE MANAGEMENT TITLES				
			Print Version Only (A)	Digital Version Only (B)	CORPORATE and EXECUTIVE MANAGEMENT including CEO, COO, CFO, CIO, EXECUTIVE VP and GM	OPERATIONS, PRODUCTION AND PLANT MANAGEMENT including VPs and DIRECTORS of OPERATIONS, IT, PRODUCTION and PLANT MANAGERS	ENGINEERING, R&D, DESIGN & TECHNICAL MANAGEMENT including VPs and Directors of Engineering, R&D and Information Systems/ Technology	PURCHASING and SOURCING MANAGEMENT including VPs and DIRECTORS of PURCHASING and SOURCING	OTHER TITLED and NON-TITLED MGMT and PERSONNEL
Oil and Gas Extraction, Mining _____	3,024	2.5	2,579	445	1,135	850	716	234	89
Food, Beverage and Tobacco Manufacturing _____	7,094	5.9	6,332	762	3,151	2,255	973	518	197
Textile Mills & Apparel Mfg. (including Textile Product Mills, Apparel Mfg. Leather and Allied Product Mfg.) _____	2,976	2.5	2,616	360	1,573	717	375	218	93
Wood Product Mfg. (including Sawmills and Mfg. Of Veneer, Plywood & Engineered Wood Products) _____	3,879	3.2	3,510	369	1,895	1,070	469	359	86
Paper Mfg. (including Printing, Publishing and related support activities) _____	9,025	7.5	8,366	659	4,707	2,699	874	495	250
Petroleum, Coal and Chemical Product Mfg. (including Resins, Synthetics, Pharmaceutical and Medicine, Paint, Adhesive, Soap, Cleaning Compounds) _____	7,451	6.2	6,243	1,208	2,431	2,262	1,998	407	353
Plastics and Rubber Products Mfg. (including Clay, Glass, Cement, Concrete, Lime and Gypsum) _____	7,977	6.6	6,884	1,093	3,022	2,330	1,758	565	302
Primary Metal Manufacturing _____	8,079	6.7	7,114	965	3,336	2,212	1,749	563	219
Fabricated Metal Product Mfg. _____	15,206	12.5	13,307	1,899	6,767	3,674	3,174	1,198	393
Machinery Mfg., (including Industrial, Agricultural, Mining, Farm, Construction, Commercial and Service Industry, HVAC and Metalworking) _____	14,451	12.0	12,597	1,854	6,451	2,548	3,966	904	582
Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies) _____	3,128	2.6	2,630	498	1,192	746	889	201	100
Computer and Electronic Product Mfg. (including Computer and Peripheral Equipment, Computer Software, Communications and Telephone Apparatus, Radio, Television, and Wireless Communications Equipment, Audio and Video Equipment, Semiconductor and Other Electronic Component Mfg., Navigational, Measuring, Electromedical, and Control Instruments) _____	5,858	4.9	4,789	1,069	2,358	1,000	1,925	323	252
Electrical Equipment and Component Mfg. _____	7,094	5.9	5,868	1,226	2,348	1,534	2,455	469	288
Transportation Equipment Mfg. (including Motor Vehicles, Trailers & Parts, Aerospace Products and Parts, Aircraft & Aircraft Engines and Parts, Guided Missiles & Space Vehicles, Railcars, Ships and Boats, Motorcycles, Military Armored Vehicles, Tanks & Components) _____	12,714	10.5	10,648	2,066	4,267	2,971	3,978	950	548
Furniture and Related Product Mfg. (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture and Office Furniture) _____	2,403	2.0	2,092	311	1,069	605	426	224	79
Other Miscellaneous Mfg. (including Surgical and Medical Instruments, Dental Equipment and Supplies, Jewelry and Silverware, Sporting and Athletic Goods, Dolls, Toys, and Games, Office Supplies, Signs, Musical Instruments) _____	5,990	5.0	5,422	568	2,982	1,397	1,115	481	15
Sub-Total: Manufacturing Industries	116,349	96.5	100,997	15,352	48,684	28,870	26,840	8,109	3,846
Others Allied to the Field (including wholesalers or distributors of durable or non-durable goods, system integrators, contractors and professional, scientific and technical services) _____	3,281	2.7	3,059	222	2,472	306	171	59	273
Other Paid Circulation: Subscriptions _____	971	0.8	969	2	14	5	3	-	949
TOTAL QUALIFIED CIRCULATION	120,601	100.0	105,025	15,576	51,170	29,181	27,014	8,168	5,068
PERCENT	100.0		87.1	12.9	42.4	24.2	22.4	6.8	4.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct Request : _____	92,882	19,917	-	97,230	15,569	112,799	93.5
II. Request from recipient's company: _____	1,785	-	-	1,778	7	1,785	1.5
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	6,017	-	-	6,017	-	6,017	5.0
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	100,684	19,917	-	105,025	15,576	120,601	100.0
PERCENT	83.5	16.5	-	87.1	12.9	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	519	67	586		Kentucky _____	1,743	249	1,992	
New Hampshire _____	583	98	681		Tennessee _____	2,447	410	2,857	
Vermont _____	270	53	323		Alabama _____	1,615	214	1,829	
Massachusetts _____	2,229	336	2,565		Mississippi _____	886	116	1,002	
Rhode Island _____	405	45	450		EAST SO. CENTRAL	6,691	989	7,680	6.4
Connecticut _____	1,654	241	1,895		Arkansas _____	1,058	149	1,207	
NEW ENGLAND	5,660	840	6,500	5.4	Louisiana _____	1,061	151	1,212	
New York _____	4,646	635	5,281		Oklahoma _____	1,257	171	1,428	
New Jersey _____	2,630	370	3,000		Texas _____	6,314	1,007	7,321	
Pennsylvania _____	6,373	909	7,282		WEST SO. CENTRAL	9,690	1,478	11,168	9.3
MIDDLE ATLANTIC	13,649	1,914	15,563	12.9	Montana _____	272	25	297	
Ohio _____	7,773	1,166	8,939		Idaho _____	533	62	595	
Indiana _____	3,551	609	4,160		Wyoming _____	160	30	190	
Illinois _____	6,570	958	7,528		Colorado _____	1,175	189	1,364	
Michigan _____	4,504	683	5,187		New Mexico _____	241	32	273	
Wisconsin _____	4,886	739	5,625		Arizona _____	874	155	1,029	
EAST NO. CENTRAL	27,284	4,155	31,439	26.0	Utah _____	840	164	1,004	
Minnesota _____	3,327	496	3,823		Nevada _____	351	52	403	
Iowa _____	1,963	313	2,276		MOUNTAIN	4,446	709	5,155	4.3
Missouri _____	2,651	357	3,008		Alaska _____	51	10	61	
North Dakota _____	356	44	400		Washington _____	1,521	262	1,783	
South Dakota _____	468	48	516		Oregon _____	1,245	180	1,425	
Nebraska _____	995	123	1,118		California _____	7,269	969	8,238	
Kansas _____	1,387	204	1,591		Hawaii _____	54	4	58	
WEST NO. CENTRAL	11,147	1,585	12,732	10.6	PACIFIC	10,140	1,425	11,565	9.6
Delaware _____	235	40	275		UNITED STATES	104,583	15,442	120,025	99.5
Maryland _____	1,200	179	1,379		U.S. Territories _____	106	30	136	
Washington, DC _____	77	13	90		Canada _____	218	90	308	
Virginia _____	2,023	308	2,331		Mexico _____	3	-	3	
West Virginia _____	625	72	697		Other International _____	114	14	128	
North Carolina _____	3,686	566	4,252		APO/FPO _____	1	-	1	
South Carolina _____	1,764	262	2,026		TOTAL QUALIFIED CIRCULATION	105,025	15,576	120,601	100.0
Georgia _____	2,820	396	3,216						
Florida _____	3,446	511	3,957						
SOUTH ATLANTIC	15,876	2,347	18,223	15.0					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*
Total Audit Average Qualified	126,250	121,488	118,743	120,237	120,355	120,108
Qualified Non-Paid	124,744	120,068	117,419	118,864	119,127	118,961
Print Version Only	108,437	105,624	99,880	102,316	103,937	103,995
Digital Version Only	15,474	14,444	17,539	16,548	15,190	14,966
Both Print & Digital (Unduplicated)	833	-	-	-	-	-
Qualified Paid	1,506	1,420	1,324	1,373	1,228	1,147
Print Version Only	1,506	1,416	1,324	1,373	1,228	1,147
Digital Version Only	-	4	-	-	-	-
Both Print & Digital (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

CHANGE IN FREQUENCY:

Effective with the Spring 2011 issue, IndustryWeek increased its circulation from 12 issues/year to 13 issues/year.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 6 sources of circulation for quantities of 121 copies or 0.1% to 2,412 copies or 2.0%.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	105,142	100.0	103,995	98.9	1,147	1.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	105,142	100.0	103,995	98.9	1,147	1.1

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,966	100.0	14,966	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,966	100.0	14,966	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
 Ron Lowy, Publisher
 James Cowart, Audience Development Director
 (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed July 15, 2011
 State Ohio
 County Cuyahoga
 Received by BPA Worldwide July 15, 2011
 Type PD
 ID Number I044Y0J1

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site