

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

(Including Unit Data)

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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www.newequipment.com
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Issues Per Year: 12



FIELD SERVED

NEW EQUIPMENT DIGEST serves the general industrial field which includes OEM (original equipment manufacturers) and processing manufacturers. It also serves wholesalers or distributors of durable and nondurable goods, system integrators and contractors, professional, scientific and technical industries and other industries allied to the field as shown in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate & executive management, engineering, R&D, design & technical management, operations, production & plant management and purchasing & sourcing management in the field served.

DEFINITION OF A UNIT

A unit is an establishment primarily engaged in one type of economic activity at a single physical location. Included are:

1. Units within the processing manufacturing industries.
2. Units within the OEM manufacturing industries.
3. Units engaged in the wholesale or distribution of durable and non-durable goods and system integrators or contractors.
4. Units within professional, scientific and technical industries.
5. Units within other industries allied to the field served as shown in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	21
Advertiser and Agency _____	3,086
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	58
Digital _____	-
All Other _____	2,133
TOTAL	5,298

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	173,177	100.0	173,177	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	173,177	100.0	173,177	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	5,890	5,784	160,000	14,967	174,967
February _____	76	76	159,986	14,824	174,810
March _____	185	289	160,020	14,731	174,751
April _____	5,974	5,970	160,035	14,519	174,554
May _____	51,938	47,325	155,600	14,545	170,145
June _____	-	-	155,600	14,233	169,833
TOTAL	64,063	59,444			

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: _____	123,171	29,974	-	138,603	14,542	153,145	90.0
II. Request from recipient's company: _____	556	-	-	553	3	556	0.3
III. Membership Benefit: _____	-	-	-	-	-	-	-
*IV. Communication from recipient or recipient's company (other than request): _____	16,444	-	-	16,444	-	16,444	9.7
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	140,171	29,974	-	155,600	14,545	170,145	100.0
PERCENT	82.4	17.6	-	91.5	8.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	155,600	14,545	170,145	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	155,600	14,545	170,145	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2011											
State	Print Version Only (A)	Digital Version Only (B)	Total Units	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Units	Total Qualified	Percent
Maine _____	702	51	452	753		Kentucky _____	2,656	237	1,488	2,893	
New Hampshire _____	937	66	604	1,003		Tennessee _____	3,648	272	2,112	3,920	
Vermont _____	420	32	255	452		Alabama _____	2,412	193	1,465	2,605	
Massachusetts _____	3,508	276	2,278	3,784		Mississippi _____	1,348	87	806	1,435	
Rhode Island _____	519	45	365	564		EAST SO. CENTRAL	10,064	789	5,871	10,853	6.4
Connecticut _____	2,434	143	1,527	2,577		Arkansas _____	1,514	159	877	1,673	
NEW ENGLAND	8,520	613	5,481	9,133	5.4	Louisiana _____	1,708	153	1,091	1,861	
New York _____	6,992	480	4,362	7,472		Oklahoma _____	1,784	200	1,153	1,984	
New Jersey _____	3,815	249	2,547	4,064		Texas _____	9,288	1,109	6,114	10,397	
Pennsylvania _____	9,356	673	5,398	10,029		WEST SO. CENTRAL	14,294	1,621	9,235	15,915	9.3
MIDDLE ATLANTIC	20,163	1,402	12,307	21,565	12.7	Montana _____	417	46	315	463	
Ohio _____	11,201	962	6,290	12,163		Idaho _____	786	93	525	879	
Indiana _____	5,311	512	3,096	5,823		Wyoming _____	313	35	203	348	
Illinois _____	9,454	977	5,747	10,431		Colorado _____	1,815	248	1,371	2,063	
Michigan _____	6,591	581	4,159	7,172		New Mexico _____	445	58	326	503	
Wisconsin _____	6,984	741	3,939	7,725		Arizona _____	1,403	192	1,074	1,595	
EAST NO. CENTRAL	39,541	3,773	23,231	43,314	25.5	Utah _____	1,311	200	842	1,511	
Minnesota _____	4,885	515	2,867	5,400		Nevada _____	553	72	418	625	
Iowa _____	2,918	311	1,695	3,229		MOUNTAIN	7,043	944	5,074	7,987	4.7
Missouri _____	3,723	409	2,304	4,132		Alaska _____	129	19	115	148	
North Dakota _____	577	51	372	628		Washington _____	2,405	344	1,743	2,749	
South Dakota _____	662	71	411	733		Oregon _____	1,932	210	1,309	2,142	
Nebraska _____	1,470	133	839	1,603		California _____	11,264	1,296	8,107	12,560	
Kansas _____	2,128	210	1,282	2,338		Hawaii _____	71	5	66	76	
WEST NO. CENTRAL	16,363	1,700	9,770	18,063	10.6	PACIFIC	15,801	1,874	11,340	17,675	10.4
Delaware _____	366	42	221	408		UNITED STATES	155,414	14,522	97,080	169,936	99.9
Maryland _____	1,939	152	1,219	2,091		U.S. Territories _____	165	19	130	184	
Washington, DC _____	126	18	100	144		Canada _____	19	4	23	23	
Virginia _____	3,174	234	1,856	3,408		Mexico _____	-	-	-	-	
West Virginia _____	983	68	573	1,051		Other International _____	-	-	-	-	
North Carolina _____	5,297	392	3,239	5,689		APO/FPO _____	2	-	-	2	
South Carolina _____	2,587	204	1,453	2,791		TOTAL QUALIFIED CIRCULATION	155,600	14,545	97,234	170,145	100.0
Georgia _____	4,111	321	2,542	4,432							
Florida _____	5,042	375	3,568	5,417							
SOUTH ATLANTIC	23,625	1,806	14,771	25,431	14.9						

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	206,341	202,283	180,218	181,269	175,455	173,177
Qualified Non-Paid Total _____	206,341	202,283	180,218	181,269	175,455	173,177
Print Only _____	192,629	190,924	153,195	160,623	160,164	158,540
Digital Only _____	7,863	11,359	27,023	20,646	15,291	14,637
Print & Digital (Unduplicated) _____	5,849	-	-	-	-	-
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
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: July 2010 - 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 and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

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

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 7 sources of circulation for quantities of 42 copies or 0.1% to 8,666 copies or 5.1%.

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 _____	158,540	100.0	158,540	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	158,540	100.0	158,540	100.0	-	-

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 _____	14,637	100.0	14,637	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,637	100.0	14,637	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 6, 2011
John DiPaola, Vice President and Group Publisher	State	Ohio
Lindsey Betzhold, Audience Development Manager	County	Cuyahoga
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 6, 2011
IMPORTANT NOTE:	Type	PUJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	N020Y0J1

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2011																		
This Issue is 2.1% or 3,638 copies below the average of the other 5 issues reported in Paragraph two.																		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL UNITS	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE CATEGORY					CLASSIFICATION BY EMPLOYEE SIZE							
						Corporate & Executive Mgmt (A)	Engineering, R&D, Design & Technical Mgmt (B)	Operations, Production & Plant Mgmt (C)	Purchasing & Sourcing Mgmt (D)	Other Mgmt & Professionals with Other Job Titles (E)	Under 100 Units	Under 100 Copies	100-499 Units	100-499 Copies	500-999 Units	500 - 999 Copies	1,000 or More Units	1,000 or More Copies
Oil & Gas Extraction, Mining & Petroleum, Coal	4,340	2.6	2,521	4,000	340	1,118	1,063	1,662	226	271	1,370	1,875	707	1,461	182	415	262	589
Food, Beverage & Tobacco Manufacturing	8,920	5.2	5,501	8,253	667	2,625	1,741	3,614	507	433	2,725	3,501	1,874	3,290	408	907	494	1,222
Textile Mills & Apparel Manufacturing (including Textile Product Mills, Apparel Mfg., Leather & Allied Product Mfg.)	2,602	1.5	1,624	2,414	188	898	602	840	142	120	954	1,256	480	907	90	205	100	234
Wood Product Manufacturing (including Sawmills and Mfg. of Veneer, Plywood & Engineered Wood Products)	3,942	2.3	2,429	3,715	227	1,411	615	1,455	295	166	1,606	2,258	647	1,253	94	208	82	223
Furniture & Related Product Manufacturing (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture & Office Furniture)	2,505	1.5	1,403	2,312	193	745	705	764	189	102	885	1,192	376	837	66	202	76	274
Paper Manufacturing (including Printing, Publishing & related support activities)	8,647	5.1	4,672	8,266	381	3,005	1,369	3,525	391	357	2,764	4,098	1,459	3,202	228	763	221	584
Chemical Manufacturing & Pharmaceutical Manufacturing (including Resins, Synthetics, Pharmaceutical & Medicine, Paint, Adhesive, Soap and Cleaning Compounds)	7,246	4.3	3,624	6,526	720	1,372	2,556	2,576	328	414	1,835	2,636	1,235	2,824	243	790	311	996
Plastics, Rubber & Non-Metallic Mineral Product Manufacturing (including Clay, Glass, Cement, Concrete, Lime and Gypsum)	8,197	4.8	4,487	7,557	640	2,000	2,373	2,984	425	415	2,595	3,741	1,483	3,234	197	546	212	676
Sub-Total: Manufacturing (Discrete & Processing)	46,399	27.3	26,261	43,043	3,356	13,174	11,024	17,420	2,503	2,278	14,734	20,557	8,261	17,008	1,508	4,036	1,758	4,798
Primary Metal Manufacturing	10,375	6.1	5,446	9,687	688	3,048	3,036	3,271	593	427	3,519	5,140	1,429	3,438	226	862	272	935
Fabricated Metal Product Manufacturing	16,758	9.8	9,169	15,489	1,269	4,947	5,436	4,797	963	615	6,483	9,397	2,139	5,314	286	985	261	1,062
Machinery Manufacturing (including Industrial, Agricultural, Mining, Farm, Construction, Commercial & Service Industry, HVAC & Metalworking)	21,307	12.5	11,347	19,399	1,908	5,342	9,905	4,232	977	851	8,155	11,762	2,260	6,073	402	1,394	530	2,078
Computer & Electronic Product Manufacturing (including Computer & Peripheral Equipment, Computer Software, Communications & Telephone Apparatus, Radio, Television & Wireless Communications Equipment, Audio & Video Equipment, Semiconductor & Other Electron Mfg., Navigational, Measuring, Electromedical & Control Instruments)	6,709	3.9	3,954	5,859	850	1,258	3,949	1,144	180	178	2,356	2,976	867	1,816	215	532	516	1,385
Electrical Equip, Appliance & Component Mfg	9,750	5.7	4,989	8,866	884	1,892	4,734	2,219	460	445	2,761	3,923	1,488	3,408	310	928	430	1,491
Transportation Equipment Manufacturing (including Motor Vehicles, Trailers & Parts, Aerospace Products & Parts, Aircraft & Aircraft Engines & Parts, Guided Missiles & Space Vehicles, Railcars, Ships & Boats, Motorcycles, Military Armored Vehicles, Tanks & Components)	7,393	4.4	3,654	6,792	601	1,756	2,973	1,909	462	293	1,967	2,824	1,028	2,278	249	773	410	1,518
Automotive Manufacturing	4,074	2.4	2,267	3,625	449	731	1,927	1,052	168	196	1,194	1,592	598	1,266	174	415	301	801
Aerospace Manufacturing	4,144	2.4	1,911	3,505	639	460	2,498	916	129	141	796	1,164	502	1,152	163	467	450	1,361
Measuring Instruments Mfg & Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies)	4,616	2.7	2,436	4,134	482	1,111	2,028	1,047	235	195	1,265	1,710	748	1,631	176	523	247	752
Miscellaneous Manufacturing (including Jewelry & Silverware, Sporting & Athletic Goods, Dolls, Toys & Games, Office Supplies, Signs, Musical Instruments)	5,607	3.3	3,767	5,043	564	1,674	1,673	1,674	297	289	2,392	3,031	912	1,561	177	387	286	628
Sub-Total: Manufacturing (OEM)	90,733	53.2	48,940	82,399	8,334	22,219	38,159	22,261	4,464	3,630	30,888	43,519	11,971	27,937	2,378	7,266	3,703	12,011
Sub-Total: Manufacturing Industries	137,132	80.5	75,201	125,442	11,690	35,393	49,183	39,681	6,967	5,908	45,622	64,076	20,232	44,945	3,886	11,302	5,461	16,809
Wholesaler or Distributor of Durable and Non-Durable Goods	12,525	7.4	8,333	11,405	1,120	4,747	2,040	3,457	860	1,421	6,107	8,133	1,602	2,932	307	728	317	732
System Integrator or Contractor	3,907	2.3	2,609	3,460	447	1,296	1,487	803	169	152	1,830	2,358	530	968	89	198	160	383
3rd Party Logistics Provider	1,325	0.8	945	1,181	144	557	177	359	57	175	676	875	181	300	30	53	58	97
Professional, Scientific & Technical Services	10,869	6.4	7,602	9,906	963	3,216	4,135	2,539	259	720	4,901	6,000	1,691	2,748	350	636	660	1,485
Other industries allied to the field (including Engineering Services, Construction, Agriculture, Forestry, Mining, Utilities, Transportation & Warehousing, Information Management, Admin & Support Svcs, Educational Svcs and Public Administration)	4,387	2.6	2,544	4,206	181	1,285	1,490	1,314	255	43	1,410	1,990	725	1,423	153	347	256	627
Sub-Total: Non-Manufacturing Industries	33,013	19.5	22,033	30,158	2,855	11,101	9,329	8,472	1,600	2,511	14,924	19,356	4,729	8,371	929	1,962	1,451	3,324
TOTAL QUALIFIED CIRCULATION	170,145	100.0	97,234	155,600	14,545	46,494	58,512	48,153	8,567	8,419	60,546	83,432	24,961	53,316	4,815	13,264	6,912	20,133

(A) Corporate & Executive Management includes CEO, COO, CFO, CIO, Executive VP and General Manager, Treasurer, Secretary, Owner, VP and Director.

(B) Engineering, R&D, Design & Technical Management include VPs and Directors of Engineering, R&D and Information Technology/Systems, Plant Engineer, Design Engineer, Maintenance Engineer and Production Engineer.

(C) Operations, Production and Plant Management include VPs and Directors of Operations, Quality, Lean/Six Sigma, Production, Maintenance Managers, Plant Managers, Superintendents, Supervisors, Foremen, Master Mechanics, Chief Machinists and Safety Directors.

(D) Purchasing and Sourcing Management include VPs and Directors of Purchasing & Sourcing, Buyers and Managers of Procurement.

(E) Other Management & Professional with Other Job Titles include Distribution, Warehousing & Logistics Management, Sales & Business Development Management and other job titles.