

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2009

(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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Established: 1936
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.

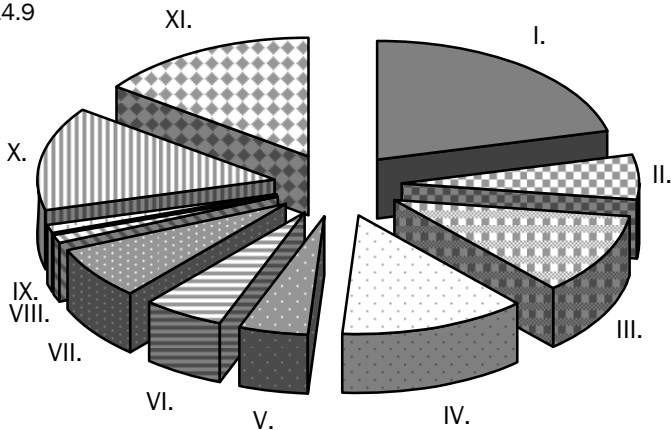
AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	33
Advertiser and Agency _____	2,400
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	42
Electronic _____	-
All Other _____	1,020
TOTAL	3,495

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	202,283	100.0	202,283	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	202,283	100.0	202,283	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	680	680	190,000	11,887			201,887	May _____	41,503	41,503	190,114	12,886			203,000
March _____	444	444	190,007	11,704			201,711	June _____	136	-	190,114	12,750			202,864
TOTAL								TOTAL	53,317	46,181					

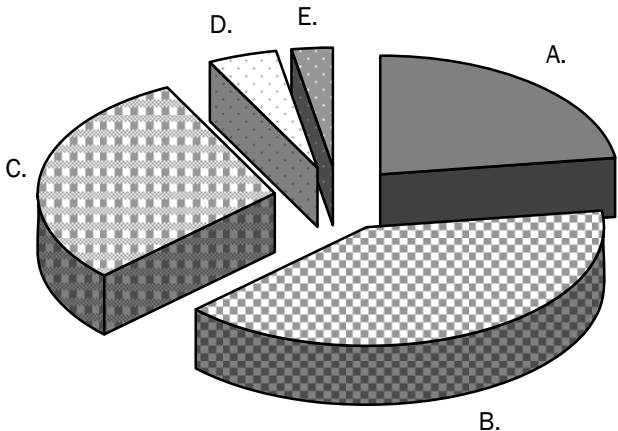
Breakout of Qualified Circulation by Business/Industry
 (Please Refer to Paragraph 3a for Complete Descriptions)

Business and Industry	Copies	%
I. Processing Industries _____	42,637	21.0
II. Primary Metal Manufacturing _____	12,700	6.3
III. Fabricated Metal Product Manufacturing _____	22,365	11.0
IV. Machinery Manufacturing _____	26,232	12.9
V. Computer & Electronic Manufacturing _____	9,393	4.6
VI. Electrical Equip.,Appliance & Component Mfg. _____	11,325	5.6
VII. Transportation Equipment Manufacturing _____	14,379	7.1
VIII. Furniture & Related Product Manufacturing _____	2,369	1.2
IX. Medical Equipment & Supplies _____	2,441	1.2
X. Miscellaneous Manufacturing _____	28,873	14.2
XI. Non-Manufacturing Industries _____	30,286	14.9



3a. Breakout of Qualified Circulation by Title
 (Please Refer to Paragraph 3a for Complete Descriptions)

Title	Copies	%
A. Corporate & Executive Management _____	46,425	22.9
B. Engineering, R&D, Design & Technical Management _____	81,064	39.9
C. Operations, Production & Plant Management _____	60,167	29.6
D. Purchasing and Sourcing Management _____	9,518	4.7
E. Other Management and Professionals with Other Job Titles _____	5,826	2.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	164,450	34,550	-	186,114	12,886			164,450	98.0
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	4,000	-	-	4,000	-			4,000	2.0
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	168,450	34,550	-	190,114	12,886			203,000	100.0
PERCENT	83.0	17.0	-	93.7	6.3			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	190,114	12,886			203,000	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	190,114	12,886			203,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AND UNITS FOR ISSUE OF MAY 2009											
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Units	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Units	Total Qualified	Percent
039-049 Maine _____	850	48	524	898		400-427 Kentucky _____	3,273	194	1,837	3,467	
030-038 New Hampshire _____	1,315	116	773	1,431		370-385 Tennessee _____	4,303	296	2,475	4,599	
050-059 Vermont _____	533	56	321	589		350-369 Alabama _____	3,043	145	1,764	3,188	
010-027 Massachusetts _____	4,930	420	2,914	5,350		386-397 Mississippi _____	1,511	85	920	1,596	
028-029 Rhode Island _____	777	58	518	835		EAST SO. CENTRAL	12,130	720	6,996	12,850	6.3
060-069 Connecticut _____	3,453	281	2,031	3,734		716-729 Arkansas _____	1,790	107	1,052	1,897	
NEW ENGLAND	11,858	979	7,081	12,837	6.3	700-714 Louisiana _____	1,769	104	1,200	1,873	
100-149 New York _____	8,638	583	5,228	9,221		730-749 Oklahoma _____	2,265	152	1,395	2,417	
070-089 New Jersey _____	5,026	373	3,307	5,399		750-799 Texas _____	10,812	885	6,996	11,697	
150-196 Pennsylvania _____	12,133	748	6,864	12,881		WEST SO. CENTRAL	16,636	1,248	10,643	17,884	8.8
MIDDLE ATLANTIC	25,797	1,704	15,399	27,501	13.6	590-599 Montana _____	429	23	334	452	
430-459 Ohio _____	14,796	868	7,850	15,664		832-838 Idaho _____	810	64	550	874	
460-479 Indiana _____	7,138	452	3,958	7,590		820-831 Wyoming _____	279	17	191	296	
600-629 Illinois _____	12,730	709	7,147	13,439		800-816 Colorado _____	1,882	159	1,339	2,041	
480-499 Michigan _____	8,903	545	5,133	9,448		870-884 New Mexico _____	513	34	369	547	
530-549 Wisconsin _____	8,945	492	4,617	9,437		850-865 Arizona _____	1,412	160	1,036	1,572	
EAST NO. CENTRAL	52,512	3,066	28,705	55,578	27.4	840-847 Utah _____	1,461	145	896	1,606	
550-567 Minnesota _____	6,019	399	3,273	6,418		889-898 Nevada _____	501	32	381	533	
500-528 Iowa _____	3,480	223	1,987	3,703		MOUNTAIN	7,287	634	5,096	7,921	3.9
630-658 Missouri _____	4,393	270	2,659	4,663		995-999 Alaska _____	70	4	67	74	
580-588 North Dakota _____	593	37	381	630		980-994 Washington _____	2,453	223	1,721	2,676	
570-577 South Dakota _____	786	44	467	830		970-979 Oregon _____	1,949	157	1,315	2,106	
680-693 Nebraska _____	1,598	98	913	1,696		900-961 California _____	12,174	1,093	8,748	13,267	
660-679 Kansas _____	2,312	147	1,361	2,459		967-968 Hawaii _____	109	2	97	111	
WEST NO. CENTRAL	19,181	1,218	11,041	20,399	10.1	PACIFIC	16,755	1,479	11,948	18,234	9.0
197-199 Delaware _____	444	33	256	477		UNITED STATES	189,884	12,842	113,963	202,726	99.9
206-219 Maryland _____	2,283	170	1,449	2,453		969 & 004-009 U.S. Territories	163	35	160	198	
200-205 Washington, DC _____	102	13	83	115		Canada _____	62	9	64	71	
220-246 Virginia _____	3,472	212	1,986	3,684		Mexico _____	-	-	-	-	
247-268 West Virginia _____	1,035	69	615	1,104		Other International _____	1	-	1	1	
270-289 North Carolina _____	6,606	382	3,837	6,988		APO/FPO _____	4	-	3	4	
290-299 South Carolina _____	3,166	193	1,621	3,359		TOTAL QUALIFIED CIRCULATION	190,114	12,886	114,191	203,000	100.0
300-319 Georgia _____	4,667	314	2,989	4,981							
320-349 Florida _____	5,953	408	4,218	6,361							
SOUTH ATLANTIC	27,728	1,794	17,054	29,522	14.5						

7. 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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified	210,530	211,866	210,498	204,519	206,341	202,285
Qualified Non-Paid Total	210,530	211,866	210,483	204,483	206,341	202,285
Print Only	202,880	202,272	200,705	193,729	192,629	190,924
Electronic Only	7,650	9,594	8,172	2,998	7,863	11,359
Print & Electronic (Unduplicated)	-	-	1,606	7,756	5,849	-
Qualified Paid Total						
Print Only	-	-	15	36	-	-
Electronic Only	-	-	-	-	-	-
Print & Electronic (Unduplicated)	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
 **NC = None Claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. 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 electronic versions are notified via email when the version is available.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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	190,924	100.0	190,924	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	190,924	100.0	190,924	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,359	100.0	11,359	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,359	100.0	11,359	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 10, 2009
John DiPaola, Vice President and Group Publisher	State	Ohio
Jim Cowart, Audience Development Director	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	August 13, 2009
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	N020Y0J9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is 0.4% or 860 copies above 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)	Electronic 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 _____	1,754	0.9	1,151	1,629	125	491	471	622	100	70	762	897	224	385	48	103	67	145
Food, Beverage & Tobacco Manufacturing _____	9,030	4.4	5,713	8,532	498	2,175	2,163	4,103	378	211	2,673	3,331	1,910	3,666	441	1,071	366	1,087
Textile Mills & Apparel Manufacturing (including Textile Product Mills, Apparel Mfg., Leather & Allied Product Mfg.) _____	2,751	1.4	1,761	2,598	153	758	715	1,057	141	80	872	1,118	636	1,182	112	319	93	275
Wood Product Manufacturing (including Sawmills and Mfg. of Veneer, Plywood & Engineered Wood Products) _____	3,564	1.8	2,501	3,429	135	1,006	843	1,326	321	68	1,597	1,973	715	1,303	66	168	35	104
Paper Manufacturing (including Printing, Publishing & related support activities) _____	7,003	3.4	4,263	6,620	383	1,627	1,734	3,190	273	179	2,131	2,661	1,527	3,023	242	808	173	678
Petroleum, Coal & Chemical Manufacturing (including Resins, Synthetics, Pharmaceutical & Medicine, Paint, Adhesive, Soap and Cleaning Compounds) _____	8,924	4.4	4,705	8,426	498	1,785	3,184	3,203	311	441	2,518	3,361	1,366	3,017	268	927	298	1,092
Plastics, Rubber & Non-Metallic Mineral Product Manufacturing (including Clay, Glass, Cement, Concrete, Lime and Gypsum) _____	9,611	4.7	5,588	9,047	564	2,145	3,219	3,493	509	245	3,122	4,233	1,788	4,100	200	717	169	576
Sub-Total: Processing Industries	42,637	21.0	25,682	40,281	2,356	9,987	12,329	16,994	2,033	1,294	13,675	17,574	8,166	16,676	1,377	4,113	1,201	3,957
Primary Metal Manufacturing _____	12,700	6.3	6,314	11,989	711	2,742	4,729	3,952	666	611	3,748	5,404	1,744	4,582	283	1,176	259	1,281
Fabricated Metal Product Manufacturing _____	22,365	11.0	12,146	21,148	1,217	5,620	8,423	6,660	1,242	420	8,199	11,904	2,927	8,191	329	1,381	254	1,426
Machinery Manufacturing (including Industrial, Agricultural, Mining, Farm, Construction, Commercial & Service Industry, HVAC & Metalworking) _____	26,232	12.9	12,210	24,690	1,542	5,711	12,864	6,048	1,147	462	8,396	12,565	2,606	8,385	401	2,263	342	2,450
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) _____	9,393	4.6	4,758	8,578	815	1,524	5,528	1,891	270	180	2,635	3,569	1,239	3,286	277	966	414	1,784
Electrical Equip., Appliance & Component Mfg. _____	11,325	5.6	5,439	10,440	885	1,786	6,354	2,571	378	236	2,939	4,112	1,608	4,154	352	1,369	355	1,692
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) _____	14,379	7.1	6,321	13,453	926	2,324	7,173	3,914	603	365	3,013	3,981	1,859	4,718	466	1,792	682	3,253
Furniture & Related Product Manufacturing (including Wood Kitchen Cabinets & Countertops, Household & Institutional Furniture & Office Furniture) _____	2,369	1.2	1,412	2,237	132	515	748	883	166	57	735	943	454	943	82	252	53	276
Medical Equipment & Supplies (including Laboratory Apparatus & Furniture, Surgical & Medical Instruments, Dental Equipment & Supplies) _____	2,451	1.2	1,275	2,243	198	552	1,065	665	108	61	703	852	274	586	66	185	103	232
Miscellaneous Manufacturing (including Jewelry & Silverware, Sporting & Athletic Goods, Dolls, Toys & Games, Office Supplies, Signs, Musical Instruments) _____	28,863	14.3	16,075	26,964	1,909	5,173	12,030	9,411	1,592	657	9,358	12,729	4,584	11,279	877	2,972	773	3,505
Sub-Total: OEM Industries	130,077	64.2	65,950	121,742	8,335	25,947	58,914	35,995	6,172	3,049	39,726	56,059	17,295	46,124	3,133	12,356	3,235	15,899
Sub-Total: Manufacturing Industries	172,714	85.2	91,632	162,023	10,691	35,934	71,243	52,989	8,205	4,343	53,401	73,633	25,461	62,800	4,510	16,469	4,436	19,856
Wholesaler or Distributor of Durable and Non-Durable Goods _____	8,619	4.2	6,354	8,073	546	3,725	1,680	2,126	541	547	4,977	6,107	933	1,444	160	327	161	325
System Integrator or Contractor _____	1,446	0.7	994	1,326	120	400	583	307	98	58	676	870	203	342	39	75	45	89
Professional, Scientific & Technical Services _____	11,401	5.6	8,373	10,532	869	4,020	4,129	2,400	308	544	5,882	6,861	1,517	2,463	313	653	637	1,674
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) _____	8,820	4.3	6,838	8,160	660	2,346	3,429	2,345	366	334	5,227	6,061	969	1,823	167	401	226	727
Sub-Total: Non-Manufacturing Industries	30,286	14.8	22,559	28,091	2,195	10,491	9,821	7,178	1,313	1,483	16,762	19,899	3,622	6,072	679	1,456	1,069	2,815
TOTAL QUALIFIED CIRCULATION	203,000	100.0	114,191	190,114	12,886	46,425	81,064	60,167	9,518	5,826	70,163	93,532	29,083	68,872	5,189	17,925	5,505	22,671
PERCENT	100.0			93.7	6.3	22.9	39.9	29.6	4.7	2.9	34.6	46.1	14.3	33.9	2.6	8.8	2.7	11.2

(A) Corporate & Executive Management include 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.