

**BUSINESS PUBLICATION INITIAL AUDIT REPORT  
FOR THE 3 MONTH PERIOD ENDED JULY 2008  
(Including Supplementary 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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# Design World

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[www.designworldonline.com](http://www.designworldonline.com)  
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**FIELD SERVED**

DESIGN WORLD serves the design engineering function in the original equipment for companies or organizations designing machines and equipment for aerospace, appliance, machine tool, medical, packaging, semiconductor, off-highway, material handling, conveyance, robotics, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include personnel in the field of product or system design engineering, design or equipment for in-plant use, research or development, testing and evaluation, and others titled and non-titled personnel allied to the field.

**PURPOSE**

The supplementary data reported is an analysis of: 1) Are you involved in the function of design, engineering analysis, technical evaluation or purchasing of products, components for machines and/or equipment? 2) Which of the following technologies do you buy, recommend, or specify?

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	-
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	2,809
<b>TOTAL</b>	<b>2,809</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>40,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
May _____					40,000	July _____					40,000
June _____					40,000	<b>TOTAL</b>					

\*See Paragraph 11

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF July 2008**

This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE/FUNCTION * See Note 1
Aerospace, appliance, machine tool, medical, packaging, semiconductor, off-highway, material handling/converting, robotics, and others allied to the field. _____	40,000	100.0	40,000
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>40,000</b>

Note 1: Qualified recipients include personnel in the field of product or system design engineering, design or equipment for in-plant use, research or development, testing and evaluation, and others titled and non-titled personnel allied to the field.

**SUPPLEMENTARY DATA FOR ISSUE OF JULY 2008**

This is an analysis of 36,345 or 90.8% respondents who indicated an involvement in the function of design, engineering analysis, technical evaluation, or purchasing of products, components or equipment. (See questionnaire used to elicit these data on the last page of this report).

These data presented for statistical and marketing purposes only.

Are you involved in the function of design, engineering analysis, technical evaluation, or purchasing of products, components or equipment?	Total	Percent of Total
Yes _____	35,415	88.5
No _____	930	2.3
No Answer _____	3,655	9.1

**SUPPLEMENTARY DATA FOR ISSUE OF JULY 2008**

This is an analysis of 39,998 or 100.00% respondents who indicated a decision to buy, recommend or specify the following technologies. (See questionnaire used to elicit these data on the last page of this report). Since any one recipient may have more than one response, the total may exceed the total circulation.

These data presented for statistical and marketing purposes only.

Which of the following technologies do you buy, recommend or specify?	Total	Percent of Total
Motion Control _____	19,824	49.6
Fluid Power _____	15,827	39.6
Fastening & Joining _____	23,806	59.5
Mechanical Components _____	30,712	76.8
Electrical/Electric Components _____	28,612	71.5
Materials _____	28,758	71.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	40,000	-	-			40,000	100.0
a. Written _____	-	-	-			-	-
b. Telecommunication _____	39,771	-	-			39,771	99.4
c. Electronic _____	229	-	-			229	0.6
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>-</b>	<b>-</b>			<b>40,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>			<b>100.0</b>	<b>-</b>

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			40,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2008									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			117		400-427 Kentucky _____			425	
030-038 New Hampshire _____			436		370-385 Tennessee _____			616	
050-059 Vermont _____			127		350-369 Alabama _____			375	
010-027 Massachusetts _____			1,951		386-397 Mississippi _____			138	
028-029 Rhode Island _____			169		<b>EAST SO. CENTRAL</b>			<b>1,554</b>	<b>3.9</b>
060-069 Connecticut _____			916		716-729 Arkansas _____			183	
<b>NEW ENGLAND</b>			<b>3,716</b>	<b>9.3</b>	700-714 Louisiana _____			126	
100-149 New York _____			2,022		730-749 Oklahoma _____			310	
070-089 New Jersey _____			1,251		750-799 Texas _____			1,918	
150-196 Pennsylvania _____			2,159		<b>WEST SO. CENTRAL</b>			<b>2,537</b>	<b>6.3</b>
<b>MIDDLE ATLANTIC</b>			<b>5,432</b>	<b>13.6</b>	590-599 Montana _____			44	
430-459 Ohio _____			2,236		832-838 Idaho _____			112	
460-479 Indiana _____			964		820-831 Wyoming _____			24	
600-629 Illinois _____			2,736		800-816 Colorado _____			514	
480-499 Michigan _____			1,430		870-884 New Mexico _____			188	
530-549 Wisconsin _____			1,738		850-865 Arizona _____			451	
<b>EAST NO. CENTRAL</b>			<b>9,104</b>	<b>22.8</b>	840-847 Utah _____			318	
550-567 Minnesota _____			1,560		889-898 Nevada _____			105	
500-528 Iowa _____			409		<b>MOUNTAIN</b>			<b>1,756</b>	<b>4.4</b>
630-658 Missouri _____			563		995-999 Alaska _____			8	
580-588 North Dakota _____			59		980-994 Washington _____			531	
570-577 South Dakota _____			87		970-979 Oregon _____			417	
680-693 Nebraska _____			214		900-961 California _____			6,562	
660-679 Kansas _____			318		967-968 Hawaii _____			24	
<b>WEST NO. CENTRAL</b>			<b>3,210</b>	<b>8.0</b>	<b>PACIFIC</b>			<b>7,542</b>	<b>18.9</b>
197-199 Delaware _____			100		<b>UNITED STATES</b>			<b>39,981</b>	<b>100.0</b>
206-219 Maryland _____			479		969 & 004-009 U.S. Territories _____			19	
200-205 Washington, DC _____			44		Canada _____			-	
220-246 Virginia _____			648		Mexico _____			-	
247-268 West Virginia _____			71		Other International _____			-	
270-289 North Carolina _____			1,199		APO/FPO _____			-	
290-299 South Carolina _____			691		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,000</b>	<b>100.0</b>
300-319 Georgia _____			704						
320-349 Florida _____			1,194						
<b>SOUTH ATLANTIC</b>			<b>5,130</b>	<b>12.8</b>					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
	Audited Data
	2008*
Total Audit Average Qualified: _____	40,000
Qualified Non-Paid: _____	40,000
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

\*NOTE: May 2008 through July 2008 data is audited. With each successive year, new data will be added until five years of data is 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**

**PARAGRAPH 2:**

Since this is an Initial Audit Report, additions and removals are not reported. They will be reported on the December 2008 Circulation Statement.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**QUESTIONNAIRE USED BY CLIENT TO ELICIT SUPPLEMENTARY DATA:**

Hello Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ calling for Design World Magazine. All I need to do is update your address information and ask you a couple of questions to send out your free subscription. This call is being recorded for quality assurance purposes. We show that the subscription should go to \_\_\_\_\_ (subscriber name and title). Is that still correct?

Refused to be recorded

Ask if Refuse to be Recorded:

A. Would you like to receive Design World Magazine free of charge?

YES (Continue)  NO

If Assistant/Support Person:

Do you provide administrative services for \_\_\_\_\_ (fill in name of subscriber) and are you allowed to request a publication on his/her behalf?  YES  NO

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

B. I have your company name and your mailing address as \_\_\_\_\_ (Verify company name and address).

Type changes/corrections only)

COMPANY NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: (\_\_\_\_) \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

1. Are you involved in the function of design, engineering analysis, technical evaluation or purchasing of products, components for machines and/or equipment? **{Required}**

Yes  
 No [DNO]

2. What industry do you design products for? (check one only) **{Required}**

- A Automotive
- B Aerospace
- C Appliance
- D Machine Tool
- E Medical
- G Packaging
- H Semiconductor
- I Off-Highway
- E Material Handling/Conveying
- L Robotics
- M Other \_\_\_\_\_ [please specify]

4. Which of the following technologies do you buy, recommend or specify? (check all that apply) **{Required}**

- A Motion Control
- B Fluid Power
- C Fastening & Joining
- D Mechanical Components
- E Electrical/Electric Components
- F Materials
- G Software

7. Would you like to receive Design World's special reports on engineering trends? **{Optional}**

Yes [an email address must be captured]  
 No

If yes, please provide your email address for us to email you the PDF report. If no, these special reports are only available to our email subscribers - are you sure you want to pass on these exclusive engineering trend reports?

{Only ask if refuse to be recorded}

In order to verify that you wish to receive Design World Magazine, could you please tell me The City of Your Birth?

City of Birth \_\_\_\_\_

If individual recipient was not personally contacted, who provided the above information?

- Spouse Name: \_\_\_\_\_
  - Sec/Asst Name: \_\_\_\_\_
  - Other Support Person Name: \_\_\_\_\_ Title: \_\_\_\_\_
- Rep Initials: \_\_\_\_\_ Rep Code: \_\_\_\_\_ Date: \_\_\_\_\_

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

September 2, 2008

TYPE: I

ID Number: D21910J8