

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

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, food and beverage equipment, energy, 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 involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment.

**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 _____	1,992
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	525
Electronic _____	-
All Other _____	347
<b>TOTAL</b>	<b>2,864</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>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	84	84			40,000	April _____	322	322			40,000
February _____	57	57			40,000	May _____	9,286	9,286			40,000
March _____	1,791	1,791			40,000	June _____	173	173			40,000
						<b>TOTAL</b>	<b>11,713</b>	<b>11,713</b>			

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE/FUNCTION * See Note 1
Aerospace, appliance, food & beverage, energy, 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 involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment.

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2009**

This is an analysis of 39,754 or 99.4% 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 and purchasing of products, components for machines and/or equipment?	Total	Percent of Total
Yes _____	39,754	99.4
No _____	-	-
No Answer _____	246	0.6

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2009**

This is an analysis of 39,324 or 98.3% 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 _____	21,353	53.4
Fluid Power _____	17,003	42.5
Fastening & Joining _____	25,933	64.8
Mechanical Components _____	32,264	80.7
Electrical/Electric Components _____	29,865	74.7
Materials _____	30,228	75.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	40,000	-	-			40,000	100.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
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: _____	-	-	-			-	-
<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>	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			40,000	40,000
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>100.0</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
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 _____			397	
030-038 New Hampshire _____			439		370-385 Tennessee _____			612	
050-059 Vermont _____			122		350-369 Alabama _____			378	
010-027 Massachusetts _____			1,792		386-397 Mississippi _____			139	
028-029 Rhode Island _____			167		<b>EAST SO. CENTRAL</b>			<b>1,526</b>	<b>3.8</b>
060-069 Connecticut _____			833		716-729 Arkansas _____			203	
<b>NEW ENGLAND</b>			<b>3,470</b>	<b>8.7</b>	700-714 Louisiana _____			165	
100-149 New York _____			2,077		730-749 Oklahoma _____			313	
070-089 New Jersey _____			1,276		750-799 Texas _____			2,008	
150-196 Pennsylvania _____			2,175		<b>WEST SO. CENTRAL</b>			<b>2,689</b>	<b>6.7</b>
<b>MIDDLE ATLANTIC</b>			<b>5,528</b>	<b>13.8</b>	590-599 Montana _____			52	
430-459 Ohio _____			2,225		832-838 Idaho _____			139	
460-479 Indiana _____			994		820-831 Wyoming _____			35	
600-629 Illinois _____			2,713		800-816 Colorado _____			561	
480-499 Michigan _____			1,465		870-884 New Mexico _____			221	
530-549 Wisconsin _____			1,605		850-865 Arizona _____			531	
<b>EAST NO. CENTRAL</b>			<b>9,002</b>	<b>22.5</b>	840-847 Utah _____			334	
550-567 Minnesota _____			1,374		889-898 Nevada _____			115	
500-528 Iowa _____			435		<b>MOUNTAIN</b>			<b>1,988</b>	<b>5.0</b>
630-658 Missouri _____			636		995-999 Alaska _____			24	
580-588 North Dakota _____			67		980-994 Washington _____			638	
570-577 South Dakota _____			92		970-979 Oregon _____			456	
680-693 Nebraska _____			235		900-961 California _____			6,396	
660-679 Kansas _____			355		967-968 Hawaii _____			41	
<b>WEST NO. CENTRAL</b>			<b>3,194</b>	<b>8.0</b>	<b>PACIFIC</b>			<b>7,555</b>	<b>18.9</b>
197-199 Delaware _____			104		<b>UNITED STATES</b>			<b>39,987</b>	<b>100.0</b>
206-219 Maryland _____			563		969 & 004-009 U.S. Territories _____			12	
200-205 Washington, DC _____			70		Canada _____			-	
220-246 Virginia _____			675		Mexico _____			-	
247-268 West Virginia _____			81		Other International _____			-	
270-289 North Carolina _____			1,048		APO/FPO _____			1	
290-299 South Carolina _____			554		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,000</b>	<b>100.0</b>
300-319 Georgia _____			694						
320-349 Florida _____			1,246						
<b>SOUTH ATLANTIC</b>			<b>5,035</b>	<b>12.6</b>					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS			
6-Month Period Ended:	Audited Data	Circulation Claim	Circulation Claim
	January-June 2008	July-December 2008*	January-June 2009*
Total Audit Average Qualified: _____	40,000	40,000	40,000
Qualified Non-Paid: _____	40,000	40,000	40,000
Qualified Paid: _____	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC

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)

**\*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.

**11. ADDITIONAL DATA**

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**QUESTIONNAIRE USED BY PUBLICATION 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 (DNQ)

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

- A. Automotive
- B. Aerospace
- C. Appliance
- D. Machine Tool
- E. Medical
- F. Packaging
- G. Semiconductor
- H. Highway
- I. Material Handling/Conveying
- J. Robotics
- K. 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/Electronic 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 \_\_\_\_\_

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2009
Scott McCafferty, Managing Director	State	Ohio
Mike Emich, Associate Publisher	County	Cuyahoga
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Revised	July 29, 2009
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	D219P0J9
It will be included in the annual audit made by BPA Worldwide.		