

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 is a B2B brand intended for design engineers, mechanical engineers and electrical engineers who design machines and equipment for a variety of industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth articles and special features.

FIELD SERVED

DESIGN WORLD serves companies or organizations engaged in designing machines and equipment for aerospace & defense, appliance, food and beverage, 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 design engineers, mechanical engineers, or electrical engineers 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 a design engineer, mechanical engineer, or electrical engineer 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?

CHANNELS

DESIGN WORLD MAGAZINE



6 Issues in the period
40,000 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
DESIGN WORLD MAGAZINE (6 issues in the period)	40,000	-	40,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,822
Allocated for Trade Shows and Conventions	242
All Other	874
TOTAL	2,938

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Number Removed	Number Added	Total Qualified
*January	108	108	40,000
February	15	15	40,000
March	89	89	40,000
April	169	169	40,000
May	13,924	13,924	40,000
June	62	62	40,000
TOTAL	14,367	14,367	

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE/FUNCTION (See Note 1)
Aerospace & defense, appliance, food & beverage, energy, machine tool, medical, packaging, semiconductor, off-highway, material handling/conveyance, robotics, and others allied to the field.	40,000	100.0	40,000
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000
PERCENT	100.0		100.0

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 2015

This is an analysis of 40,000 or 100% of respondents who indicated they are design, mechanical, or electrical engineers with an involvement in the function of design, engineering analysis, technical evaluation and purchasing of products for machines and/or equipment. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Are you a design, mechanical or electrical engineer involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment?

	TOTAL QUALIFIED	PERCENT OF TOTAL
Yes	40,000	100.0
No	-	-
No Answer	-	-

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015

This is an analysis of 39,418 or 98.5% of respondents who indicated a decision to buy, recommend or specify the following technologies. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Which of the following technologies do you buy, recommend or specify?	TOTAL QUALIFIED	PERCENT OF TOTAL
Motion Control	20,866	52.2
Fluid Power	17,561	43.9
Fastening & Joining	23,708	59.3
Mechanical Components	30,303	75.8
Electrical/Electric Components	28,742	71.9
Materials	28,463	71.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			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:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	-	-	40,000	100.0
PERCENT	100.0	-	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

MAILING ADDRESS	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	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0

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 2012	January – June 2013	July – December 2013	January – June 2014	July - December 2014*	January - June 2015*
Total Audit Average Qualified:	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Non-Paid:	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Paid:	-	-	-	-	-	-
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 - December 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	142		Kentucky	386	
New Hampshire	421		Tennessee	647	
Vermont	146		Alabama	392	
Massachusetts	1,618		Mississippi	151	
Rhode Island	185		EAST SO. CENTRAL	1,576	4.0
Connecticut	888		Arkansas	207	
NEW ENGLAND	3,400	8.5	Louisiana	188	
New York	2,359		Oklahoma	334	
New Jersey	1,277		Texas	2,031	
Pennsylvania	2,175		WEST SO. CENTRAL	2,760	6.9
MIDDLE ATLANTIC	5,811	14.5	Montana	54	
Ohio	2,455		Idaho	132	
Indiana	1,103		Wyoming	46	
Illinois	2,667		Colorado	468	
Michigan	1,626		New Mexico	161	
Wisconsin	1,661		Arizona	503	
EAST NO. CENTRAL	9,512	23.8	Utah	341	
Minnesota	1,579		Nevada	132	
Iowa	574		MOUNTAIN	1,837	4.6
Missouri	758		Alaska	18	
North Dakota	83		Washington	645	
South Dakota	110		Oregon	487	
Nebraska	290		California	4,491	
Kansas	408		Hawaii	15	
WEST NO. CENTRAL	3,802	9.5	PACIFIC	5,656	14.1
Delaware	90		UNITED STATES	39,944	99.9
Maryland	734		U.S. Territories	55	
Washington, DC	58		Canada	-	
Virginia	784		Mexico	-	
West Virginia	109		Other International	-	
North Carolina	1,103		APO/FPO	1	
South Carolina	506				
Georgia	787		TOTAL QUALIFIED CIRCULATION	40,000	100.0
Florida	1,419				
SOUTH ATLANTIC	5,590	14.0			

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 2: LATE MAILING:

40,000 copies or 100% of the January 2015 issue were mailed on February 4, 2015.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

DESIGN WORLD

Subscription Form

You can also subscribe online at www.designworldonline.com

() Yes, I want to receive/continue to receive a free subscription to Design World () No

First Name _____ Last Name _____

Title _____ Company Name _____

Street Address _____

City _____ State _____ Zip Code _____ Dept./Division/Mailstop _____

Phone _____ Fax _____ Email Address _____

1. Are you a design engineer, mechanical engineer, or electrical engineer involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment?

YES () No ()

2. What industry are you engaged in the design process of equipment and machines? {check one only}

- A Automotive
- B Aerospace & Defense
- C Appliance
- M Food, Beverage
- N Energy
- D Machine Tool
- F Medical
- G Packaging
- H Semiconductor
- I Off-Highway
- E Material Handling/Conveyance
- J Wireless
- L Robotics
- K Other _____ {please specify}

3. Which of the following technologies do you buy, recommend or specify? {check all that apply}

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

4. What Engineering function are you engaged in? (check one only)

- A Product or system Design Engineering
- B Design of Equipment for In-Plant Use
- C Research or Development
- D Testing and Evaluation
- E Engineering Management
- F Other (please explain) _____

5. Please select your primary CAD package: (check one only)

- A AutoCAD
- B CATIA
- C Inventor
- D IronCAD
- E KeyCreator (CADKEY)
- F Mechanical Desktop
- G NX (I-DEAS)
- H Pro/DESKTOP
- I Pro/ENGINEER
- J Solid Edge
- K SolidWorks
- L Think3
- M Unigraphics
- N VX CAD/CAM
- O Other (please specify) _____

Signature _____ Date _____

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Scott McCafferty, Managing Director

Mike Emich, Associate Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

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

Date signed July 14, 2015

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County Cuyahoga

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About BPA Worldwide:

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