



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2012**
(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.

No. 999/06-12

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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Design World

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Fax No.: 216-453-0617
www.designworldonline.com

Official Publication of: None
Established: 2006
Issues Per Year: 12

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?

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,244
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	275
Digital _____	-
All Other _____	296
TOTAL	2,815

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			
2012 Issue	Number Removed	Number Added	Total Qualified
January _____	79	79	40,000
February _____	108	108	40,000
March _____	102	102	40,000
April _____	102	102	40,000
May _____	9,468	9,468	40,000
June _____	79	79	40,000
TOTAL	9,938	9,938	

Design World / June 2012

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

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 & 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

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 2012

This is an analysis of 40,000 or 100% 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	Percent of Total
Yes _____	40,000	100.0
No _____	-	-
No Answer _____	-	-

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2012

This is an analysis of 39,510 or 98.8% 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	Percent of Total
Motion Control _____	20,001	50.0
Fluid Power _____	15,912	39.8
Fastening & Joining _____	23,664	59.2
Mechanical Components _____	30,344	75.9
Electrical/Electric Components _____	30,071	75.2
Materials _____	28,720	71.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012					
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 2012		
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

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	110		Kentucky _____	350	
New Hampshire _____	410		Tennessee _____	601	
Vermont _____	119		Alabama _____	407	
Massachusetts _____	1,741		Mississippi _____	159	
Rhode Island _____	166		EAST SO. CENTRAL	1,517	3.8
Connecticut _____	834		Arkansas _____	176	
NEW ENGLAND	3,380	8.4	Louisiana _____	177	
New York _____	2,119		Oklahoma _____	319	
New Jersey _____	1,298		Texas _____	2,283	
Pennsylvania _____	2,219		WEST SO. CENTRAL	2,955	7.4
MIDDLE ATLANTIC	5,636	14.1	Montana _____	61	
Ohio _____	2,213		Idaho _____	168	
Indiana _____	941		Wyoming _____	32	
Illinois _____	2,399		Colorado _____	591	
Michigan _____	1,248		New Mexico _____	230	
Wisconsin _____	1,347		Arizona _____	579	
EAST NO. CENTRAL	8,148	20.4	Utah _____	362	
Minnesota _____	1,345		Nevada _____	145	
Iowa _____	468		MOUNTAIN	2,168	5.4
Missouri _____	753		Alaska _____	22	
North Dakota _____	74		Washington _____	687	
South Dakota _____	87		Oregon _____	506	
Nebraska _____	268		California _____	5,693	
Kansas _____	425		Hawaii _____	34	
WEST NO. CENTRAL	3,420	8.5	PACIFIC	6,942	17.4
Delaware _____	85		UNITED STATES	39,988	100.0
Maryland _____	726		U.S. Territories _____	12	
Washington, DC _____	92		Canada _____	-	
Virginia _____	857		Mexico _____	-	
West Virginia _____	94		Other International _____	-	
North Carolina _____	1,036		APO/FPO _____	-	
South Carolina _____	514		TOTAL QUALIFIED CIRCULATION	40,000	100.0
Georgia _____	799				
Florida _____	1,619				
SOUTH ATLANTIC	5,822	14.6			

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 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*	January-June 2012*
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 2011 – June 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are data are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 3, 2012
State Ohio
County Cuyahoga
Revised July 3, 2012
Type PSJ
ID Number D219S0J2