

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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BNP Media
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Tel.: (248) 362-3700
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www.applianceDESIGN.com

Official Publication of: None
Established: 1953
Issues Per Year: 12

FIELD SERVED

appliance DESIGN serves manufacturers of consumer, commercial and business appliances and equipment including air conditioning/refrigeration equipment, heating equipment, household cooking equipment, household laundry equipment, water processing/other consumer appliances, electric housewares and portable appliances, commercial appliances and vending machines, medical, laboratory, test & measurement equipment, business appliances and consumer electronics equipment. Also included are design & engineering firms, product development & industrial design firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who perform the following functions: Design Engineering, Corporate/Administrative and/or Financial Management, Marketing/Sales/Advertising/Services Management and Purchasing/Procurement Engineering & Management.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	67
Advertiser and Agency _____	772
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	821
TOTAL	1,660

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,000	100.0	27,992	100.0	8	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,000	100.0	27,992	100.0	8	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August ____	465	465	26,064	1,936			28,000	November	5,266	5,266	25,312	2,688			28,000
September	1,724	1,724	25,669	2,331			28,000	December	70	70	25,393	2,607			28,000
TOTAL								TOTAL	10,954	10,954					

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

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	CLASSIFICATION BY JOB FUNCTION			
					Design Engineering (Product/System Design Engineering & Management, Draftsman, R&D Engineering & Management, Technical Engineering & Management, Application Engineering & Management and Other Design Engineering/Management Function)	Corporate/Administrative and/or Financial Management (Owner, President, V.P. and Chief)	Marketing/Sales/Advertising/Services Management	Purchasing/Procurement Engineering & Management
MANUFACTURING COMPANIES OF:								
AIR CONDITIONING AND REFRIGERATION EQUIPMENT _____	7,450	26.6	6,973	477	6,292	805	281	72
HEATING EQUIPMENT _____	2,160	7.7	2,017	143	1,841	209	90	20
HOUSEHOLD COOKING EQUIPMENT _____	686	2.5	606	80	605	44	28	9
HOUSEHOLD LAUNDRY EQUIPMENT _____	472	1.7	413	59	431	13	20	8
WATER PROCESSING APPLIANCES AND OTHER CONSUMER APPLIANCES _____	2,222	7.9	1,966	256	2,003	159	37	23
ELECTRIC HOUSEWARES AND PORTABLE APPLIANCES _____	1,285	4.6	1,127	158	1,160	83	25	17
COMMERCIAL APPLIANCES AND VENDING MACHINES _____	2,020	7.2	1,871	149	1,816	165	24	15
MEDICAL, LABORATORY, TEST & MEASUREMENT EQUIPMENT _____	6,440	23.0	5,950	490	6,215	184	28	13
BUSINESS APPLIANCES _____	776	2.8	632	144	697	48	17	14
CONSUMER ELECTRONICS EQUIPMENT _____	1,915	6.8	1,670	245	1,815	92	-	8
OTHER APPLIANCE-RELATED MANUFACTURERS _	-	-	-	-	-	-	-	-
TOTAL MANUFACTURING	25,426	90.8	23,225	2,201	22,875	1,802	550	199
DESIGN & ENGINEERING FIRMS, PRODUCT DEVELOPMENT & INDUSTRIAL DESIGN FIRMS _____	2,574	9.2	2,087	487	2,364	198	1	11
TOTAL QUALIFIED CIRCULATION	28,000	100.0	25,312	2,688	25,239	2,000	551	210
PERCENT	100.0		90.4	9.6	90.1	7.1	2.0	0.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008									
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. TOTAL - Personal direct request from the recipient: _____	14,985	7,479	-	19,776	2,688			22,464	80.2
a. Written _____	1,108	263	-	1,357	14			1,371	4.9
b. Telecommunication _____	9,633	5,920	-	14,056	1,497			15,553	55.5
c. Electronic _____	4,244	1,296	-	4,363	1,177			5,540	19.8
II. TOTAL - Request from recipient's company: _____	83	-	-	83	-			83	0.3
a. Written _____	2	-	-	2	-			2	-
b. Telecommunication _____	1	-	-	1	-			1	-
c. Electronic _____	80	-	-	80	-			80	0.3
III. TOTAL - Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,453	-	-	5,453	-			5,453	19.5
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	5,453	-	-	5,453	-			5,453	19.5
Independent field reports _____	-	-	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	20,521	7,479	-	25,312	2,688			28,000	100.0
* See Paragraph 11 PERCENT	73.3	26.7	-	90.4	9.6			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008						
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 _____	25,312	2,688			28,000	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	25,312	2,688			28,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008									
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	68	6	74		400-427 Kentucky _____	259	20	279	
030-038 New Hampshire _____	133	13	146		370-385 Tennessee _____	517	44	561	
050-059 Vermont _____	42	6	48		350-369 Alabama _____	255	15	270	
010-027 Massachusetts _____	712	92	804		386-397 Mississippi _____	167	11	178	
028-029 Rhode Island _____	83	8	91		EAST SO. CENTRAL	1,198	90	1,288	4.6
060-069 Connecticut _____	362	40	402		716-729 Arkansas _____	173	11	184	
NEW ENGLAND	1,400	165	1,565	5.6	700-714 Louisiana _____	193	6	199	
100-149 New York _____	1,167	108	1,275		730-749 Oklahoma _____	274	12	286	
070-089 New Jersey _____	643	61	704		750-799 Texas _____	1,418	123	1,541	
150-196 Pennsylvania _____	1,006	87	1,093		WEST SO. CENTRAL	2,058	152	2,210	7.9
MIDDLE ATLANTIC	2,816	256	3,072	11.0	590-599 Montana _____	60	1	61	
430-459 Ohio _____	1,200	114	1,314		832-838 Idaho _____	108	7	115	
460-479 Indiana _____	669	37	706		820-831 Wyoming _____	38	1	39	
600-629 Illinois _____	1,507	113	1,620		800-816 Colorado _____	416	34	450	
480-499 Michigan _____	873	74	947		870-884 New Mexico _____	133	12	145	
530-549 Wisconsin _____	932	84	1,016		850-865 Arizona _____	412	35	447	
EAST NO. CENTRAL	5,181	422	5,603	20.0	840-847 Utah _____	204	13	217	
550-567 Minnesota _____	686	73	759		889-898 Nevada _____	140	5	145	
500-528 Iowa _____	318	25	343		MOUNTAIN	1,511	108	1,619	5.8
630-658 Missouri _____	534	35	569		995-999 Alaska _____	26	-	26	
580-588 North Dakota _____	36	3	39		980-994 Washington _____	378	32	410	
570-577 South Dakota _____	57	5	62		970-979 Oregon _____	342	42	384	
680-693 Nebraska _____	116	9	125		900-961 California _____	2,900	275	3,175	
660-679 Kansas _____	220	20	240		967-968 Hawaii _____	24	3	27	
WEST NO. CENTRAL	1,967	170	2,137	7.6	PACIFIC	3,670	352	4,022	14.3
197-199 Delaware _____	58	9	67		UNITED STATES	22,963	1,937	24,900	88.9
206-219 Maryland _____	323	22	345		969 & 004-009 U.S. Territories _____	27	10	37	
200-205 Washington, DC _____	15	2	17		Canada _____	152	32	184	
220-246 Virginia _____	369	26	395		Mexico _____	49	23	72	
247-268 West Virginia _____	60	3	63		Other International _____	2,121	686	2,807	
270-289 North Carolina _____	537	40	577		AP0/FPO _____	-	-	-	
290-299 South Carolina _____	224	16	240		TOTAL QUALIFIED CIRCULATION	25,312	2,688	28,000	100.0
300-319 Georgia _____	557	31	588						
320-349 Florida _____	1,019	73	1,092						
SOUTH ATLANTIC	3,162	222	3,384	12.1					

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

Region/Country	Print Version Only (A)	Electronic Version Only (B)	TOTAL QUALIFIED	PERCENT
ASIA				
Armenia	2	-	2	
Bangladesh	5	2	7	
China	16	9	25	
Hong Kong - SAR	20	22	42	
India	675	267	942	
Indonesia	60	6	66	
Japan	7	6	13	
Korea, Democratic People's Republic Of	1	2	3	
Korea, Republic Of	14	9	23	
Malaysia	115	12	127	
Myanmar	1		1	
Nepal	1	2	3	
Pakistan	53	9	62	
Philippines	27	12	39	
Singapore	15	14	29	
Sri Lanka	32	2	34	
Taiwan	7	3	10	
Tajikistan	-	1	1	
Thailand	13	3	16	
Vietnam	3	2	5	
Subtotal	1,067	383	1,450	5.2
MIDDLE EAST				
Subtotal	257	49	306	1.1
EUROPE				

Region/Country	Print Version Only (A)	Electronic Version Only (B)	TOTAL QUALIFIED	PERCENT
Subtotal	449	162	611	2.2
AFRICA				
Subtotal	118	31	149	0.5
NORTH AMERICA				
Canada	152	32	184	
United States	22,963	1,937	24,900	
Mexico	49	23	72	
U.S.Territories	27	10	37	
Subtotal	23,191	2,002	25,193	90.0
CARIBBEAN				
Subtotal	6	1	7	-
CENTRAL AMERICA				
Subtotal	1	3	4	-
SOUTH AMERICA				
Subtotal	167	33	200	0.7
ASIA PACIFIC				
Subtotal	56	24	80	0.3
TOTAL QUALIFIED CIRCULATION	25,312	2,688	28,000	100.0

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July-December 2008*
Total Audit Average Qualified	30,079	28,000	28,000	28,000	28,000
Qualified Non-Paid Total	30,050	27,977	27,987	27,988	27,992
Print Only	30,050	27,977	26,387	26,297	25,667
Electronic Only	-	-	1,600	1,691	2,325
Qualified Paid Total	29	23	13	12	8
Print Only	29	23	13	12	8
Electronic Only	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC

*NOTE: 2008 data is unaudited. With each successive year, 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. (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.

PARAGRAPH 3b:

Business directories includes 1 source of circulation for a quantity of 5,453 copies or 19.5%, including Dun & Bradstreet.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,325	100.0	2,325	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,325	100.0	2,325	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,675	100.0	25,667	100.0	8	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,675	100.0	25,667	100.0	8	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
Christine A. Baloga, Corporate Audience Development Director
Catherine M. Ronan, Corporate Audience Audit Manager
(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 January 8, 2009
State Michigan
County Oakland
Received by BPA Worldwide January 8, 2009
Type PD
ID Number A083Y0D8