

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009

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
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
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www.applianceDESIGN.com

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

FIELD SERVED

applianceDESIGN 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 _____	52
Advertiser and Agency _____	673
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	747
TOTAL	1,472

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	27,205	100.0	27,197	100.0	8	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,205	100.0	27,197	100.0	8	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	46	74	23,500	2,757			26,257
August _____	206	383	21,646	4,788			26,434
September _____	69	588	22,000	4,953			26,953
October _____	303	505	22,025	5,130			27,155
November _____	9,197	10,257	21,741	6,474			28,215
December _____	71	71	21,977	6,238			28,215
TOTAL:	9,892	11,878					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	31,711	21,474	19,944	1.08	01:21	02:01
August _____	28,996	18,846	17,486	1.08	01:20	02:04
September _____	28,413	18,177	16,812	1.08	01:14	02:00
October _____	30,432	19,455	17,999	1.08	01:12	01:52
November _____	27,499	18,434	16,892	1.09	01:15	01:52
December _____	25,172	15,769	14,557	1.08	01:12	01:58
AVERAGE:	28,704	18,693	17,282	1.08	01:16	01:58

*See Paragraph 9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is 4.5% or 1,212 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital 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/REFRIGERATION EQUIPMENT _____	6,638	23.5	5,675	963	5,573	795	213	57
MEDICAL, LABORATORY, TEST & MEASUREMENT EQUIPMENT _____	6,212	22.0	5,459	753	5,804	305	80	23
WATER PROCESSING APPLIANCES/OTHER CONSUMER APPLIANCES _____	2,329	8.3	1,667	662	2,069	174	58	28
HEATING EQUIPMENT _____	2,094	7.4	1,764	330	1,712	233	125	24
CONSUMER ELECTRONICS EQUIPMENT _____	2,422	8.6	1,744	678	2,172	183	49	18
COMMERCIAL APPLIANCES AND VENDING MACHINES _____	1,838	6.5	1,504	334	1,649	144	32	13
ELECTRIC HOUSEWARES AND PORTABLE APPLIANCES _____	1,034	3.7	620	414	940	52	25	17
BUSINESS APPLIANCES _____	879	3.1	524	355	741	79	41	18
HOUSEHOLD COOKING EQUIPMENT _____	717	2.5	471	246	610	58	39	10
HOUSEHOLD LAUNDRY EQUIPMENT _____	454	1.6	281	173	394	25	28	7
OTHER APPLIANCE-RELATED MANUFACTURERS _____	274	1.0	-	274	202	24	46	2
TOTAL MANUFACTURING	24,891	88.2	19,709	5,182	21,866	2,072	736	217
DESIGN & ENGINEERING FIRMS, PRODUCT DEVELOPMENT & INDUSTRIAL DESIGN FIRMS _____	3,324	11.8	2,032	1,292	2,821	312	161	30
TOTAL QUALIFIED CIRCULATION	28,215	100.0	21,741	6,474	24,687	2,384	897	247
PERCENT	100.0		77.0	23.0	87.5	8.4	3.2	0.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Direct Request: _____	14,094	7,853	625	16,098	6,474			22,572	80.0
a. Written _____	944	380	22	1,263	83			1,346	4.8
b. Telecommunication _____	8,138	5,652	-	11,515	2,275			13,790	48.9
c. Electronic _____	5,012	1,821	603	3,320	4,116			7,436	26.3
II. TOTAL - Request from recipient's company: _____	330	-	-	330	-			330	1.2
a. Written _____	3	-	-	3	-			3	-
b. Telecommunication _____	2	-	-	2	-			2	-
c. Electronic _____	325	-	-	325	-			325	1.2
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): _____	5,313	-	-	5,313	-			5,313	18.8
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	5,313	-	-	5,313	-			5,313	18.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	19,737	7,853	625	21,741	6,474			28,215	100.0
*See Paragraph 9 PERCENT	70.0	27.8	2.2	77.0	23.0			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	21,741	6,474			28,215	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	21,741	6,474			28,215	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

STATE & ZIP CODE	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	71	10	81	
030-038 New Hampshire _____	202	21	223	
050-059 Vermont _____	64	6	70	
010-027 Massachusetts _____	899	139	1,038	
028-029 Rhode Island _____	113	16	129	
060-069 Connecticut _____	503	58	561	
NEW ENGLAND	1,852	250	2,102	7.4
100-149 New York _____	1,132	161	1,293	
070-089 New Jersey _____	659	88	747	
150-196 Pennsylvania _____	995	132	1,127	
MIDDLE ATLANTIC	2,786	381	3,167	11.2
430-459 Ohio _____	1,127	174	1,301	
460-479 Indiana _____	650	87	737	
600-629 Illinois _____	1,454	196	1,650	
480-499 Michigan _____	773	126	899	
530-549 Wisconsin _____	892	119	1,011	
EAST NO. CENTRAL	4,896	702	5,598	19.8
550-567 Minnesota _____	672	99	771	
500-528 Iowa _____	330	30	360	
630-658 Missouri _____	435	54	489	
580-588 North Dakota _____	26	4	30	
570-577 South Dakota _____	52	7	59	
680-693 Nebraska _____	105	11	116	
660-679 Kansas _____	205	22	227	
WEST NO. CENTRAL	1,825	227	2,052	7.3
197-199 Delaware _____	41	10	51	
206-219 Maryland _____	259	30	289	
200-205 Washington, DC _____	13	7	20	
220-246 Virginia _____	318	47	365	
247-268 West Virginia _____	65	4	69	
270-289 North Carolina _____	461	76	537	
290-299 South Carolina _____	182	33	215	
300-319 Georgia _____	454	58	512	
320-349 Florida _____	764	112	876	
SOUTH ATLANTIC	2,557	377	2,934	10.4
400-427 Kentucky _____	264	26	290	
370-385 Tennessee _____	484	78	562	
350-369 Alabama _____	191	32	223	
386-397 Mississippi _____	130	12	142	
EAST SO. CENTRAL	1,069	148	1,217	4.3
716-729 Arkansas _____	140	18	158	
700-714 Louisiana _____	107	7	114	
730-749 Oklahoma _____	249	17	266	
750-799 Texas _____	1,102	199	1,301	
WEST SO. CENTRAL	1,598	241	1,839	6.5
590-599 Montana _____	28	4	32	
832-838 Idaho _____	64	13	77	
820-831 Wyoming _____	14	1	15	
800-816 Colorado _____	307	38	345	
870-884 New Mexico _____	110	16	126	
850-865 Arizona _____	255	58	313	
840-847 Utah _____	221	26	247	
889-898 Nevada _____	63	13	76	
MOUNTAIN	1,062	169	1,231	4.4
995-999 Alaska _____	17	-	17	
980-994 Washington _____	270	48	318	
970-979 Oregon _____	232	50	282	
900-961 California _____	2,583	434	3,017	
967-968 Hawaii _____	18	4	22	
PACIFIC	3,120	536	3,656	13.0
UNITED STATES	20,765	3,031	23,796	84.3
969 & 004-009 U.S. Territories _____	31	14	45	
Canada _____	167	59	226	
Mexico _____	40	106	146	
Other International _____	738	3,264	4,002	
AP0/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	21,741	6,474	28,215	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
Armenia	-	2	2	
Bangladesh	-	11	11	
China	13	72	85	
Georgia	-	1	1	
Hong Kong - SAR	16	46	62	
India	291	1,053	1,344	
Indonesia	8	93	101	
Japan	3	11	14	
Kazakhstan	-	1	1	
Korea, Democratic People's Republic Of	1	2	3	
Korea, Republic Of	8	35	43	
Macao	-	1	1	
Malaysia	30	117	147	
Maldives	-	1	1	
Nepal	-	4	4	
Pakistan	11	67	78	
Philippines	10	49	59	
Singapore	5	40	45	
Sri Lanka	5	27	32	
Taiwan	2	14	16	
Tajikistan	-	1	1	
Thailand	3	29	32	
Vietnam	-	8	8	
Subtotal	406	1,685	2,091	7.4

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
MIDDLE EAST				
Subtotal	82	303	385	1.3
EUROPE				
Subtotal	130	723	853	3.0
AFRICA				
Subtotal	43	183	226	1.0
NORTH AMERICA				
Canada	167	59	226	
United States	20,765	3,031	23,796	
Mexico	40	106	146	
unspecified North America	31	14	45	
Subtotal	21,003	3,210	24,213	85.8
CARIBBEAN				
Subtotal	2	7	9	-
CENTRAL AMERICA				
Subtotal	-	7	7	-
SOUTH AMERICA				
Subtotal	53	259	312	1.1
ASIA PACIFIC				
Subtotal	22	97	119	0.4
TOTAL QUALIFIED CIRCULATION	21,741	6,474	28,215	100.0

7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified	28,000	28,000	28,000	28,000	26,164	27,205
Qualified Non-Paid Total	27,977	27,987	27,988	27,992	26,156	27,197
Print Only	27,977	26,387	26,297	25,667	23,495	22,140
Digital Only	-	1,600	1,691	2,325	2,661	5,057
Qualified Paid Total	23	13	12	8	8	8
Print Only	23	13	12	8	8	8
Digital Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,148	100.0	22,140	100.0	8	-
Sponsored Individually Addressed Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,148	100.0	22,140	100.0	8	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,057	100.0	5,057	100.0	-	-
Sponsored Individually Addressed Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,057	100.0	5,057	100.0	-	-

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 7, 2010
 State Michigan
 County Oakland
 Received by BPA Worldwide January 7, 2010
 Type PD
 ID Number A083POD9

8. 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)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 5,313 copies or 18.8%, including Dun & Bradstreet.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site