

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 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
Fax: (248) 362-0317
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, medical, laboratory, test & measurement equipment, water processing appliances/other consumer appliances, heating equipment, consumer electronics equipment, commercial appliances and vending machines, electric housewares and portable appliances, business appliances, household cooking equipment, household laundry equipment, and other appliances-related manufacturers. 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 _____	43
Advertiser and Agency _____	633
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,081
TOTAL	1,757

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	28,300	100.0	28,292	100.0	8	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,300	100.0	28,292	100.0	8	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	19	19	20,319	7,981	28,300
February _____	271	271	20,298	8,002	28,300
March _____	77	77	20,276	8,024	28,300
April _____	196	196	20,272	8,028	28,300
May _____	1,579	1,579	20,266	8,034	28,300
June _____	131	131	20,220	8,080	28,300
TOTAL:	2,273	2,273			

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	20,146	12,140	10,661	1.14	01:26	02:23
February _____	21,418	11,776	10,432	1.13	01:24	02:35
March _____	22,181	13,278	11,868	1.12	01:33	02:35
April _____	17,110	9,155	7,966	1.15	01:23	02:34
May _____	15,356	8,492	7,279	1.17	01:37	02:52
June _____	13,704	7,772	6,832	1.14	01:24	02:32
AVERAGE:	18,319	10,436	9,173	1.14	01:28	02:35

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

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)	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 __	6,926	24.5	5,570	1,356	6,168	463	215	80
MEDICAL, LABORATORY, TEST & MEASUREMENT EQUIPMENT _____	4,312	15.2	3,374	938	4,059	186	47	20
WATER PROCESSING APPLIANCES/OTHER CONSUMER APPLIANCES _____	2,781	9.8	1,784	997	2,434	199	114	34
HEATING EQUIPMENT _____	1,824	6.4	1,357	467	1,428	305	77	14
CONSUMER ELECTRONICS EQUIPMENT _____	2,753	9.7	1,846	907	2,517	137	81	18
COMMERCIAL APPLIANCES AND VENDING MACHINES _____	2,702	9.6	2,133	569	2,527	133	26	16
ELECTRIC HOUSEWARES AND PORTABLE APPLIANCES _____	1,170	4.1	691	479	1,066	49	35	20
BUSINESS APPLIANCES _____	1,263	4.5	767	496	1,140	66	45	12
HOUSEHOLD COOKING EQUIPMENT _____	582	2.1	315	267	513	28	27	14
HOUSEHOLD LAUNDRY EQUIPMENT _____	503	1.8	302	201	448	15	32	8
OTHER APPLIANCE-RELATED MANUFACTURERS __	629	2.2	380	249	564	26	33	6
TOTAL MANUFACTURING	25,445	89.9	18,519	6,926	22,864	1,607	732	242
DESIGN & ENGINEERING FIRMS, PRODUCT DEVELOPMENT & INDUSTRIAL DESIGN FIRMS _____	2,855	10.1	1,747	1,108	2,665	108	71	11
TOTAL QUALIFIED CIRCULATION	28,300	100.0	20,266	8,034	25,529	1,715	803	253
PERCENT	100.0		71.6	28.4	90.2	6.1	2.8	0.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	14,272	7,664	826	14,728	8,034	22,762	80.4
a. Written _____	718	385	30	1,079	54	1,133	4.0
b. Telecommunication _____	7,619	5,104	8	10,619	2,112	12,731	45.0
c. Electronic _____	5,935	2,175	788	3,030	5,868	8,898	31.4
II. TOTAL – Request from recipient’s company:	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
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):	5,538	-	-	5,538	-	5,538	19.6
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	5,538	-	-	5,538	-	5,538	19.6
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,810	7,664	826	20,266	8,034	28,300	100.0
*See Additional Data PERCENT	70.0	27.1	2.9	71.6	28.4	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	20,266	8,034	28,300	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,266	8,034	28,300	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	48	10	58	
New Hampshire _____	152	22	174	
Vermont _____	42	3	45	
Massachusetts _____	1,231	137	1,368	
Rhode Island _____	74	13	87	
Connecticut _____	419	53	472	
NEW ENGLAND	1,966	238	2,204	7.8
New York _____	1,072	186	1,258	
New Jersey _____	628	92	720	
Pennsylvania _____	976	138	1,114	
MIDDLE ATLANTIC	2,676	416	3,092	10.9
Ohio _____	1,207	200	1,407	
Indiana _____	597	88	685	
Illinois _____	1,340	221	1,561	
Michigan _____	928	173	1,101	
Wisconsin _____	786	149	935	
EAST NO. CENTRAL	4,858	831	5,689	20.1
Minnesota _____	713	113	826	
Iowa _____	276	29	305	
Missouri _____	409	59	468	
North Dakota _____	28	5	33	
South Dakota _____	59	5	64	
Nebraska _____	101	16	117	
Kansas _____	188	23	211	
WEST NO. CENTRAL	1,774	250	2,024	7.2
Delaware _____	48	7	55	
Maryland _____	279	36	315	
Washington, DC _____	12	9	21	
Virginia _____	320	60	380	
West Virginia _____	50	3	53	
North Carolina _____	511	92	603	
South Carolina _____	210	49	259	
Georgia _____	411	66	477	
Florida _____	726	117	843	
SOUTH ATLANTIC	2,567	439	3,006	10.6
Kentucky _____	260	44	304	
Tennessee _____	410	69	479	
Alabama _____	194	38	232	
Mississippi _____	116	14	130	
EAST SO. CENTRAL	980	165	1,145	4.0
Arkansas _____	124	21	145	
Louisiana _____	120	8	128	
Oklahoma _____	189	28	217	
Texas _____	1,050	228	1,278	
WEST SO. CENTRAL	1,483	285	1,768	6.3
Montana _____	32	4	36	
Idaho _____	56	13	69	
Wyoming _____	15	3	18	
Colorado _____	312	43	355	
New Mexico _____	58	14	72	
Arizona _____	256	45	301	
Utah _____	164	29	193	
Nevada _____	69	17	86	
MOUNTAIN	962	168	1,130	4.0
Alaska _____	20	-	20	
Washington _____	265	54	319	
Oregon _____	386	48	434	
California _____	2,156	445	2,601	
Hawaii _____	22	2	24	
PACIFIC	2,849	549	3,398	12.0
UNITED STATES	20,115	3,341	23,456	82.9
U.S. Territories _____	36	18	54	
Canada _____	85	66	151	
Mexico _____	1	156	157	
Other International _____	28	4,453	4,481	
APO/FPO _____	1	-	1	
TOTAL QUALIFIED CIRCULATION	20,266	8,034	28,300	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
Armenia	-	3	3	
Bangladesh	-	24	24	
Brunei Darussalam	-	1	1	
China	-	89	89	
Georgia	-	1	1	
Hong Kong - SAR	-	55	55	
India	12	1,468	1,480	
Indonesia	-	166	166	
Japan	-	14	14	
Kazakhstan	-	2	2	
Korea, Democratic People's Republic Of	-	2	2	
Korea, Republic Of	-	38	38	
Malaysia	-	120	120	
Mongolia	-	2	2	
Myanmar	-	2	2	
Nepal	-	8	8	
Pakistan	1	111	112	
Philippines	1	63	64	
Singapore	1	57	58	
Sri Lanka	-	45	45	
Taiwan	1	21	22	

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Tajikistan	-	1	1	
Thailand	2	29	31	
Vietnam	1	16	17	
Subtotal	19	2,338	2,357	8.3
MIDDLE EAST	3	423	426	1.5
EUROPE	1	799	800	2.8
AFRICA	2	364	366	1.3
NORTH AMERICA				
Canada	85	66	151	
United States	20,115	3,341	23,456	
Mexico	1	156	157	
U.S. Territories and APO/FPO	37	18	55	
Subtotal	20,238	3,581	23,819	84.2
CARIBBEAN	-	15	15	0.1
CENTRAL AMERICA	-	13	13	0.1
SOUTH AMERICA	1	380	381	1.3
ASIA PACIFIC	2	121	123	0.4
TOTAL QUALIFIED CIRCULATION	20,266	8,034	28,300	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified	28,000	26,164	27,205	28,267	28,300	28,300
Qualified Non-Paid Total	27,992	26,156	27,197	28,258	28,291	28,292
Print Only	25,667	23,495	22,140	21,447	20,799	20,267
Digital Only	2,325	2,661	5,057	6,811	7,492	8,025
Qualified Paid Total	8	8	8	9	9	8
Print Only	8	8	8	9	9	8
Digital Only	-	-	-	-	-	-
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: January - June 2011 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	20,275	100.0	20,267	100.0	8	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,275	100.0	20,267	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	8,025	100.0	8,025	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,025	100.0	8,025	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager
 Rita M. Foumia, Corporate Strategy Director

(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 June 27, 2011
 State Michigan
 County Oakland
 Received by BPA Worldwide June 27, 2011
 Type PD
 ID Number A083P0J1

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 digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 120 copies or 0.4% to 5,418 copies or 19.2%, including InfoUSA and Dun & Bradstreet.

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