

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

(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.

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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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Official Publication of: None
Established: 1946
Issues Per Year: 12



FIELD SERVED

Design News serves the design engineering function as shown in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals who perform a design engineering or engineering management function as shown in paragraph 3a.

PURPOSE:

Included herein are supplementary analyses of multiple products approved or specified, and of the multiple industries designed for, by the qualified recipients.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	557
Advertiser and Agency _____	1,355
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	79
Digital _____	-
All Other _____	494
TOTAL	2,485

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	145,080	100.0	145,080	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	145,080	100.0	145,080	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	746	654	114,975	30,045	145,020
February _____	400	445	114,524	30,541	145,065
March _____	676	801	115,302	29,888	145,190
April _____	4,656	4,583	115,107	30,010	145,117
May _____	15,490	15,413	115,008	30,032	145,040
June _____	-	10	115,034	30,016	145,050
TOTAL	21,968	21,906			

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA



NAME _____ TITLE _____
 COMPANY _____
 ADDRESS _____ MAIL STOP _____
 CITY _____ STATE _____ ZIP _____ COUNTRY _____
 PHONE (____) _____ FAX (____) _____
 E-MAIL _____

A I wish to receive/continue receiving my FREE subscription to *Design News* magazine. YES! No

→ X

YOUR SIGNATURE (REQUIRED) _____ DATE _____

B *Design News* is available in either Print or Digital editions. Which edition of *Design News* would you like to receive?
 Digital Edition (Please provide e-mail address above)
 Print Edition

C How many people work at your location?

- | | |
|---|-----------------------------------|
| 10 <input type="checkbox"/> 1,000 or more | 15 <input type="checkbox"/> 20-49 |
| 11 <input type="checkbox"/> 500-999 | 16 <input type="checkbox"/> 15-19 |
| 12 <input type="checkbox"/> 250-499 | 17 <input type="checkbox"/> 10-14 |
| 13 <input type="checkbox"/> 100-249 | 18 <input type="checkbox"/> 1-9 |
| 14 <input type="checkbox"/> 50-99 | |

D Check the categories that describe your engineering function(s): (Check ALL that apply)

- 01 Project/Engineering Management (Engaged in the supervision of individuals performing any of the functions listed below)
- 02 Design Engineering
- 03 Research & Development
- 04 Testing or Quality Control
- 05 System Integration
- 06 Other Design Engineering Function
- 07 Other Job Function

E From the above engineering functions, which would you consider to be your PRIMARY function?

34/ _____ (Insert code 01-07)

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F Which of the following manufacturing industries do you perform design engineering or related functions? (Check ALL that apply)

- 60 Automotive/Transportation Industry
- 61 Construction or Agricultural Equipment Manufacturing
- 62 Aircraft, Aerospace or Defense
- 77 Alternative Energy, including Wind, Solar or Photovoltaic Machinery and Components
- 63 Industrial Controls, Automation or Instrumentation
- 64 Computers, Systems or Peripherals
- 65 Electrical or Electronic Components or Sub-assemblies
- 66 Communications Systems and Equipment
- 67 Consumer Electronics or Appliances
- 68 Semiconductor Equipment
- 69 Medical, Healthcare or Scientific Industries
- 70 Food or Beverage Equipment or Machinery
- 71 Pharmaceutical or Chemical Equipment or Machinery
- 72 Packaging Equipment or Machinery
- 73 Material Handling Equipment or Machinery
- 74 Other Industrial Equipment (including conveyors, lift trucks, elevators)
- 75 Fabricated Metal Products
- 76 Contract Design/Systems Integration/Testing Labs
- 84 None of the above

G Which of the following products are you involved in the purchase or specification of? (Check ALL that apply)

- 01 Discrete Sensors (Including proximity, photoelectric, vision)
- 02 Process Sensors (Including flow, pressure, level, temperature)
- 03 Safety for Machines and Process Systems
- 04 HMI/SCADA Hardware
- 05 Controllers (Including PLCs, PACs, PC-based)
- 06 Motors & Drives
- 07 I/O Products or Systems
- 08 Enclosures
- 09 Motion Control Components (Including actuators, valves, positioners, slides & bearings)
- 10 Industrial Networking (Including fieldbus, Ethernet and wireless)
- 11 Robotics
- 12 Fluid Power and Fluid Handling Devices
- 13 Power Transmission Components & Bearings
- 14 LED Lighting/LCD or other Display Technology
- 15 Power Supplies or Power Management Devices
- 16 Analog IC's
- 17 DSP or Digital Signal Controllers
- 18 Microcontrollers
- 19 Interconnect/Passive/Electro-Mechanical Devices
- 20 Other Electrical/Electronic Components
- 21 Injection Molding and/or Rapid Prototyping
- 22 Ferrous or Nonferrous Metals
- 23 Plastics, Elastomers and Nonmetals
- 24 Fastening, Joining and Assembly Methods
- 25 Laboratory or Production Test Equipment
- 26 Test and/or Measurement Software
- 27 Production Software: MES, HMI, SCADA, Batch, Historian
- 28 CAD/CAE Software
- 29 PLM or PDM Software
- 30 Computer Hardware or Peripherals
- 31 Contract Manufacturing
- 95 None of the above

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

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:	108,950	36,090	-	115,008	30,032	145,040	100.0
a. Written	13,051	3,410	-	16,346	115	16,461	11.4
b. Telecommunication	34,442	20,292	-	47,888	6,846	54,734	37.7
c. Electronic	61,457	12,388	-	50,774	23,071	73,845	50.9
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):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	108,950	36,090	-	115,008	30,032	145,040	100.0
PERCENT	75.1	24.9	-	79.3	20.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	115,008	30,032	145,040	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	115,008	30,032	145,040	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	318	56	374	
030-038 New Hampshire	1,027	180	1,207	
050-059 Vermont	283	64	347	
010-027 Massachusetts	4,285	882	5,167	
028-029 Rhode Island	447	71	518	
060-069 Connecticut	2,259	383	2,642	
NEW ENGLAND	8,619	1,636	10,255	7.1
100-149 New York	6,050	1,088	7,138	
070-089 New Jersey	3,422	656	4,078	
150-196 Pennsylvania	5,791	1,103	6,894	
MIDDLE ATLANTIC	15,263	2,847	18,110	12.5
430-459 Ohio	6,657	1,190	7,847	
460-479 Indiana	3,107	624	3,731	
600-629 Illinois	6,990	1,302	8,292	
480-499 Michigan	5,599	1,098	6,697	
530-549 Wisconsin	4,138	760	4,898	
EAST NO. CENTRAL	26,491	4,974	31,465	21.7
550-567 Minnesota	3,960	892	4,852	
500-528 Iowa	1,412	289	1,701	
630-658 Missouri	1,942	380	2,322	
580-588 North Dakota	213	37	250	
570-577 South Dakota	248	39	287	
680-693 Nebraska	641	113	754	
660-679 Kansas	1,136	271	1,407	
WEST NO. CENTRAL	9,552	2,021	11,573	8.0
197-199 Delaware	293	54	347	
206-219 Maryland	2,093	456	2,549	
200-205 Washington, DC	235	43	278	
220-246 Virginia	2,554	455	3,009	
247-268 West Virginia	305	62	367	
270-289 North Carolina	2,744	525	3,269	
290-299 South Carolina	1,450	235	1,685	
300-319 Georgia	2,080	428	2,508	
320-349 Florida	4,111	865	4,976	
SOUTH ATLANTIC	15,865	3,123	18,988	13.1
400-427 Kentucky	1,114	211	1,325	
370-385 Tennessee	1,782	347	2,129	
350-369 Alabama	1,387	255	1,642	
386-397 Mississippi	463	68	531	
EAST SO. CENTRAL	4,746	881	5,627	3.9
716-729 Arkansas	576	77	653	
700-714 Louisiana	550	89	639	
730-749 Oklahoma	932	187	1,119	
750-799 Texas	7,054	1,619	8,673	
WEST SO. CENTRAL	9,112	1,972	11,084	7.6
590-599 Montana	165	28	193	
832-838 Idaho	466	105	571	
820-831 Wyoming	95	24	119	
800-816 Colorado	1,827	516	2,343	
870-884 New Mexico	631	175	806	
850-865 Arizona	1,907	565	2,472	
840-847 Utah	1,119	276	1,395	
889-898 Nevada	400	79	479	
MOUNTAIN	6,610	1,768	8,378	5.8
995-999 Alaska	83	15	98	
980-994 Washington	2,110	568	2,678	
970-979 Oregon	1,518	335	1,853	
900-961 California	14,636	3,389	18,025	
967-968 Hawaii	142	37	179	
PACIFIC	18,489	4,344	22,833	15.7
UNITED STATES	114,747	23,566	138,313	95.4
969 & 004-009 U.S. Territories	253	92	345	
Canada	-	1,425	1,425	
Mexico	-	162	162	
Other International	-	4,786	4,786	
APO/FPO	8	1	9	
TOTAL QUALIFIED CIRCULATION	115,008	30,032	145,040	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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified _____	170,059	170,090	170,103	170,108	145,052	145,080
Qualified Non-Paid Total _____	170,059	170,090	170,103	170,108	145,052	145,080
Print Only _____	150,101	147,923	146,672	141,477	114,872	114,992
Electronic Only _____	19,958	22,167	23,431	28,631	30,180	30,088
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Electronic 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: July 2009 - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. ADDITIONAL DATA**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 _____	114,992	100.0	114,992	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	114,992	100.0	114,992	100.0	-	-

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 _____	30,088	100.0	30,088	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,088	100.0	30,088	100.0	-	-

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

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

CHANGE IN OWNERSHIP:

Effective with the March 2010 issue, DESIGN NEWS was sold to Canon Communications LLC.

Paragraph 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2009
Russell Pratt, Publisher	State	Massachusetts
Rick Ellis, Director of Audience Marketing	County	Middlesex
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 29, 2009
IMPORTANT NOTE:	Type	PSUJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	D031Y0JO

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010				
This issue is -% or 48 copies below the average of the other 5 issues reported in Paragraph two.				
CLASSIFICATION BY PRIMARY ENGINEERING JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
Project/Engineering Management _____	53,651	37.0	43,828	9,823
Design Engineering (Includes Product or System Design Engineering, Design of Equipment for In-Plant Use, Other Design Engineering) _____	57,587	39.7	45,104	12,483
Research & Development _____	21,140	14.6	15,860	5,280
Testing and Evaluation, Reliability Assurance, Quality Control & Standards _____	12,662	8.7	10,216	2,446
TOTAL QUALIFIED CIRCULATION	145,040	100.0	115,008	30,032

SUPPLEMENTARY DATA OF INDUSTRIES DESIGNED FOR BY PRODUCT APPROVED OR SPECIFIED OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010												
This is an analysis of Industry Designed for by Products Specified or Approved (See questionnaire used to elicit these data on the back of this report). Since each respondent may have checked more than one product, the totals for each of the business categories may exceed the total qualified circulation in each of these categories. These data are presented for statistical and marketing purposes only. Number of respondents to question = 145,040 or 100%.												
INDUSTRIES FOR WHICH SUBSCRIBERS PERFORM DESIGN ENGINEERING OR RELATED FUNCTIONS	TOTAL QUALIFIED	Products Approved or Specified (Number of respondents to question = 138,872 or 95.8%)										
		Electrical or Electronic Components (See Note 1)	Fluid Power & Fluid Handling Devices	Power Transmission Components & Bearings	Motion Control/Automation (See Note 2)	Fastening, Joining & Assembly Components	Ferrous & Nonferrous Metals	Plastics, Elastomers & Non-metals	Ferrous and Nonferrous Metals and/or Plastics, Elastomers & Nonmetals	Engineering Software or Computer Hardware/Peripherals (See Note 3)	Laboratory or Production Test Equipment	Engineering Services (See Note 4)
1) Automotive/Trucks/Off-Highway, Transportation, Construction/Agricultural Equipment Manufacturing _____	48,317	32,394	18,174	18,261	33,998	24,399	22,668	21,363	27,078	31,586	15,978	18,824
2) Aircraft/Aerospace/Defense Manufacturing _____	38,999	27,890	11,245	11,416	26,538	18,622	17,152	16,399	20,006	26,202	15,442	14,190
3) Industrial Controls/Automation/Instrumentation & Machine Tool Manufacturing _____	43,380	37,274	16,906	16,748	37,209	20,706	17,617	17,582	21,205	31,614	17,148	16,698
4) Machine Builders: Includes Packaging Equipment or Machinery, Process Manufacturing Equipment, Food/Beverage Equipment or Machinery, Pharmaceutical/Chemical Equipment or Machinery, Semiconductor Equipment, Material Handling Equipment or Machinery, Alternative Energy, including Wind, Solar and Photovoltaic Machinery and Components, Other Industrial Equipment or Machinery Manufacturing _____	67,414	48,919	27,533	27,315	52,319	34,387	31,117	30,574	37,737	45,593	24,443	26,253
5) Computer Systems & Peripherals, Electrical or Electronic Components & Subassemblies or Communications Systems and Equipment Manufacturing, including Office Machines _____	66,409	56,024	17,082	18,486	47,404	26,680	22,117	23,467	27,774	48,296	24,682	23,435
6) Consumer Electronics/Appliance Manufacturing _____	22,783	18,973	6,704	6,998	16,313	10,984	9,379	10,698	12,143	16,871	9,533	11,036
7) Medical/Healthcare/Scientific Equipment Manufacturing _____	28,642	21,239	9,708	9,414	21,381	14,909	13,057	15,167	17,004	20,564	13,000	14,449
8) Fabricated Metal Product Manufacturing _____	29,567	20,272	14,187	14,259	22,557	21,004	21,402	17,800	23,166	20,595	10,443	14,972
9) Process Industries: Food/Beverage/Tobacco, Chemical, Pharmaceutical, Plastic & Rubber Products, Wood or Paper including Printing and Related Activities, Primary Metal or Nonmetallic Mineral Products Manufacturing _____	7,616	4,871	3,122	3,187	5,481	3,750	3,542	3,887	4,709	4,976	2,607	3,423
10) Contract Design/Systems Integration/Testing Labs _____	19,595	16,911	8,274	8,323	16,533	10,959	9,433	9,628	11,229	16,407	10,358	10,287
TOTAL	100,168	41,227	41,462	97,153	62,516	55,339	55,657	68,463	92,392	47,395	48,267	

SUPPLEMENTARY DATA OF PRODUCTS APPROVED OR SPECIFIED OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010	
This is an analysis of products approved or specified (see questionnaire used to elicit these data which is contained within 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. Recipients who Approve or Specify the following Products = 138,872 or 95.8%.	
Products Approved or Specified	Total Respondents
Electrical & Electronic Components (See Note 1) _____	100,168
Fluid Power & Fluid Handling Devices _____	41,227
Power Transmission Components & Bearings _____	41,462
Motion Control/Automation (See Note 2) _____	97,153
Fastening, Joining & Assembly Components _____	62,516
Ferrous and Nonferrous Metals _____	55,339
Plastics, Elastomers and Nonmetals _____	55,657
Ferrous and Nonferrous Metals &/or Plastics, Elastomers & Nonmetals _____	68,463
Engineering Software or Computer Hardware/Peripherals (See Note 3) _____	92,392
Laboratory or Production Test Equipment _____	47,395
Engineering Services (See Note 4) _____	48,267

Note 1: Respondents indicating one or more of the following categories: Analog ICs, Power Supplies or Power Management Devices, LED Lighting/LCD or other Display Technology, DSP and/or Digital Signal Processors, Microcontrollers, Interconnect/Passive/Electro-Mechanical Devices or Electrical/Electronic Components

Note 2: Respondents indicating one or more of the following categories: Sensors and Vision Systems or Feedback Devices, Controllers, Drives or Motors, or Actuators & Other Motion Control Components, including slides & bearings, Robotics or Industrial Ethernet or other Network Communication Devices.

Note 3: Respondents indicating one or more of the following categories: CAD Software, PLM or PDM Software, CAE Analysis Software, Test and Measurement Software, Computer Hardware or Peripherals

Note 4: Respondents indicating one or more of the following Engineering Services categories: Injection Molding, Rapid Prototyping or Contract Manufacturing.

NUMBER OF EMPLOYEES AT LOCATION		
	Total Qualified	Percent of Total
1,000 or more _____	28,586	19.7
100-999 _____	57,328	39.5
1-99 _____	59,126	40.8
TOTAL	145,040	100.0