

About This Report

This report summarizes the collective information about the audience served by Design News. Reported herein is both aggregate and unduplicated data regarding magazine circulation, eNewsletter circulation and web site activity. The content of this report is publisher's own data for the periods shown.

About Design News

Design News reaches design engineers and related functions in Original Equipment Manufacturing, Process Manufacturing, Contract Design, Systems Integration and Testing Labs. Content includes successful engineering projects and new technologies that will spark ideas and assist readers in the design of new products.

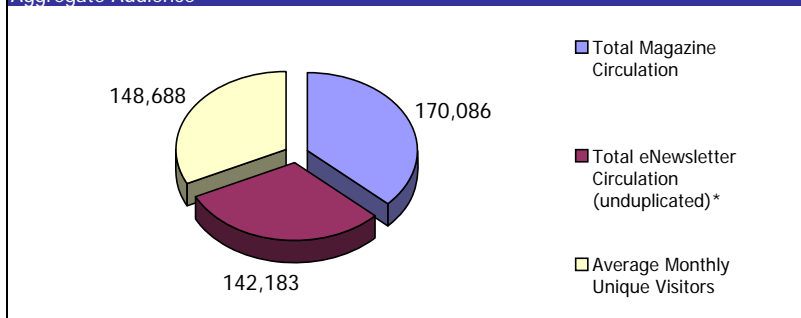
Design News reaches its audience through its magazine, eNewsletters, the www.designnews.com web site and other on-line web cast events.

Audience Summary

Magazine - February 2009 issue	
Print Edition	142,403
Digital Edition	27,683
Total Magazine Circulation	170,086
eNewsletters - February 2009	
Electronics/Test	39,465
Design Tools	43,373
Materials & Fastening	40,407
Motion Control & Fluid Power	45,430
Mechatronics	57,533
Gadget Freak	75,193
International Engineering	26,375
Engineering Market Trends	37,104
Test & Measurement Tips	41,078
Special Supplements	45,894
Total eNewsletter Circulation (unduplicated)*	142,183
Total Magazine & eNewsletter Circulation (unduplicated)*	251,829
Web Site - 2008	
Average Monthly Unique Visitors	148,688
Average Monthly Page Views	447,182

* Totals are derived from a match of the e-mail addresses provided by subscribers. All duplicate records have been subtracted from these totals.

Aggregate Audience**



** No attempt has been made to eliminate duplicate circulation/visitors from these totals.

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Magazine Circulation

The data shown below is a brief summary of the information available from the magazine subscriber database for February 2009. All information is publisher's own data for this date.

Industry Designed For	Subscribers	%	Products Specified	Subscribers	%
Automotive/Trucks/Off-Highway, Transportation Manufacturing	62,616	36.8%	Electrical & Electronic Components	120,883	71.1%
Aircraft/Aerospace/Defense Manufacturing	46,994	27.6%	Fluid Power & Fluid Handling Devices	55,517	32.6%
Industrial Controls/Automation/Instrumentation Manufacturing	57,896	34.0%	Power Transmission Components	59,227	34.8%
Machine Builders (Machinery Manufacturing)	79,468	46.7%	Motion Control/Automation	108,136	63.6%
Computer Systems & Peripherals/Electronic Components	86,345	50.8%	Fastening, Joining & Assembly Components	74,148	43.6%
Consumer Electronics/Appliance Manufacturing	35,620	20.9%	Ferrous and Nonferrous Metals	66,147	38.9%
Medical/Healthcare/Scientific Equipment Manufacturing	33,178	19.5%	Plastics, Elastomers & Nonmetals	64,929	38.2%
Fabricated Metal Manufacturing	36,628	21.5%	Metals and/or Plastics	84,467	49.7%
Process Industries	52,793	31.0%	Engineering Software/Hardware	112,403	66.1%
Contract Design/Systems Integrator/Testing Labs	28,974	17.0%	Laboratory or Production Test Eqpt	55,235	32.5%
TOTAL	170,086	100%	TOTAL	170,086	100%

Primary Job Function	Subscribers	%	Number of Employees at Location	Subscribers	%
Project/Engineering Management	63,959	37.6%	1,000 or More	33,059	19.4%
Product or System Design Engineering	48,818	28.7%	100-999	82,716	48.6%
Design of Equipment for In-Plant Use	11,925	7.0%	1-99	54,311	31.9%
Research & Development	23,133	13.6%	TOTAL	170,086	100%
Testing & Evaluation, Reliability Assurance, QC & Standards	18,862	11.1%			
Other Design Engineering/Systems Integration/Consulting	3,389	2.0%			
TOTAL	170,086	100%			

eNewsletter Circulation

The data shown below was collected via a research questionnaire sent to the 116,913 unique e-mail addresses served by all Design News eNewsletters as of March 2008. These e-mail addresses include those who have affirmatively requested the eNewsletters and magazine subscribers who did not "opt out" of an eNewsletter offer. The results of this survey have been projected below across the database of 142,183 newsletter subscribers available as of September 2008.

The questionnaire was administered on 04/07/08 and the results below are based on 2,572 completed surveys received through 04/14/08. Based on widely-accepted statistical norms, the margin of error for this study is +/- 1.9% at the 95% confidence level. This means that if the entire population responded, results would fall within 1.9% of the totals reported below 95 times out of 100.

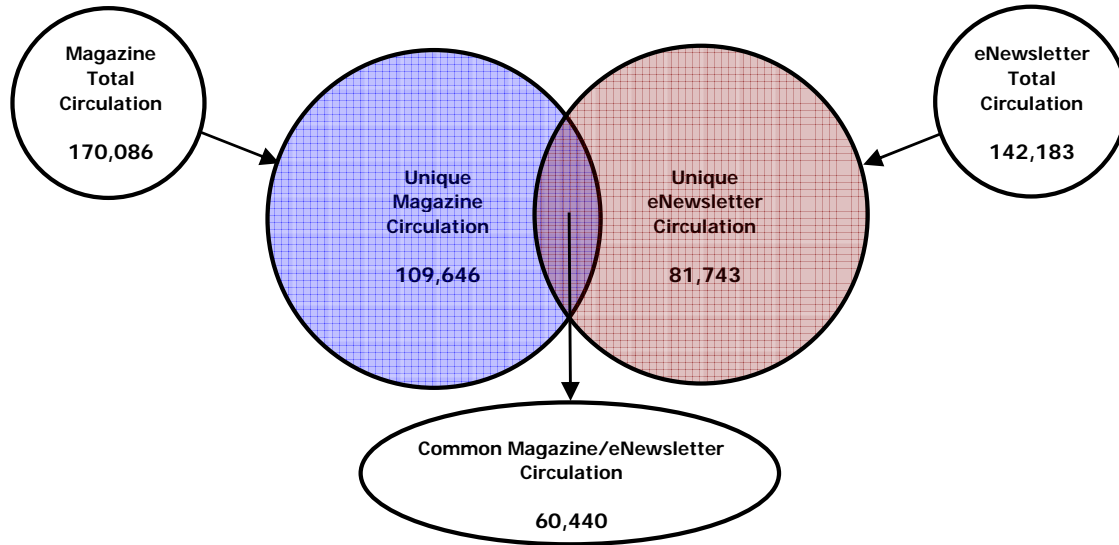
Industry Designed For	Subscribers	%	Products Specified	Subscribers	%
Automotive/Trucks/Off-Highway, Transportation Manufacturing	39,582	27.8%	Electrical & Electronic Components	85,410	60.1%
Aircraft/Aerospace/Defense Manufacturing	28,083	19.8%	Fluid Power & Fluid Handling Devices	29,299	20.6%
Industrial Controls/Automation/Instrumentation Manufacturing	35,601	25.0%	Power Transmission Components	34,661	24.4%
Machine Builders (Machinery Manufacturing)	41,406	29.1%	Motion Control/Automation	83,419	58.7%
Computer Systems, Peripherals, Communications & Components	49,587	34.9%	Fastening, Joining & Assembly Components	58,985	41.5%
Consumer Electronics/Appliance Manufacturing	17,801	12.5%	Ferrous and Nonferrous Metals	48,206	33.9%
Medical/Healthcare/Scientific Equipment Manufacturing	22,389	15.7%	Plastics, Elastomers & Nonmetals	48,536	34.1%
Fabricated Metal Manufacturing	15,147	10.7%	Metals and/or Plastics	58,488	41.1%
Process Industries	22,997	16.2%	Engineering Software/Hardware	66,226	46.6%
Contract Design/Systems Integrator/Testing Labs	10,891	7.7%	Laboratory or Production Test Eqpt	33,832	23.8%
Other Industries	8,900	6.3%	TOTAL	142,183	100%
TOTAL	142,183	100%			

Primary Job Function	Subscribers	%	Number of Employees at Location	Subscribers	%
Project/Engineering Management	31,728	23.3%	1,000 or More	24,821	17.5%
Product or System Design Engineering	41,542	30.4%	100-999	51,633	36.3%
Design of Equipment for In-Plant Use	9,869	7.2%	1-99	65,729	18.6%
Research & Development	23,079	16.9%	TOTAL	142,183	100%
Testing & Evaluation, Reliability Assurance, QC & Standards	6,473	4.7%			
Other Design Engineering/Systems Integration/Consulting	23,768	17.4%			
TOTAL	142,183	100%			

Magazine/eNewsletter - Total Circulation

The data presented below represents the total reach of both the magazine and eNewsletter circulations as of February 2009. Totals are derived from a match of the e-mail addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.

Magazine/eNewsletter Combined
Total Reach = 251,829



Web Site Activity - Summary

The web site activity information provided below is based on publisher's own web statistics provided by Unica's Affinium NetInsight for the periods shown for activity on www.designnews.com. Key terms used in the charts below are defined in the last section of this report.

Geographic	2008 Visits	%
United States	1,354,200	52.6%
Canada	102,595	4.0%
Great Britain	96,358	3.7%
China	57,861	2.2%
India	57,106	2.2%
Germany	50,786	2.0%
France	35,724	1.4%
Australia	33,303	1.3%
Brazil	30,059	1.2%
Sweden	26,290	1.0%
Netherlands	22,395	0.9%
Japan	21,086	0.8%
Italy	20,204	0.8%
Turkey	17,082	0.7%
Spain	16,948	0.7%
Mexico	16,536	0.6%
Korea	16,395	0.6%
Malaysia	15,709	0.6%
Poland	15,356	0.6%
Singapore	15,263	0.6%
Other countries	271,061	10.5%
Data not available	280,492	10.9%
	2,572,809	100%

Year	Visits	Page Views	Unique Visitors	Page Views per Unique Visitor
2007	2,339,038	5,325,442	1,580,048	3.4
2008	2,572,809	5,366,184	1,784,259	3.0

Web Site Activity - Key Terms Defined

Visit: One request, or a series of requests by a visitor to a web site. If a visitor to the site does not make a request for 30 minutes, the previous series of requests is considered a complete visit.

Page View: The combination of one or more files presented to a visitor as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

Unique Visitor: A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month.

Geographic: Visits by country identified using GeoIP software.