

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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DESIGN WORLD is a B2B brand intended for design engineers, mechanical engineers and electrical engineers who design machines and equipment for a variety of industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth articles and special features.

FIELD SERVED

DESIGN WORLD serves companies or organizations engaged in designing machines and equipment for aerospace & defense, appliance, food and beverage, energy, machine tool, medical, packaging, semiconductor, off-highway, material handling/conveyance, robotics, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include design engineers, mechanical engineers, or electrical engineers involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment.

PURPOSE

The supplementary data reported is an analysis of: 1.) Are you a design engineer, mechanical engineer, or electrical engineer involved in the function of design, engineering analysis, technical evaluation or purchasing of products, components for machines and/or equipment? 2) Which of the following technologies do you buy, recommend, or specify?

CHANNELS

DESIGN WORLD MAGAZINE



6 Issues in the period
40,000 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
DESIGN WORLD MAGAZINE (6 issues in the period)	40,000	-	40,000
a. Print	36,667	-	36,667
b. Digital	3,333	-	3,333
1. Requested	3,333	-	3,333
2. Non Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,479
Allocated for Trade Shows and Conventions	117
All Other	783
TOTAL	2,379

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
July	226	226	40,000	-	40,000
August	198	198	40,000	-	40,000
September	329	329	35,000	5,000	40,000
October	790	790	35,000	5,000	40,000
November	86	86	35,000	5,000	40,000
December	188	188	35,000	5,000	40,000
TOTAL	1,817	1,817			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	PRINT	DIGITAL	CLASSIFICATION BY TITLE/FUNCTION (See Note 1)
Aerospace & defense, appliance, food & beverage, energy, machine tool, medical, packaging, semiconductor, off-highway, material handling/conveyance, robotics, and others allied to the field.	40,000	100.0	35,000	5,000	40,000
TOTAL QUALIFIED CIRCULATION	40,000	100.0	35,000	5,000	40,000
PERCENT			87.5	12.5	100.0

Note 1: Qualified recipients include personnel involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2016

This is an analysis of 40,000 or 100.0% of respondents who indicated they are design, mechanical, or electrical engineers with an involvement in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment. See questionnaire used to elicit these data on the back of 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.

Are you a design, mechanical or electrical engineer involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment?

	TOTAL QUALIFIED	PERCENT OF TOTAL
Yes	40,000	100.0
No	-	-
No Answer	-	-

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2016

This is an analysis of 39,327 or 98.3% of respondents who indicated a decision to buy, recommend or specify the following technologies. See questionnaire used to elicit these data on the back of 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.

Which of the following technologies do you buy, recommend or specify?	TOTAL QUALIFIED	PERCENT OF TOTAL
Motion Control	14,521	36.3
Fluid Power	16,667	41.7
Fastening & Joining	23,820	59.6
Mechanical Components	30,535	76.3
Electrical/Electric Components	28,286	70.7
Materials	28,512	71.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	40,000	-	-	35,000	5,000	40,000	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
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. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	-	-	35,000	5,000	40,000	100.0
PERCENT	100.0	-	-	87.5	12.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	35,000	5,000	40,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,000	5,000	40,000	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
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Total Audit Average Qualified:	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Non-Paid:	40,000	40,000	40,000	40,000	40,000	40,000
Print:	40,000	40,000	40,000	40,000	40,000	36,667
Digital:	-	-	-	-	-	3,333
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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: July - December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	137		Kentucky	382	
New Hampshire	379		Tennessee	642	
Vermont	128		Alabama	374	
Massachusetts	1,544		Mississippi	147	
Rhode Island	170		EAST SO. CENTRAL	1,545	3.9
Connecticut	834		Arkansas	178	
NEW ENGLAND	3,192	8.0	Louisiana	192	
New York	2,297		Oklahoma	280	
New Jersey	1,249		Texas	2,026	
Pennsylvania	2,065		WEST SO. CENTRAL	2,676	6.7
MIDDLE ATLANTIC	5,611	14.0	Montana	72	
Ohio	2,379		Idaho	136	
Indiana	1,071		Wyoming	44	
Illinois	2,483		Colorado	463	
Michigan	1,686		New Mexico	198	
Wisconsin	1,591		Arizona	547	
EAST NO. CENTRAL	9,210	23.0	Utah	368	
Minnesota	1,462		Nevada	150	
Iowa	561		MOUNTAIN	1,978	4.9
Missouri	747		Alaska	19	
North Dakota	93		Washington	672	
South Dakota	123		Oregon	523	
Nebraska	258		California	4,978	
Kansas	364		Hawaii	18	
WEST NO. CENTRAL	3,608	9.0	PACIFIC	6,210	15.5
Delaware	86		UNITED STATES	39,930	99.8
Maryland	696		U.S. Territories	68	
Washington, DC	55		Canada	-	
Virginia	825		Mexico	-	
West Virginia	117		Other International	-	
North Carolina	975		APO/FPO	2	
South Carolina	496				
Georgia	1,131				
Florida	1,519				
SOUTH ATLANTIC	5,900	14.8			
			TOTAL QUALIFIED CIRCULATION	40,000	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

DESIGN WORLD
Subscription Form

You can also subscribe online at www.designworldonline.com

() Yes, I want to receive/continue to receive a free subscription to Design World () No

First Name _____ Last Name _____

Title _____ Company Name _____

Street Address _____

City _____ State _____ Zip Code _____ Dept./Division/Mailstop _____

Phone _____ Fax _____ Email Address _____

1. Are you a design engineer, mechanical engineer, or electrical engineer involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment?

YES () No ()

2. What industry are you engaged in the design process of equipment and machines? {check one only}

- A Automotive
- B Aerospace & Defense
- C Appliance
- M Food, Beverage
- N Energy
- D Machine Tool
- F Medical
- G Packaging
- H Semiconductor
- I Off-Highway
- E Material Handling/Conveyance
- J Wireless
- L Robotics
- K Other _____ {please specify}

3. Which of the following technologies do you buy, recommend or specify? {check all that apply}

- A Motion Control
- B Fluid Power
- C Fastening & Joining
- D Mechanical Components
- E Electrical/Electric Components
- F Materials
- H Rapid Manufacturing Technologies
- G Software

4. What Engineering function are you engaged in? (check one only)

- A Product or system Design Engineering
- B Design of Equipment for In-Plant Use
- C Research or Development
- D Testing and Evaluation
- E Engineering Management
- F Other (please explain) _____

5. Please select your primary CAD package: (check one only)

- A AutoCAD
- B CATIA
- C Inventor
- D IronCAD
- E KeyCreator (CADKEY)
- F Mechanical Desktop
- G NX (I-DEAS)
- H Pro/DESKTOP
- I Pro/ENGINEER
- J Solid Edge
- K SolidWorks
- L Think3
- M Unigraphics
- N VX CAD/CAM
- O Other (please specify) _____

Signature _____ Date _____

PUBLISHER'S AFFIDAVIT

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

Scott McCafferty, Managing Director

Mike Emich, Associate Publisher

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 9, 2017
State	Ohio
County	Cuyahoga
Type	BSJ
ID Number	D219B0D6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.