

BUSINESS PUBLICATION
Publisher's Statement
Six months ended June 30, 2013
Subject to Audit

Field Served:
Serves the original equipment manufacturing (OEM) and in-plant design markets.
This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 18,171



1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	15,306
Digital Only, See Par. 11(b)	1,704
Print & Digital (Unduplicated), See Par. 11(c)	1,161
Total Individual	<u>18,171</u>
Association	
Multi-Copy Same Addressee	
Total Average Qualified Non-Paid Circulation	18,171

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(d)	562
Total Average Non-Qualified Circulation	<u>562</u>

1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2013 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan./Feb.	18,178		15,504	1,485	1,189	18,178	868	869
Mar./Apr.	18,147		15,157	1,829	1,161	18,147	276	245
May/June	18,189		15,257	1,799	1,133	18,189	593	635
						Total	<u>1,737</u>	<u>1,749</u>

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Classification by Occupation*													
			Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Print & Digital (Unduplicated)	Executive Management	Administrative Management	Maintenance Management/Engineering	Purchasing	Plant/Production Operations	6 Engineering			Design Engineering/Research & Development	Other Personnel n.e.c.	Copies Addressed by Qualified Company Name only
											(a) Plant Engineering	(b) Technicians, Technologists	(c) Engineering Titles n.e.c.			
Original Equipment Manufacturing																
Furniture and Fixtures	1,649	9.1	1,482	113	54	828	114	37	83	295	58	41	27	162	4	
Fabricated Metal Products	5,758	31.7	4,921	522	315	2,827	459	144	244	627	363	183	189	693	29	
Industrial Machinery and Equipment, Electronic and Other Electric Equipment.....	4,459	24.5	3,825	399	235	2,239	286	76	110	510	365	133	185	535	20	
Transportation Equipment	1,790	9.8	1,359	270	161	517	93	30	46	162	470	105	104	257	6	
Measuring, Analyzing, and Controlling Instruments: Photographic, Medical and Optical Goods; Watches and Clocks.....	1,324	7.3	1,115	120	89	383	103	43	54	195	140	73	86	234	13	
Miscellaneous Manufacturing Industries	783	4.3	579	134	70	189	31	12	10	36	226	50	44	184	1	
Sub-Total Original Equipment Manufacturing.....	16,694	91.8	14,057	1,654	983	7,404	1,161	357	580	1,935	1,715	631	679	2,153	79	
Other Manufacturing																
Food and Kindred Products	115	0.6	100	7	8	19	22	1	2	16	27	8	9	11		
Tobacco Products	2	0.0	2											2		
Textile Mill Products	16	0.1	12		4	6	3				6			1		
Apparel and Other Finished Products, Made from Fabrics and Similar Materials	6	0.0	3	2	1		1	1		1	1			2		
Lumber and Wood Products, Except Furniture	66	0.4	55	8	3	36	4			7	8	1	5	5		
Paper and Allied Products	37	0.2	30	2	5	2	2	2		1	18	4	4	4		
Printing, Publishing, and Allied Industries	33	0.2	28	2	3	10	1	1		5	6		1	8	1	
Chemicals and Allied Products	54	0.3	47	4	3	3	2		1	4	20	9	4	11		
Petroleum Refining and Related Industries	29	0.2	19	4	6	6	1	1	1		6	2	1	11		
Rubber and Miscellaneous Plastics Products.....	133	0.7	99	19	15	26	10	2		9	34	17	7	25	3	
Leather and Leather Products.....	3	0.0	3			2	1									
Stone, Clay, Glass, and Concrete Products.....	38	0.2	31	4	3	5	4	1	1	3	14	3	3	4		
Primary Metal Industries.....	221	1.2	188	18	15	113		22	14		26	5	12	29		
Sub-Total Other Manufacturing.....	753	4.1	617	70	66	228	51	31	19	46	166	49	46	113	4	
Total Manufacturing.....	17,447	95.9	14,674	1,724	1,049	7,632	1,212	388	599	1,981	1,881	680	725	2,266	83	
Non-Manufacturing																
Agriculture, Forestry, and Fishing, Mining	25	0.1	20	1	4	6	1	1	1		4	2	3	7		
Construction.....	58	0.3	48	7	3	21	2	1	2	8	10	6	3	5		
Transportation, Communications, Electric, Gas and Sanitary Services ..	81	0.5	66	6	9	1		17	12		13	13	10	14	1	
Wholesale Trade.....	77	0.4	56	11	10	34		1	6	5	9	12	3	6	1	
Retail Trade	19	0.1	19			8	5	1		2				3		
Finance, Insurance, and Real Estate Engineering Services, Architectural Services, Surveying Services.....	3	0.0	3			1							1	1		
Services (excluding Engineering, Architectural, Surveying Services)	246	1.4	180	30	36	26		3	2	12	65	18	36	78	6	
Public Administration	128	0.7	102	12	14	28	7	1	1	9	13	20	4	14	31	
Others Allied to the Field	16	0.1	12	1	3	1						7	2	5	1	
Total Non-Manufacturing	89	0.5	77	7	5	31	6	3	4	6	5	5	1	8	20	
Total Qualified Circulation.....	18,189	100.0	15,257	1,799	1,133	7,789	1,233	416	627	2,023	2,000	763	788	2,407	143	

*See Par. 11(f) for Descriptions of Classification.

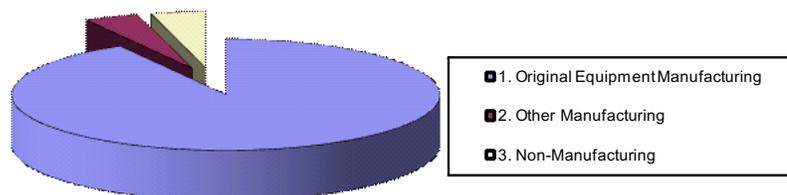
SUPPLEMENTAL ANALYSIS

US-SIC	Classification by Business & Industry	Total Qualified			Canada		Outside Canada	
		Units	Copies	%	Units	Copies	Units	Copies
	Original Equipment Manufacturing							
25	Furniture and Fixtures	1,260	1,649	9.1	1260	1649		
34	Fabricated Metal Products	3,938	5,758	31.7	3937	5757	1	1
35	Industrial Machinery and Equipment.....	3,117	4,459	24.5	3115	4456	2	3
36	Electronic and Other Electric Equipment.....	1,137	1,790	9.8	1137	1790		
37	Transportation Equipment	789	1,324	7.3	789	1324		
38	Measuring, Analyzing, and Controlling Instruments: Photographic, Medical and Optical Goods; Watches and Clocks.....	552	783	4.3	552	783		
39	Miscellaneous Manufacturing Industries	781	931	5.1	780	930	1	1
	Sub-Total Original Equipment Manufacturing..	11,574	16,694	91.8	11,570	16,689	4	5
	Other Manufacturing							
20	Food and Kindred Products	108	115	0.6	108	115		
21	Tobacco Products.....	2	2	0.0	2	2		
22	Textile Mill Products	15	16	0.1	15	16		
23	Apparel and Other Finished Products, Made From Fabrics and Similar Materials.....	6	6	0.0	6	6		
24	Lumber and Wood Products, Except Furniture	65	66	0.4	65	66		
26	Paper and Allied Products	36	37	0.2	36	37		
27	Printing, Publishing, and Allied Industries	32	33	0.2	32	33		
28	Chemicals and Allied Products	47	54	0.3	47	54		
29	Petroleum Refining and Related Industries	26	29	0.2	26	29		
30	Rubber and Miscellaneous Plastics Products.....	114	133	0.7	114	133		
31	Leather and Leather Products	3	3	0.0	3	3		
32	Stone, Clay, Glass, and Concrete Products.....	36	38	0.2	36	38		
33	Primary Metal Industries	195	221	1.2	194	220	1	1
	Sub-Total Other Manufacturing	685	753	4.1	684	752	1	1
	Total Manufacturing	12,259	17,447	95.9	12,254	17,441	5	6
	Non-Manufacturing							
01-14	Agriculture, Forestry, and Fishing, Mining	25	25	0.1	25	25		
15-17	Construction	57	58	0.3	57	58		
40-49	Transportation, Communications, Electric, Gas and Sanitary Services	78	81	0.5	78	81		
50-51	Wholesale Trade	74	77	0.4	74	77		
52-59	Retail Trade.....	19	19	0.1	19	19		
60-67	Finance, Insurance, and Real Estate	3	3		3	3		
871	Engineering Services, Architectural Services, Surveying Services.....	228	246	1.4	228	246		
70-89	Services (Excluding Engineering, Architectural, Surveying Services).....	118	128	0.7	101	111	17	17
90-97	Public Administration	15	16	0.1	15	16		
99	Others Allied to the Field	88	89	0.5	81	81	7	8
	Total Non-Manufacturing	705	742	4.1	681	717	24	25
	Other Paid Circulation Subscriptions							
	Single Copy Sales.....							
	Total Qualified Circulation.....	12,964	18,189	100.0	12,935	18,158	29	31

*A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

Qualified Circulation by Industry

Industry		%
1. Original Equipment Manufacturing	16,694	91.8
2. Other Manufacturing	753	4.1
3. Non-Manufacturing	742	4.1
Total Qualified Circulation	18,189	100.0



3B

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				Total	%
				1 Year	2 Years	3 Years			
Qualified Non-Paid Circulation:									
Direct request from recipient	13,151	1,782	1,124	12,944	1,964	1,149	16,057	88.3	
Direct request from recipient's company									
Communication other than request	1,222	17	9	1,003	245		1,248	6.9	
Association									
Business Directories, See Par. 11(e).....	884			779	105		884	4.8	
Lists									
Acquired Circulation									
Other Sources									
Total Qualified Non-Paid Circulation	15,257	1,799	1,133	14,726	2,314	1,149	18,189	100.0	
Percent	83.9	9.9	6.2	81.0	12.7	6.3	100.0		
Paid Subscription Circulation									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							18,189		

3C

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	18,131	99.7	15,200	1,799	1,132
Individual by name only	37	0.2	36		1
Title or occupation only	5	0.0	5		
Company name only	16	0.1	16		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation ..	18,189	100.0	15,257	1,799	1,133
Single Copy Sales					
Total Qualified Circulation	18,189				

4

GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Units
Newfoundland/Labrador.....	131	0.7	118	9	4	112
Nova Scotia.....	371	2.0	309	40	22	261
Prince Edward Island.....	63	0.3	56	4	3	51
New Brunswick.....	329	1.8	282	31	16	236
Quebec.....	3,358	18.5	2,692	425	241	2,488
Ontario.....	9,853	54.2	8,336	877	640	6,724
Manitoba.....	543	3.0	470	51	22	375
Saskatchewan.....	357	2.0	302	43	12	258
Alberta.....	1,520	8.3	1,281	157	82	1,185
British Columbia.....	1,629	9.0	1,383	155	91	1,241
Northwest Territories.....	1	0.0	1			1
Nunavut.....						
Yukon Territory.....	3	0.0	2	1		3
Canadian Unclassified.....						
Total Canada	18,158	99.8	15,232	1,793	1,133	12,935
British Commonwealth.....						
United States.....	26	0.2	20	6		24
Military or Civilian Personnel Overseas.....						
Other International.....	5	0.0	5			5
Total International	31	0.2	25	6		29
E-Mail Address Only.....						
Other Unclassified.....						
Grand Total	18,189	100.0	15,257	1,799	1,133	12,964

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2013

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**
Reporting not required

10 **RENEWAL ANALYSIS OF PAID CIRCULATION**
Reporting not required

EXPLANATORY

Audit Cycle: June Ending.

- (a) Print Only Individual subscriptions, averaging 15,306 copies per issue, represent copies served to individuals receiving the print version only of DESIGN ENGINEERING.
- (b) Digital Only Individual subscriptions, averaging 1,704 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of DESIGN ENGINEERING is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.
- (c) Print and Digital (Unduplicated) Individual subscriptions, averaging 1,161 copies per issue, represent copies served to individuals receiving both a print and digital version of DESIGN ENGINEERING. The digital version of DESIGN ENGINEERING is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.
- (d) Miscellaneous includes checking and promotion copies, averaging 194 copies per issue, served to advertisers and agencies.
- (e) Business Directories represent copies served to subscribers obtained from Scotts Directory and other recognized directories.
- (f) Description of Classification by Occupation: (See Par. 3A)
1. EXECUTIVE MANAGEMENT: includes President, Vice-President, Director, General Manager, Owner, Partner, Proprietor, Principal.
 2. ADMINISTRATIVE MANAGEMENT: includes Administrative Manager, Managers, Branch Manager, Consultant, Divisional Managers, Marketing Manager, Manager Information Services, Systems Analyst, Systems Manager.
 3. MAINTENANCE MANAGEMENT/ENGINEERING: includes Equipment Maintenance Director, Maintenance Superintendent, Plant Maintenance Manager, Vice-President Maintenance, Manager Engineering Maintenance, Maintenance Engineer.
 4. PURCHASING: includes Purchasing Agent, Purchasing Engineer, Purchasing Manager, Buyer.
 5. PLANT/PRODUCTION OPERATIONS: includes Manager Factory Engineering, Manager Operations Engineering, Operations Manager, Plant Manager, Plant Superintendent, Shop Superintendent, Superintendent of Operations, Project Supervisor, Manager Production Engineering, Production Engineer, Production Manager, Manufacturing Manager.
 6. ENGINEERING: includes Chief Engineer, Director of Engineering, Electrical Engineer, Equipment Engineer, Industrial Engineer, Industrial Machinery and Tools Engineer, Mechanical Engineer, Vice-President Engineering, Plant Engineer, Chemical Engineer, Engineering Supervisor, Engineering Superintendent, Planning Engineer, Manager Engineering, Manager Operations and Engineering, Engineering Technician, Engineering Technologist, Technologist, Technician, Technical Manager, Technical Supervisor, Civil Engineer, Aerospace Engineer, Consulting Engineer, Other Engineering Titles.
 9. DESIGN ENGINEERING/RESEARCH DEVELOPMENT: includes Chief Design Operator, Design Draftsman, Design Engineer, Design Manager, Design Technician, Designer, Electrical Designer, Industrial Designer, Packaging Development Manager, Product Designer, Project Engineer, Project Designer, Structural Design Engineer, Supervisor of Design, Tool Designer, Director Packaging, Draftsmen, Vice-President Design Engineering, Group Leader, Methods Engineer, Director Research and Development, Research Engineer, Quality Control Engineer, Testing Engineer.
 12. OTHER QUALIFIED PERSONNEL, includes others allied to the field.
 13. COPIES ADDRESSED BY COMPANY NAME ONLY, including libraries.

Definition of Recipient Qualification:

Qualified recipients are: individuals in the following areas: Design Engineering; Research and Development, Engineering Management; Design of Equipment for in-plant use; Standards Testing, Evaluation and Quality Control; and other related areas of activity. Also qualified are Educational Institutions; Government Establishments, Libraries, and other job functions allied to the field.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Business Information Group

CINDI HOLDER

ALAN MacPHERSON

Circulation Marketing Manager

Publisher

Signed: August 13, 2013

Frequency: 6 times/year

Format: Standard

Established: 1955

AAM Member Since: 2008

Member No. 06-1381-9

CARD: 688

Published by:

Business Information Group

80 Valleybrook Drive

Toronto, ON M3B 2S9

T: (416) 442-5600 • F: (416) 764-1735

www.design-engineering.com

Publisher: Alan MacPherson

Editor: Mike McLeod

06-1381-9	Analyzed Issue Date	05-06/01/13
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	