

BUSINESS PUBLICATION

Publisher's Statement

6 months ended June 30, 2017

Subject to Audit

Field Served:

Serves the original equipment manufacturing (OEM) and in-plant design markets.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 18,361



1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Par. 11(a)	12,131	
Digital Only, See Par. 11(b)	3,631	
Print & Digital (Unduplicated), See Par. 11(c)	2,599	
Total Individual	18,361	
Total Average Qualified Nonpaid Circulation		18,361

1C AVERAGE NONQUALIFIED CIRCULATION

Miscellaneous, Including Staff Copies - Print Only	526	
Miscellaneous, Including Staff Copies - Digital Only	3,752	
Miscellaneous, Including Staff Copies - Print & Digital (Unduplicated)	72	
Total Miscellaneous, Including Staff Copies, See Par. 11(d)	4,350	
Total Average Nonqualified Circulation		4,350

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

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	18,316		12,122	3,552	2,642	18,316
Mar/Apr	18,277		12,197	3,487	2,593	18,277
May/June	18,489		12,074	3,852	2,563	18,489

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY/JUNE 2017 ISSUE IN WHICH:

• QUALIFIED NONPAID CIRCULATION WAS 0.7% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Nonpaid	%	Classification by Occupation*													
			Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	1 Executive Management	2 Administrative Management	3 Maintenance Management/Engineering	4 Purchasing	5 Plant/Production Operations	6 Engineering			9 Design Engineering/Research & Development	12 Other Qualified Personnel n.e.c.	13 Copies Addressed by Company Name only
											(a) Plant Engineering	(b) Technicians, Technologists	(c) Engineering Titles n.e.c.			
Original Equipment Manufacturing																
Furniture and Fixtures	1,113	6.0	696	319	98	675	93	27	38	151	16	15	21	71	6	
Fabricated Metal Products.....	2,979	16.1	2,286	342	351	1,291	258	77	158	415	186	110	138	311	35	
Industrial Machinery and Equipment, Electronic and Other Electric Equipment.....	2,468	13.3	1,551	605	312	1,147	244	48	71	303	157	66	107	281	44	
Transportation Equipment.....	592	3.2	392	103	97	164	44	30	23	100	54	25	59	81	12	
Measuring, Analyzing, and Controlling Instruments: Photographic, Medical and Optical Goods; Watches and Clocks	1,692	9.2	1,083	359	250	414	135	64	81	184	152	169	175	288	30	
Miscellaneous Manufacturing Industries	4,054	21.9	2,952	636	466	1,659	460	124	156	556	279	218	225	332	45	
Sub-Total Original Equipment Manufacturing.....	15,608	84.4	10,434	3,134	2,040	6,181	1,496	450	640	2,004	1,056	853	956	1,754	218	
Other Manufacturing																
Food and Kindred Products.....	64	0.3	40	8	16	9	5	5	5	8	11	6	5	9	1	
Tobacco Products.....	2		1	1										1		
Textile Mill Products.....	17	0.1	9	6	2	4	2	2		2	2	1	1	3		
Apparel and Other Finished Products, Made from Fabrics and Similar Materials	15	0.1	6	5	4	5	1	1	1	1		2	1	2	1	
Lumber and Wood Products, Except Furniture.....	43	0.2	32	4	7	18	2	4	2	4	3	2	1	7		
Paper and Allied Products.....	32	0.2	26	1	5	2	1	2	3	3	8	7	3	2	1	
Printing, Publishing, and Allied Industries	34	0.2	20	8	6	10	6		2	3	3	1		6	3	
Chemicals and Allied Products.....	56	0.3	34	7	15	9		5	3	5	12	9	4	7	2	
Petroleum Refining and Related Industries	32	0.2	19	7	6	9	4	1		1	3	2	3	5	4	
Rubber and Miscellaneous Plastics Products.....	85	0.5	59	10	16	25	10	2	6	8	11	10	3	10		
Leather and Leather Products.....	2	0.0	2			1	1									
Stone, Clay, Glass, and Concrete Products.....	21	0.1	11	2	8	2	1	1	4	1	3	4	1	4		
Primary Metal Industries.....	197	1.1	140	20	37	80	23	10	10	20	15	7	16	15	1	
Sub-Total Other Manufacturing.....	600	3.3	399	79	122	174	56	34	36	56	71	51	38	71	13	
Total Manufacturing.....	16,208	87.7	10,833	3,213	2,162	6,355	1,552	484	676	2,060	1,127	904	994	1,825	231	
Nonmanufacturing																
Agriculture, Forestry, and Fishing, Mining	41	0.2	25	6	10	13	1	1	2	4	7	3	2	5	3	
Construction	54	0.3	32	12	10	23	4	3	1	7	7	3	2	2	2	
Transportation, Communications, Electric, Gas and Sanitary Services..	519	2.8	178	233	108	191	39	19	6	46	40	68	60	41	9	
Wholesale Trade.....	376	2.0	232	84	60	143	114	3	16	32	13	21	12	10	12	
Retail Trade	68	0.4	42	19	7	29	14		8	3	3	3		7	1	
Finance, Insurance, and Real Estate	5	0.0	2		3	2	1			1					01	
Engineering Services, Architectural Services, Surveying Services	646	3.5	391	143	112	201	49	16	13	32	73	53	84	114	11	
Services (excluding Engineering, Architectural, Surveying Services).....	238	1.3	125	68	45	30	17	8	2	9	11	84	16	19	42	
Public Administration	207	1.1	106	58	43	11	15	18	3	13	7	93	16	19	12	
Others Allied to the Field.....	127	0.7	108	16	3	32	16	7	7	7	7	16	5	4	26	
Total Nonmanufacturing.....	2,281	12.3	1,241	639	401	675	270	75	58	154	168	344	197	221	119	
Other Paid Circulation																
Subscriptions.....																
Single Copy Sales																
Total Qualified Circulation	18,489	100.0	12,074	3,852	2,563	7,030	1,822	559	734	2,214	1,295	1,248	1,191	2,046	350	

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

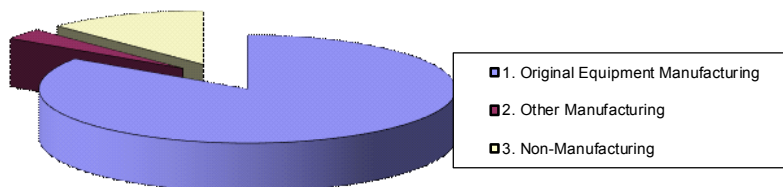
SUPPLEMENTAL ANALYSIS

US-SIC	Classification by Business & Industry	Total Qualified			Canada		Outside Canada	
		Units	Copies	%	Units	Copies	Units	Copies
Original Equipment Manufacturing								
25	Furniture and Fixtures	899	1,113	6.0	898	1,112	1	1
34	Fabricated Metal Products.....	2,182	2,979	16.1	2,182	2,979		
35	Industrial Machinery and Equipment.....	1,904	2,468	13.3	1,903	2,467	1	1
36	Electronic and Other Electric Equipment	1,922	2,710	14.7	1,922	2,710		
37	Transportation Equipment.....	368	592	3.2	368	592		
38	Measuring, Analyzing, and Controlling Instruments: Photographic, Medical and Optical Goods; Watches and Clocks	1,051	1,692	9.2	1,050	1,691	1	1
39	Miscellaneous Manufacturing Industries.....	3,126	4,054	21.9	3,124	4,052	2	2
	Sub-Total Original Equipment Manufacturing ..	11,452	15,608	84.4	11,447	15,603	5	5
Other Manufacturing								
20	Food and Kindred Products.....	61	64	0.3	61	64		
21	Tobacco Products	2	2	0.0	2	2		
22	Textile Mill Products.....	12	17	0.1	12	17		
23	Apparel and Other Finished Products, Made From Fabrics and Similar Materials	13	15	0.1	13	15		
24	Lumber and Wood Products, Except Furniture....	39	43	0.2	39	43		
26	Paper and Allied Products.....	28	32	0.2	28	32		
27	Printing, Publishing, and Allied Industries.....	30	34	0.2	29	33	1	1
28	Chemicals and Allied Products.....	51	56	0.3	51	56		
29	Petroleum Refining and Related Industries.....	29	32	0.2	29	32		
30	Rubber and Miscellaneous Plastics Products.....	71	85	0.5	71	85		
31	Leather and Leather Products.....	2	2	0.0	2	2		
32	Stone, Clay, Glass, and Concrete Products.....	20	21	0.1	20	21		
33	Primary Metal Industries.....	172	197	1.1	172	197		
	Sub-Total Other Manufacturing	530	600	3.3	529	599	1	1
	Total Manufacturing	11,982	16,208	87.7	11,976	16,202	6	6
Nonmanufacturing								
01-14	Agriculture, Forestry, and Fishing, Mining.....	36	41	0.2	36	41		
15-17	Construction	49	54	0.3	49	54		
40-49	Transportation, Communications, Electric, Gas and Sanitary Services.....	453	519	2.8	452	518	1	1
50-51	Wholesale Trade.....	314	376	2.0	314	376		
52-59	Retail Trade	65	68	0.4	65	68		
60-67	Finance, Insurance, and Real Estate.....	5	5		5	5		
871	Engineering Services, Architectural Services, Surveying Services	557	646	3.5	557	646		
70-89	Services (Excluding Engineering, Architectural, Surveying Services).....	181	238	1.3	180	231	1	7
90-97	Public Administration	167	207	1.1	167	207		
99	Others Allied to the Field.....	103	127	0.7	103	116		11
	Total Nonmanufacturing	1,930	2,281	12.3	1,928	2,262	2	19
	Total Qualified Circulation	13,912	18,489	100.0	13,904	18,464	8	25

*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	15,608	84.4
2. Other Manufacturing	600	3.3
3. Nonmanufacturing	2,281	12.3
Total Qualified Circulation	18,315	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 Nonpaid Circulation:								
Direct request from recipient	11,662	3,782	2,423	14,604	2,596	667	17,867	96.6
Direct request from recipient's company	394	70	26	159	166	165	490	2.7
Communication other than request								
Association								
Business Directories, See Par. 11(e).....	18		114	132			132	0.7
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	12,074	3,852	2,563	14,895	2,762	832	18,489	100.0
Percent	65.3	20.8	13.9	80.6	14.9	4.5	100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							18,489	

3C

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	18,428	99.7	12,017	3,852	2,559
Individual by name only	47	0.3	43		4
Title or occupation only	5	0.0	5		
Company name only	9	0.0	9		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation . . .	18,489	100.0	12,074	3,852	2,563
Single Copy Sales					
Total Qualified Circulation	18,489				

4 GEOGRAPHIC ANALYSIS

Province	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Units
Alberta	897	368	130	1,395	1,134
British Columbia	1,102	401	152	1,655	1,306
Manitoba	333	129	60	522	393
New Brunswick	227	69	26	322	243
Newfoundland/Labrador	90	29	6	125	110
Northwest Territories	2	1		3	3
Nova Scotia	246	104	34	384	277
Nunavut	1			1	1
Ontario	6,211	1,391	1,693	9,295	6,815
Prince Edward Island	32	11	3	46	36
Quebec	2,687	1,264	432	4,383	3,319
Saskatchewan	222	80	26	328	262
Yukon Territory	4	1		5	5
Canadian Unclassified					
Total Canada	12,054	3,848	2,562	18,464	13,904
United States	15	4	1	20	7
Military or Civilian Personnel Overseas					
Other International	5			5	1
Total International	20	4	1	25	8
E-Mail Address Only					
Other Unclassified					
Grand Total	12,074	3,852	2,563	18,489	13,912

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2017

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 12,131 copies per issue, represent copies served to individuals receiving the print version only of DESIGN ENGINEERING.

(b) Digital Only Individual subscriptions, averaging 3,631 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 2,599 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 211 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, n.e.c. 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: Annex Publishing & Printing Inc.

BEATA OLECHNOWICZ

ALAN MacPHERSON

Circulation Manager

Publisher

Frequency: 6 times/year

Format: Standard

Established: 1955

AAM Member Since: 2008

Member No. 06-1381-9

CARD: 688

Published by:

Annex Publishing & Printing Inc.

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	05-06/01/17
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	