

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

**About BPA Worldwide**

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



Gardner Business Media, Inc.  
(See Additional Data)  
6915 Valley Ave.  
Cincinnati, OH 45244  
Tel. No.: (513) 527-8800  
FAX No.: (513) 527-8801  
E-MAIL [Rjacobs@gardnerweb.com](mailto:Rjacobs@gardnerweb.com)

Official Publication of: None  
Established: 1936  
Issues Per Year: 12

**FIELD SERVED**

PRODUCTS FINISHING serves the finishing field. Included are plants whose products fall in manufacturing industries. Other industrial classifications, as shown in the business/occupational breakdown are also included in the field served.

Also served are wholesale trade firms, educational services, public administration and other non-manufacturing industries.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are company management, manufacturing/production, manufacturing production engineering, product design and development engineering, metallurgy and chemistry, purchasing, sales, company copies and other qualified personnel as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	20
Advertiser and Agency _____	1,651
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	128
Digital _____	-
All Other _____	1,135
<b>TOTAL</b>	<b>2,934</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,454	100.0	30,454	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,454</b>	<b>100.0</b>	<b>30,454</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Number Removed	Number Added	Total Qualified
July _____	82	51	32,043
August _____	2,049	56	30,050
September _____	453	681	30,278
October _____	70	59	30,267
November _____	7,354	7,137	30,050
December _____	25	11	30,036
<b>TOTAL</b>	<b>10,033</b>	<b>7,995</b>	

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012**

This issue is 1.6% or 485 copies below the average of the other 5 issues reported in Paragraph two.

The North American Industry Classification System (NAICS) was adopted in 2003 by the Office of Management and Budget (OMB) to replace the SIC system. For additional information on NAICS including details on purchasing a copy of the NAICS manual, go to [www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html) (Classification based on 2002 NAICS Manual).

NAICS	BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE							
				COMPANY MANAGEMENT (A)	MANUFACTURING/ PRODUCTION (B)	ENGINEERING			PURCHASING (F)	SALES (G)	OTHER TITLED AND NON-TITLED PERSONNEL AND COMPANY COPIES (H)
						MANUFACTURING/ PRODUCTION ENGINEERING (C)	PRODUCT DESIGN AND DEVELOPMENT ENGINEERING (D)	METALLURGY AND CHEMISTRY (E)			
<b>325</b>	<b>Chemical Manufacturing</b>	667	2.2	267	49	23	90	48	5	148	37
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>	393	1.3	162	97	40	63	11	6	8	6
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	127	0.4	70	17	11	14	3	1	8	3
<b>331</b>	<b>Primary Metal Manufacturing</b>	714	2.4	387	135	76	62	4	25	18	7
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>										
3321	Forging and Stamping	283	0.9	123	62	44	27	6	8	10	3
3322	Cutlery and Handtool Manufacturing	300	1.0	140	47	36	56	1	12	5	3
3323	Architectural and Structural Metals Manufacturing	1,774	5.9	1,136	285	94	140	5	58	33	23
3324	Boiler, Tank, and Shipping Container Manufacturing	54	0.2	17	20	4	11	-	1	-	1
3325	Hardware Manufacturing	35	0.1	15	6	5	3	1	2	-	3
3326	Spring and Wire Product Manufacturing	206	0.7	88	44	21	27	2	3	13	8
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,822	9.4	1,883	432	221	152	12	61	34	27
332811	Metal Heat Treating	1,247	4.2	762	151	97	116	24	25	36	36
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	1,898	6.3	1,326	241	94	87	15	41	74	20
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	5,444	18.1	3,555	864	383	202	114	94	158	74
3329	Other Fabricated Metal Product Manufacturing	1,906	6.3	1,023	362	156	201	28	64	38	34
	<b>Sub-Total</b>	<b>15,969</b>	<b>53.1</b>	<b>10,068</b>	<b>2,514</b>	<b>1,155</b>	<b>1,022</b>	<b>208</b>	<b>369</b>	<b>401</b>	<b>232</b>
<b>333</b>	<b>Machinery Manufacturing</b>										
3331	Agriculture, Construction, and Mining Machinery Manufacturing	384	1.3	123	84	55	86	9	19	2	6
3332	Industrial Machinery Manufacturing	343	1.1	149	68	32	63	3	8	18	2
3333	Commercial and Service Industry Machinery Manufacturing	168	0.6	61	36	15	34	1	6	15	-
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	185	0.6	62	29	33	32	3	5	14	7
3335	Metalworking Machinery Manufacturing	1,080	3.6	603	214	78	128	8	18	22	9
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	118	0.4	41	22	21	26	3	2	2	1
3339	Other General Purpose Machinery Manufacturing	705	2.3	258	123	108	139	2	20	42	13
	<b>Sub-Total</b>	<b>2,983</b>	<b>9.9</b>	<b>1,297</b>	<b>576</b>	<b>342</b>	<b>508</b>	<b>29</b>	<b>78</b>	<b>115</b>	<b>38</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>										
3341	Computer and Peripheral Equipment Manufacturing	42	0.1	13	3	8	16	1	-	-	1
3342	Communications Equipment Manufacturing	113	0.4	27	27	19	38	1	1	-	-
3343	Audio and Video Equipment Manufacturing	26	0.1	5	4	10	7	-	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	314	1.0	69	66	72	82	10	8	5	2
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	292	1.0	82	41	48	97	5	7	9	3
3346	Manufacturing and Reproducing Magnetic and Optical Media	2	-	-	1	1	-	-	-	-	-
	<b>Sub-Total</b>	<b>789</b>	<b>2.6</b>	<b>196</b>	<b>142</b>	<b>158</b>	<b>240</b>	<b>17</b>	<b>16</b>	<b>14</b>	<b>6</b>
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>										
3351	Electric Lighting Equipment Manufacturing	130	0.4	45	37	14	18	3	4	4	5
3352	Household Appliance Manufacturing	81	0.3	17	20	18	23	2	-	-	1
3353	Electrical Equipment Manufacturing	207	0.7	53	33	42	62	9	3	3	2
3359	Other Electrical Equipment and Component Manufacturing	138	0.5	33	29	31	32	3	3	5	2
	<b>Sub-Total</b>	<b>556</b>	<b>1.9</b>	<b>148</b>	<b>119</b>	<b>105</b>	<b>135</b>	<b>17</b>	<b>10</b>	<b>12</b>	<b>10</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>										
3361	Motor Vehicle Manufacturing	351	1.2	152	50	32	88	2	18	4	5
3362	Motor Vehicle Body and Trailer Manufacturing	401	1.3	161	73	47	96	4	13	6	1
3363	Motor Vehicle Parts Manufacturing	2,772	9.2	1,192	553	317	559	28	105	6	12
3364	Aerospace Product and Parts Manufacturing	2,141	7.1	712	345	425	521	50	65	6	17
3365	Railroad Rolling Stock Manufacturing	41	0.1	10	5	6	16	2	-	-	2
3366	Ship and Boat Building	53	0.2	33	3	4	8	1	2	-	2
3369	Other Transportation Equipment Manufacturing	134	0.5	56	26	18	22	2	7	1	2
	<b>Sub-Total</b>	<b>5,893</b>	<b>19.6</b>	<b>2,316</b>	<b>1,055</b>	<b>849</b>	<b>1,310</b>	<b>89</b>	<b>210</b>	<b>23</b>	<b>41</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	227	0.8	84	61	29	36	3	6	6	2
<b>339</b>	<b>Miscellaneous Manufacturing</b>										
33911	Medical Equipment and Supplies Manufacturing	981	3.3	354	231	128	218	16	18	6	10
3399	Other Miscellaneous Manufacturing	375	1.2	185	85	31	56	4	5	4	5
	<b>Sub-Total</b>	<b>1,356</b>	<b>4.5</b>	<b>539</b>	<b>316</b>	<b>159</b>	<b>274</b>	<b>20</b>	<b>23</b>	<b>10</b>	<b>15</b>
<b>42</b>	<b>Wholesale Trade</b>	376	1.3	281	18	8	9	4	2	47	7
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,050</b>	<b>100.0</b>	<b>15,815</b>	<b>5,099</b>	<b>2,955</b>	<b>3,763</b>	<b>453</b>	<b>751</b>	<b>810</b>	<b>404</b>

- (A) COMPANY MANAGEMENT titles include Chairman, Director, General Manager, Managing Director, Owner, President, Vice President and other Company Management titles.
- (B) MANUFACTURING/PRODUCTION titles include: Vice President of Manufacturing (or Production), Die Designer, District Production Manager, Inspector, Foreman, Leadman, Machinist, Manager of Manufacturing, Millwright, and other Manufacturing/Production titles.
- (C) ENGINEERING-MANUFACTURING/PRODUCTION ENGINEERING titles include Vice President Manufacturing (or Production) Engineering, Abrasive Engineer, Administrative Value Engineer, Automation Engineer, Control Engineer, Design & Tool Engineer, Environmental Engineer, Estimate Engineer, Finishing Engineer, Plant Services Engineer, Production Design Engineer, Production Engineer and other Manufacturing/Production Engineering titles.
- (D) PRODUCT DESIGN AND DEVELOPMENT ENGINEERING titles include Vice President of Product Design & Development Engineering, Detailer, Development Engineer, Development & Project Engineer, Division Engineer, Engineering Planner, Draftsman, Product Design Engineer, Product Design & Development Engineer, Product Designer, Product Planning Engineer, Engineer, and other Product Design and Development Engineering titles.
- (E) ENGINEERING-METALLURGY AND CHEMISTRY titles include Vice President of Metallurgy (or Chemistry), Chemical Engineer, Chemist Development Scientist, Engineering Research Chemist, Laboratory Engineer, Metallurgist, Metallurgical Chemist, Metals Engineer, Engineering Metallurgist and other Metallurgy and Chemistry titles.
- (F) PURCHASING titles include Vice President of Purchasing, Buyer, Procurement Engineer, Purchaser and other Purchasing titles.
- (G) SALES titles include Vice President of Sales, Advertising Manager, Salesman, Sales Engineer, Sales Manager and other Sales titles.
- (H) OTHER TITLED AND NON-TITLED PERSONNEL AND COMPANY COPIES titles include Apprentice Instructor, Chief Clerk, Librarian and other related titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	19,232	6,010	-	25,242	84.0
II. Request from recipient's company: _____	489	-	-	489	1.6
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	4,319	-	-	4,319	14.4
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	1,817	-	-	1,817	6.1
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,502	-	-	2,502	8.3
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,040</b>	<b>6,010</b>	<b>-</b>	<b>30,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	30,050	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,050</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	101		Kentucky _____	363	
New Hampshire _____	141		Tennessee _____	561	
Vermont _____	71		Alabama _____	412	
Massachusetts _____	724		Mississippi _____	143	
Rhode Island _____	168		<b>EAST SO. CENTRAL</b>	<b>1,479</b>	<b>4.9</b>
Connecticut _____	714		Arkansas _____	215	
<b>NEW ENGLAND</b>	<b>1,919</b>	<b>6.4</b>	Louisiana _____	181	
New York _____	1,262		Oklahoma _____	323	
New Jersey _____	563		Texas _____	1,689	
Pennsylvania _____	1,512		<b>WEST SO. CENTRAL</b>	<b>2,408</b>	<b>8.0</b>
<b>MIDDLE ATLANTIC</b>	<b>3,337</b>	<b>11.1</b>	Montana _____	48	
Ohio _____	2,477		Idaho _____	89	
Indiana _____	1,226		Wyoming _____	25	
Illinois _____	1,946		Colorado _____	293	
Michigan _____	2,151		New Mexico _____	59	
Wisconsin _____	1,262		Arizona _____	342	
<b>EAST NO. CENTRAL</b>	<b>9,062</b>	<b>30.1</b>	Utah _____	228	
Minnesota _____	832		Nevada _____	93	
Iowa _____	410		<b>MOUNTAIN</b>	<b>1,177</b>	<b>3.9</b>
Missouri _____	707		Alaska _____	7	
North Dakota _____	50		Washington _____	562	
South Dakota _____	103		Oregon _____	341	
Nebraska _____	250		California _____	2,855	
Kansas _____	376		Hawaii _____	10	
<b>WEST NO. CENTRAL</b>	<b>2,728</b>	<b>9.1</b>	<b>PACIFIC</b>	<b>3,775</b>	<b>12.6</b>
Delaware _____	44		<b>UNITED STATES</b>	<b>29,212</b>	<b>97.2</b>
Maryland _____	230		U.S. Territories _____	18	
Washington, DC _____	3		Canada _____	756	
Virginia _____	378		Mexico _____	64	
West Virginia _____	86		Other International _____	363	
North Carolina _____	727		APO/FPO _____	-	
South Carolina _____	410		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,050</b>	<b>100.0</b>
Georgia _____	535				
Florida _____	914				
<b>SOUTH ATLANTIC</b>	<b>3,327</b>	<b>11.1</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012*	July-December 2012*
Total Audit Average Qualified: _____	34,845	34,911	34,699	32,076	31,802	30,454
Qualified Non-Paid: _____	34,845	34,911	34,699	32,076	31,802	30,454
Qualified Paid: _____	-	-	-	-	-	-
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: January - December 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### COMPANY NAME CHANGE:

Effective with the April 2012 issue, Gardner Publications, Inc. changed its name to Gardner Business Media, Inc.

##### PARAGRAPH 3b:

Business directories include 4 sources of circulation for quantities of 177 copies or 0.6% to 968 copies or 3.2%. Other sources include 3 sources of circulation for quantities of 351 copies or 1.2% to 1,002 copies or 3.3%.

#### GEOGRAPHICAL BREAKOUT OF ALL FOREIGN CIRCULATION (QUALIFIED) FOR THE ISSUE OF NOVEMBER 2012

COUNTRY	QUALIFIED
Alberta _____	65
British Columbia _____	62
Manitoba _____	38
New Brunswick _____	8
Newfoundland _____	1
Nova Scotia _____	5
Ontario _____	403
Prince Edward Island _____	-
Quebec _____	164
Saskatchewan _____	10
TOTAL CANADA _____	756
TOTAL MEXICO _____	64
<b>TOTAL</b>	<b>820</b>

#### PUBLISHER'S AFFIDAVIT

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

Todd Luciano, Publisher

P. Ross Jacobs, CCCP, Circulation Director

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

Date signed January 14, 2012

State Ohio

County Hamilton

Received by BPA Worldwide January 15, 2012

Type PD

ID Number P141P0D2