

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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**PRODUCTS**



**FINISHING**

**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.

Gardner Publications, Inc.  
6915 Valley Ave.  
Cincinnati, OH 45244  
Tel. No.: (513) 527-8800  
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Email: [Rjacobs@gardnerweb.com](mailto:Rjacobs@gardnerweb.com)

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

**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 titled and non-titled personnel as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	29
Advertiser and Agency _____	1,745
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	175
Digital _____	-
All Other _____	799
<b>TOTAL</b>	<b>2,748</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,845	100.0	34,845	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,845</b>	<b>100.0</b>	<b>34,845</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	-	9	35,009
February _____	44	1	34,966
March _____	219	5	34,752
April _____	459	1	34,294
May _____	121	900	35,073
June _____	239	141	34,975
<b>TOTAL</b>	<b>1,082</b>	<b>1,057</b>	

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

This issue is 0.8% or 274 copies above 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>	782	2.2	265	75	43	141	59	5	158	36
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>	909	2.6	343	240	105	157	20	18	19	7
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	107	0.3	49	18	11	18	4	1	6	0
<b>331</b>	<b>Primary Metal Manufacturing</b>	798	2.3	325	209	110	110	7	14	15	8
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>										
3321	Forging and Stamping	720	2.1	302	143	120	98	12	29	11	5
3322	Cutlery and Handtool Manufacturing	318	0.9	114	88	54	48	1	10	2	1
3323	Architectural and Structural Metals Manufacturing	1,481	4.2	736	383	132	143	3	49	24	11
3324	Boiler, Tank, and Shipping Container Manufacturing	277	0.8	99	79	24	51	2	13	5	4
3325	Hardware Manufacturing	446	1.3	160	109	70	85	7	8	2	5
3326	Spring and Wire Product Manufacturing	282	0.8	119	73	39	39	0	6	5	1
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,671	7.6	1,564	618	235	168	7	39	26	14
332811	Metal Heat Treating	249	0.7	161	37	27	11	2	4	7	0
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	4,363	12.4	3,082	562	209	213	30	113	120	34
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	6,050	17.3	4,072	881	439	210	95	149	150	54
3329	Other Fabricated Metal Product Manufacturing	1,277	3.6	444	322	209	227	21	30	15	9
	<b>Sub-Total</b>	<b>18,134</b>	<b>51.7</b>	<b>10,853</b>	<b>3,295</b>	<b>1,558</b>	<b>1,293</b>	<b>180</b>	<b>450</b>	<b>367</b>	<b>138</b>
<b>333</b>	<b>Machinery Manufacturing</b>										
3331	Agriculture, Construction, and Mining Machinery Manufacturing	708	2.0	254	153	120	143	7	19	4	8
3332	Industrial Machinery Manufacturing	540	1.5	214	107	51	110	7	19	22	10
3333	Commercial and Service Industry Machinery Manufacturing	276	0.8	116	55	24	65	2	7	7	0
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	289	0.8	75	70	70	56	2	7	8	1
3335	Metalworking Machinery Manufacturing	1,561	4.5	856	331	147	150	9	32	15	21
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	267	0.8	90	51	62	41	5	8	4	6
3339	Other General Purpose Machinery Manufacturing	1,058	3.0	345	228	199	209	10	20	40	7
	<b>Sub-Total</b>	<b>4,699</b>	<b>13.4</b>	<b>1,950</b>	<b>995</b>	<b>673</b>	<b>774</b>	<b>42</b>	<b>112</b>	<b>100</b>	<b>53</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>										
3341	Computer and Peripheral Equipment Manufacturing	62	0.2	19	4	10	26	2	1	0	0
3342	Communications Equipment Manufacturing	173	0.5	34	44	31	58	4	2	0	0
3343	Audio and Video Equipment Manufacturing	41	0.1	17	7	4	12	0	1	0	0
3344	Semiconductor and Other Electronic Component Manufacturing	432	1.3	101	87	110	115	8	4	6	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	563	1.6	153	95	101	174	4	16	13	7
3346	Manufacturing and Reproducing Magnetic and Optical Media	7	0.0	1	2	1	3	0	0	0	0
	<b>Sub-Total</b>	<b>1,278</b>	<b>3.7</b>	<b>325</b>	<b>239</b>	<b>257</b>	<b>388</b>	<b>18</b>	<b>24</b>	<b>19</b>	<b>8</b>
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>										
3351	Electric Lighting Equipment Manufacturing	208	0.6	77	49	30	34	2	9	4	3
3352	Household Appliance Manufacturing	166	0.5	37	50	26	38	3	8	2	2
3353	Electrical Equipment Manufacturing	290	0.8	64	69	66	73	5	6	4	3
3359	Other Electrical Equipment and Component Manufacturing	255	0.7	65	54	45	68	8	11	2	2
	<b>Sub-Total</b>	<b>919</b>	<b>2.6</b>	<b>243</b>	<b>222</b>	<b>167</b>	<b>213</b>	<b>18</b>	<b>34</b>	<b>12</b>	<b>10</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>										
3361	Motor Vehicle Manufacturing	392	1.1	83	63	68	148	9	15	2	4
3362	Motor Vehicle Body and Trailer Manufacturing	355	1.0	154	74	33	75	4	8	6	1
3363	Motor Vehicle Parts Manufacturing	1,494	4.3	383	270	331	431	26	29	13	11
3364	Aerospace Product and Parts Manufacturing	1,842	5.3	423	279	415	555	42	65	13	50
3365	Railroad Rolling Stock Manufacturing	73	0.2	17	8	16	25	2	3	0	2
3366	Ship and Boat Building	75	0.2	33	15	9	15	1	2	0	0
3369	Other Transportation Equipment Manufacturing	182	0.5	56	32	29	49	3	9	2	2
	<b>Sub-Total</b>	<b>4,413</b>	<b>12.6</b>	<b>1,149</b>	<b>741</b>	<b>901</b>	<b>1,298</b>	<b>87</b>	<b>131</b>	<b>36</b>	<b>70</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	297	0.8	103	82	38	53	4	9	6	2
<b>339</b>	<b>Miscellaneous Manufacturing</b>										
33911	Medical Equipment and Supplies Manufacturing	1,544	4.4	500	307	290	334	19	55	10	29
3399	Other Miscellaneous Manufacturing	619	1.8	284	145	65	96	5	15	5	4
	<b>Sub-Total</b>	<b>2,163</b>	<b>6.2</b>	<b>784</b>	<b>452</b>	<b>355</b>	<b>430</b>	<b>24</b>	<b>70</b>	<b>15</b>	<b>33</b>
<b>42</b>	<b>Wholesale Trade</b>	378	1.1	172	83	28	40	1	8	36	10
<b>54133</b>	<b>Engineering Services</b>	196	0.6	126	14	10	26	14	1	3	2
	<b>Sub-Total</b>	<b>574</b>	<b>1.6</b>	<b>298</b>	<b>97</b>	<b>38</b>	<b>66</b>	<b>15</b>	<b>9</b>	<b>39</b>	<b>12</b>
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,073</b>	<b>100.0</b>	<b>16,687</b>	<b>6,665</b>	<b>4,256</b>	<b>4,941</b>	<b>478</b>	<b>877</b>	<b>792</b>	<b>377</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

(C) ENGINEERING-MANUFACTURING/PRODUCTION ENGINEERING titles include Vice President

(D) ENGINEERING-MANUFACTURING/PRODUCTION ENGINEERING titles include Vice President of Product Design &amp; Development Engineering, Detailer, Development Engineer, Development &amp; Project Engineer, Division Engineer, Engineering Planner, Draftsman, Product Design Engineer, Product Design &amp; 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 MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	20,040	8,207	-	28,247	80.6
II. Request from recipient's company: _____	469	-	-	469	1.3
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	6,357	-	-	6,357	18.1
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	4,082	-	-	4,082	11.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,275	-	-	2,275	6.5
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,866</b>	<b>8,207</b>	<b>-</b>	<b>35,073</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.6</b>	<b>23.4</b>	<b>-</b>	<b>100.0</b>	

\*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	35,073	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>35,073</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	113		400-427 Kentucky _____	438	
030-038 New Hampshire _____	193		370-385 Tennessee _____	711	
050-059 Vermont _____	73		350-369 Alabama _____	437	
010-027 Massachusetts _____	893		386-397 Mississippi _____	176	
028-029 Rhode Island _____	239		<b>EAST SO. CENTRAL</b>	<b>1,762</b>	<b>5.0</b>
060-069 Connecticut _____	858		716-729 Arkansas _____	320	
<b>NEW ENGLAND</b>	<b>2,369</b>	<b>6.8</b>	700-714 Louisiana _____	193	
100-149 New York _____	1,515		730-749 Oklahoma _____	352	
070-089 New Jersey _____	716		750-799 Texas _____	1,699	
150-196 Pennsylvania _____	1,912		<b>WEST SO. CENTRAL</b>	<b>2,564</b>	<b>7.3</b>
<b>MIDDLE ATLANTIC</b>	<b>4,143</b>	<b>11.8</b>	590-599 Montana _____	65	
430-459 Ohio _____	2,874		832-838 Idaho _____	105	
460-479 Indiana _____	1,521		820-831 Wyoming _____	22	
600-629 Illinois _____	2,444		800-816 Colorado _____	349	
480-499 Michigan _____	2,484		870-884 New Mexico _____	66	
530-549 Wisconsin _____	1,510		850-865 Arizona _____	441	
<b>EAST NO. CENTRAL</b>	<b>10,833</b>	<b>30.9</b>	840-847 Utah _____	233	
550-567 Minnesota _____	1,018		889-898 Nevada _____	97	
500-528 Iowa _____	544		<b>MOUNTAIN</b>	<b>1,378</b>	<b>3.9</b>
630-658 Missouri _____	855		995-999 Alaska _____	3	
580-588 North Dakota _____	62		980-994 Washington _____	635	
570-577 South Dakota _____	116		970-979 Oregon _____	404	
680-693 Nebraska _____	284		900-961 California _____	3,352	
660-679 Kansas _____	432		967-968 Hawaii _____	2	
<b>WEST NO. CENTRAL</b>	<b>3,311</b>	<b>9.4</b>	<b>PACIFIC</b>	<b>4,396</b>	<b>12.5</b>
197-199 Delaware _____	50		<b>UNITED STATES</b>	<b>34,456</b>	<b>98.2</b>
206-219 Maryland _____	283		969 & 004-009		
200-205 Washington, DC _____	1		U.S. Territories _____	12	
220-246 Virginia _____	398		Canada _____	536	
247-268 West Virginia _____	101		Mexico _____	69	
270-289 North Carolina _____	791		Other International _____	-	
290-299 South Carolina _____	519		APO/FPO _____	-	
300-319 Georgia _____	635		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,073</b>	<b>100.0</b>
320-349 Florida _____	922				
<b>SOUTH ATLANTIC</b>	<b>3,700</b>	<b>10.6</b>			

<b>7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	40,144	40,162	40,068	36,679	34,945	34,845
Qualified Non-Paid: _	40,144	40,162	40,068	36,679	34,945	34,845
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: January-June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### 8. ADDITIONAL DATA

##### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 1,457 copies or 4.2% and 2,625 copies or 7.5%.

Other sources include 4 sources of circulation for quantities of 71 copies or 0.2% to 1,225 copies or 3.5%.

<b>GEOGRAPHICAL BREAKOUT OF ALL FOREIGN CIRCULATION (QUALIFIED) FOR THE ISSUE OF MAY 2010</b>	
COUNTRY	QUALIFIED
Alberta _____	26
British Columbia _____	27
Manitoba _____	25
New Brunswick _____	8
Nova Scotia _____	5
Ontario _____	326
Prince Edward Island _____	-
Quebec _____	110
Saskatchewan _____	9
TOTAL CANADA _____	536
TOTAL MEXICO _____	67
TOTAL NON-QUALIFIED INTERNATIONAL	-
<b>TOTAL</b>	<b>603</b>

Paragraphs 3c and 7 are reported at the option of the publisher.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2010
Donald G. Kline, Publisher	State	Ohio
P. Ross Jacobs, CCCP, Circulation Director	County	Hamilton
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 29, 2010
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	P141P0J0