

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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PRODUCTS PF FINISHING

Gardner Publications, Inc.
6915 Valley Ave.
Cincinnati, OH 45244
Tel. No.: (513) 527-8800
FAX No.: (513) 527-8801
Email: 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 _____	25
Advertiser and Agency _____	1,660
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	158
Digital _____	-
All Other _____	790
TOTAL	2,633

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,699	100.0	34,699	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,699	100.0	34,699	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	13	2	35,001
February _____	611	133	34,523
March _____	212	55	34,366
April _____	158	186	34,394
May _____	135	761	35,020
June _____	153	22	34,889
TOTAL	1,282	1,159	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is 1.1% or 385 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 (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)			
325	Chemical Manufacturing	655	1.9	216	53	24	124	50	3	144	41
326	Plastics and Rubber Products Manufacturing	770	2.2	316	199	80	124	18	14	10	9
327	Nonmetallic Mineral Product Manufacturing	83	0.2	39	16	5	10	2	1	9	1
331	Primary Metal Manufacturing	670	1.9	259	176	101	84	9	19	17	5
332	Fabricated Metal Product Manufacturing										
3321	Forging and Stamping	561	1.6	236	102	85	83	12	24	9	10
3322	Cutlery and Handtool Manufacturing	187	0.5	67	48	26	36	1	6	1	2
3323	Architectural and Structural Metals Manufacturing	2,234	6.4	1,485	404	113	120	5	52	38	17
3324	Boiler, Tank, and Shipping Container Manufacturing	95	0.3	27	37	8	18	-	3	1	1
3325	Hardware Manufacturing	232	0.7	71	58	36	47	8	6	1	5
3326	Spring and Wire Product Manufacturing	216	0.6	87	48	26	30	5	3	9	8
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,521	7.2	1,414	566	248	133	10	90	34	26
332811	Metal Heat Treating	251	0.7	121	52	34	23	2	4	13	2
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	4,569	13.0	3,606	390	156	166	25	80	105	41
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	6,156	17.6	4,405	794	370	169	114	94	150	60
3329	Other Fabricated Metal Product Manufacturing	1,473	4.2	735	309	151	173	19	31	31	24
	Sub-Total	18,495	52.8	12,254	2,808	1,253	998	201	393	392	196
333	Machinery Manufacturing										
3331	Agriculture, Construction, and Mining Machinery Manufacturing	619	1.8	211	134	92	137	9	20	7	9
3332	Industrial Machinery Manufacturing	467	1.3	196	86	45	90	5	14	25	6
3333	Commercial and Service Industry Machinery Manufacturing	227	0.6	82	43	26	52	3	9	11	1
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	203	0.6	59	41	47	33	1	7	12	3
3335	Metalworking Machinery Manufacturing	1,312	3.8	705	284	77	163	5	36	22	20
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	220	0.6	66	46	33	54	5	9	5	2
3339	Other General Purpose Machinery Manufacturing	776	2.2	255	167	121	156	2	25	40	10
	Sub-Total	3,824	10.9	1,574	801	441	685	30	120	122	51
334	Computer and Electronic Product Manufacturing										
3341	Computer and Peripheral Equipment Manufacturing	49	0.1	13	8	5	20	2	1	-	-
3342	Communications Equipment Manufacturing	148	0.4	26	30	30	57	2	2	-	1
3343	Audio and Video Equipment Manufacturing	24	0.1	8	4	3	8	-	1	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	352	1.0	86	72	78	88	13	9	3	3
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	460	1.3	126	75	63	157	6	16	12	5
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	-	2	-	1	-	-	-	-
	Sub-Total	1,036	2.9	259	191	179	331	23	29	15	9
335	Electrical Equipment, Appliance, and Component Manufacturing										
3351	Electric Lighting Equipment Manufacturing	150	0.4	51	40	17	28	2	5	3	4
3352	Household Appliance Manufacturing	139	0.4	32	40	26	31	2	3	2	3
3353	Electrical Equipment Manufacturing	333	1.0	82	71	62	96	8	2	7	5
3359	Other Electrical Equipment and Component Manufacturing	241	0.7	61	47	47	65	6	7	5	3
	Sub-Total	863	2.5	226	198	152	220	18	17	17	15
336	Transportation Equipment Manufacturing										
3361	Motor Vehicle Manufacturing	353	1.0	83	62	51	119	9	18	2	9
3362	Motor Vehicle Body and Trailer Manufacturing	412	1.2	182	55	49	90	2	21	10	3
3363	Motor Vehicle Parts Manufacturing	1,720	4.9	489	305	328	466	35	56	19	22
3364	Aerospace Product and Parts Manufacturing	2,644	7.6	571	558	515	817	49	69	10	55
3365	Railroad Rolling Stock Manufacturing	52	0.1	15	7	7	17	2	2	-	2
3366	Ship and Boat Building	62	0.2	29	10	7	12	1	2	-	1
3369	Other Transportation Equipment Manufacturing	155	0.4	58	25	24	32	1	10	3	2
	Sub-Total	5,398	15.4	1,427	1,022	981	1,553	99	178	44	94
337	Furniture and Related Product Manufacturing	198	0.6	66	52	24	36	3	6	6	5
339	Miscellaneous Manufacturing										
33911	Medical Equipment and Supplies Manufacturing	2,154	6.2	885	441	223	514	20	44	11	16
3399	Other Miscellaneous Manufacturing	456	1.3	218	108	41	70	3	10	4	2
	Sub-Total	2,610	7.5	1,103	549	264	584	23	54	15	18
42	Wholesale Trade	214	0.6	105	16	9	20	4	3	52	5
54133	Engineering Services	204	0.6	116	9	13	43	12	-	3	8
	Sub-Total	418	1.2	221	25	22	63	16	3	55	13
	TOTAL QUALIFIED CIRCULATION	35,020	100.0	17,960	6,090	3,526	4,812	492	837	846	457

(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 MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	21,887	5,630	3	27,520	78.6
II. Request from recipient's company: _____	366	185	-	551	1.6
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	6,949	-	-	6,949	19.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	4,115	-	-	4,115	11.7
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,834	-	-	2,834	8.1
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,202	5,815	3	35,020	100.0
PERCENT	83.4	16.6	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	35,020	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	35,020	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	106		Kentucky _____	356	
New Hampshire _____	176		Tennessee _____	593	
Vermont _____	64		Alabama _____	501	
Massachusetts _____	862		Mississippi _____	196	
Rhode Island _____	201		EAST SO. CENTRAL	1,646	4.7
Connecticut _____	801		Arkansas _____	248	
NEW ENGLAND	2,210	6.3	Louisiana _____	188	
New York _____	1,475		Oklahoma _____	315	
New Jersey _____	680		Texas _____	2,011	
Pennsylvania _____	1,796		WEST SO. CENTRAL	2,762	7.9
MIDDLE ATLANTIC	3,951	11.3	Montana _____	62	
Ohio _____	2,788		Idaho _____	93	
Indiana _____	1,435		Wyoming _____	19	
Illinois _____	2,280		Colorado _____	342	
Michigan _____	2,403		New Mexico _____	62	
Wisconsin _____	1,377		Arizona _____	401	
EAST NO. CENTRAL	10,283	29.4	Utah _____	207	
Minnesota _____	935		Nevada _____	102	
Iowa _____	474		MOUNTAIN	1,288	3.7
Missouri _____	762		Alaska _____	8	
North Dakota _____	64		Washington _____	675	
South Dakota _____	113		Oregon _____	376	
Nebraska _____	268		California _____	3,362	
Kansas _____	436		Hawaii _____	7	
WEST NO. CENTRAL	3,052	8.7	PACIFIC	4,428	12.6
Delaware _____	52		UNITED STATES	33,466	95.6
Maryland _____	278		U.S. Territories _____	10	
Washington, DC _____	5		Canada _____	1,474	
Virginia _____	439		Mexico _____	70	
West Virginia _____	112		Other International _____	-	
North Carolina _____	730		APO/FPO _____	-	
South Carolina _____	501		TOTAL QUALIFIED CIRCULATION	35,020	100.0
Georgia _____	582				
Florida _____	1,147				
SOUTH ATLANTIC	3,846	11.0			

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
	July - December 2008	January - June 2009	July - December 2009*	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	40,068	36,679	34,945	34,845	34,911	34,699
Qualified Non-Paid: _____	40,068	36,679	34,945	34,845	34,911	34,699
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 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 4 sources of circulation for quantities of 857 copies or 2.4% to 1,769 copies or 5.1%
Other sources include 4 sources of circulation for quantities of 502 copies or 1.4% to 1,287 copies or 3.7%

GEOGRAPHICAL BREAKOUT OF ALL FOREIGN CIRCULATION (QUALIFIED) FOR THE ISSUE OF MAY 2011	
COUNTRY	QUALIFIED
Alberta _____	141
British Columbia _____	119
Manitoba _____	54
New Brunswick _____	14
Newfoundland _____	-
Nova Scotia _____	16
Ontario _____	759
Prince Edward Island _____	6
Quebec _____	333
Saskatchewan _____	25
TOTAL CANADA _____	1,467
TOTAL MEXICO _____	70
TOTAL NON-QUALIFIED INTERNATIONAL	-
TOTAL	1,537

PUBLISHER'S AFFIDAVIT

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

Donald G. Kline, 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 July 26, 2011

State Ohio

County Hamilton

Received by BPA Worldwide July 26, 2011

Type PD

ID Number P141P011