

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

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Plastics Technology

Gardner Publications, Inc.
6915 Valley Avenue
Cincinnati, OH 45244
Tel. No.: (513) 527-8800
Fax No.: (513) 527-8801
E-mail RJacobs@gardnerweb.com

Official Publication of: None
Established: 1955
Issues Per Year: 12

FIELD SERVED

PLASTICS TECHNOLOGY serves the plastics processing and plastics product manufacturing industry, including those involved in injection molding, extrusion, blow molding, compounding, thermoforming, foam processing, reinforced composite processing, rotational molding, compression molding, structural foam, as well as others involved in mold making, mold maintenance and repair, assembly (bonding/welding), decorating and finishing, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Titles and functions include general & corporate management; production or manufacturing engineering, purchasing, research and development engineering or quality control and quality assurance; and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	232
Advertiser and Agency _____	1,769
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	329
Digital _____	-
All Other _____	845
TOTAL	3,175

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,882	100.0	36,882	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,882	100.0	36,882	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	6	-	37,000
February _____	230	4	36,774
March _____	94	5	36,685
April _____	140	289	36,834
May _____	84	263	37,013
June _____	57	30	36,986
TOTAL	611	591	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is 0.4% or 157 copies above the average of the other 5 issues reported in Paragraph two.

NAICS NO.	BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
				Company Mgmt/Purchasing (B,L)	Prod/Mfg Engr (C,D,E,F,G,R,S)	Qual; R&D (H,I,J,P,Q)	Other NEC (N,X,Z)
325	Chemical Manufacturing						
3251	Basic Chemical Manufacturing	381	1.0	80	119	135	47
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	947	2.6	290	378	161	118
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	14	-	4	5	4	1
3254	Pharmaceutical and Medicine Manufacturing	102	0.3	28	50	20	4
3255	Paint, Coating, and Adhesive Manufacturing	140	0.4	55	41	34	10
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	147	0.4	42	76	26	3
3259	Other Chemical Product and Preparation Manufacturing	403	1.1	113	155	95	40
	Subtotal 325	2,134	5.8	612	824	475	223
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	163	0.4	84	60	10	9
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	66	0.2	28	29	8	1
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,190	3.2	480	541	118	51
326121	Unlaminated Plastics Profile Shape Manufacturing	560	1.5	241	244	45	30
326122	Plastics Pipe and Pipe Fitting Manufacturing	443	1.2	190	204	33	16
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	342	0.9	164	135	28	15
326140	Polystyrene Foam Product Manufacturing	40	0.1	9	25	5	1
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	349	0.9	153	141	38	17
326160	Plastics Bottle Manufacturing	534	1.4	175	273	68	18
326191	Plastics Plumbing Fixture Manufacturing	173	0.5	86	61	20	6
326192	Resilient Floor Covering Manufacturing	31	0.1	8	14	9	-
326199	All Other Plastics Product Manufacturing	14,312	38.7	7,107	6,142	1,063	-
326211	Tire Manufacturing (except Retreading)	77	0.2	45	27	3	2
326220	Rubber and Plastics Hoses and Belting Manufacturing	200	0.5	84	83	28	5
326291	Rubber Product Manufacturing for Mechanical Use	141	0.4	60	61	18	2
326299	All Other Rubber Product Manufacturing	480	1.3	229	189	48	14
	Subtotal 326	19,101	51.5	9,143	8,229	1,542	187
327	Nonmetallic Mineral Product Manufacturing	216	0.6	98	74	35	9
331	Primary Metal Manufacturing	315	0.9	142	120	40	13
332	Fabricated Metal Product Manufacturing	2,251	6.1	1,085	847	225	94
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	185	0.5	67	93	20	5
3332	Industrial Machinery Manufacturing	432	1.2	171	179	48	34
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	338	0.9	103	180	47	8
3335	Metalworking Machinery Manufacturing (not incl. 333511)	881	2.4	513	298	43	27
333511	Industrial Mold Manufacturing	1,430	3.9	847	456	76	51
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	86	0.2	30	36	15	5
3339	Other General Purpose Machinery Manufacturing	553	1.5	187	262	63	41
	Subtotal 333	3,905	10.6	1,918	1,504	312	171
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	74	0.2	19	38	14	3
3342	Communications Equipment Manufacturing	118	0.3	19	71	24	4
3343	Audio and Video Equipment Manufacturing	31	0.1	9	17	4	1
3344	Semiconductor and Other Electronic Component Manufacturing	363	1.0	79	201	72	11
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	381	1.0	95	203	57	26
3346	Manufacturing and Reproducing Magnetic and Optical Media	18	-	3	10	4	1
	Subtotal 334	985	2.6	224	540	175	46
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	68	0.2	20	37	9	2
3352	Household Appliance Manufacturing	170	0.5	32	104	32	2
3353	Electrical Equipment Manufacturing	241	0.6	53	148	31	9
3359	Other Electrical Equipment and Component Manufacturing	384	1.0	98	212	62	12
	Subtotal 335	863	2.3	203	501	134	25
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	253	0.7	84	133	31	5
3362	Motor Vehicle Body and Trailer Manufacturing	141	0.4	77	51	10	3
3363	Motor Vehicle Parts Manufacturing	1,918	5.2	778	940	155	45
3364	Aerospace Product and Parts Manufacturing	272	0.7	70	149	45	8
3365	Railroad Rolling Stock Manufacturing	18	-	2	14	1	1
3366	Ship and Boat Building	68	0.2	40	18	10	-
3369	Other Transportation Equipment Manufacturing	60	0.2	19	31	8	2
	Subtotal 336	2,730	7.4	1,070	1,336	260	64
337	Furniture and Related Product Manufacturing	234	0.6	95	102	32	5
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	1,354	3.7	315	802	218	19
3399	Other Miscellaneous Manufacturing	909	2.5	398	371	107	33
	Subtotal 339	2,263	6.2	713	1,173	325	52
311-324	Miscellaneous Manufacturing Other	1,230	3.3	484	503	182	61
541	Professional Services	786	2.1	422	201	120	43
	TOTAL QUALIFIED CIRCULATION	37,013	100.0	16,209	15,954	3,857	993

(B) CORPORATE EXECUTIVE titles include Chairman, General Manager, Owner, Partner, President and Vice President.

(C) MANUFACTURING PRODUCTION MANAGEMENT titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Mfg Director, and other qualified titles.

(D) MANUFACTURING PRODUCTION DEPARTMENT titles include Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Production Supervisor and other qual titles.

(E) MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer and other qual titles.

(F) MANUFACTURING ENGINEERING (ENGINEERS) titles include most engineering titles where the individual does not manage the department.

(G) MANUFACTURING (OTHER MANUFACTURING PERSONNEL) titles include Diemaker, Mold maker, Machine Operator and other qual titles.

(H) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering, and other titles.

(I) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Quality Assurance Engineer, Quality Control Foreman, Quality Supervisor and other titles.

(J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering, Director of Research and other titles.

(K) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Design Project Engineer, Development Engineer, Research & Design Engineer and other titles.

(L) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include Designer, Parts Designer, Draftsman and other qual titles.

(M) FACTORY AUTOMATION MANAGEMENT titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.

(N) FACTORY AUTOMATION ENGINEERS titles include Factory Automation Engineer, Automation Foreman, Systems Designer and Systems Engineer.

(O) PURCHASING titles include Buyer, Procurement Chief, Purchasing Manager and other qual titles.

Other NEC include titles not elsewhere classified.

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: _____	26,530	7,404	-	33,934	91.7
II. Request from recipient's company: _____	931	-	-	931	2.5
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,148	-	-	2,148	5.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	2,148	-	-	2,148	5.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,609	7,404	-	37,013	100.0
PERCENT	80.0	20.0	-	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 _____	37,013	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	37,013	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	68		Kentucky _____	521	
New Hampshire _____	268		Tennessee _____	664	
Vermont _____	83		Alabama _____	274	
Massachusetts _____	973		Mississippi _____	147	
Rhode Island _____	187		EAST SO. CENTRAL	1,606	4.3
Connecticut _____	582		Arkansas _____	219	
NEW ENGLAND	2,161	5.8	Louisiana _____	162	
New York _____	1,210		Oklahoma _____	204	
New Jersey _____	877		Texas _____	1,541	
Pennsylvania _____	1,747		WEST SO. CENTRAL	2,126	5.7
MIDDLE ATLANTIC	3,834	10.4	Montana _____	30	
Ohio _____	2,924		Idaho _____	75	
Indiana _____	1,706		Wyoming _____	15	
Illinois _____	3,228		Colorado _____	297	
Michigan _____	2,626		New Mexico _____	27	
Wisconsin _____	2,164		Arizona _____	235	
EAST NO. CENTRAL	12,648	34.2	Utah _____	247	
Minnesota _____	1,192		Nevada _____	91	
Iowa _____	467		MOUNTAIN	1,017	2.8
Missouri _____	681		Alaska _____	5	
North Dakota _____	46		Washington _____	363	
South Dakota _____	80		Oregon _____	303	
Nebraska _____	249		California _____	2,131	
Kansas _____	328		Hawaii _____	4	
WEST NO. CENTRAL	3,043	8.2	PACIFIC	2,806	7.6
Delaware _____	87		UNITED STATES	32,870	88.8
Maryland _____	215		U.S. Territories _____	18	
Washington, DC _____	5		Canada _____	1,885	
Virginia _____	360		Mexico _____	2,240	
West Virginia _____	97		Other International _____	-	
North Carolina _____	977		APO/FPO _____	-	
South Carolina _____	455		TOTAL QUALIFIED CIRCULATION	37,013	100.0
Georgia _____	636				
Florida _____	797				
SOUTH ATLANTIC	3,629	9.8			

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: _____	47,334	44,321	38,228	37,204	37,725	36,882
Qualified Non-Paid: _	47,334	44,321	38,228	37,204	37,725	36,882
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 3 sources of circulation for quantities of 419 copies or 1.1% to 1,101 copies or 3.0%.

PUBLISHER'S AFFIDAVIT

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

Jackie Dalzell, 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 New York

County New York

Received by BPA Worldwide July 26, 2011

Type PD

ID Number P090R0J1