

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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CONTROL DESIGN is a business to business brand intended for individuals with interests in industrial machine building. The brand content and editorial scope includes news and industry content, technical articles, and special features. The content of every issue is also available globally via the online digital version.

FIELD SERVED

CONTROL DESIGN serves the fields of Air & Gas Compressors, Engineering & Systems Integration Services, Engines & Turbines, Food Products Machinery, Industrial Fans, Blowers & Air Purification Equipment, Industrial Heating, Refrigeration & Air Conditioning Equipment, Industrial Process Furnaces & Ovens, Machine Tools, Material Handling, Conveyors & Conveying Equipment, Metalworking Machinery & Equipment, Mining Machinery & Equipment; Oil & Gas Field Machinery & Equipment, Packaging Machinery, Paper Industries Machinery, Printing Trades Machinery & Equipment, Pumps & Pumping Equipment, Rolling Mill Machinery & Equipment, Semiconductor Manufacturing Machinery, Textile Machinery, Woodworking Machinery, Mining Machinery and Equipment, Other Industries & Special Industrial Machinery & Equipment NEC.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include engineering, management, operations and research and development, and others allied to the field.

CHANNELS

CONTROL DESIGN MAGAZINE



6 Issues in the period
40,020 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
CONTROL DESIGN MAGAZINE (6 issues in the period)	40,020	-	40,020
a. Print	29,660	-	29,660
b. Digital	10,360	-	10,360
1. Requested	10,360	-	10,360
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	1,178
Allocated for Trade Shows and Conventions	75
All Other	859
TOTAL	2,119

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,020	100.0	40,020	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,020	100.0	40,020	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
July	29,397	10,623	40,020
August	29,952	10,068	40,020
September	29,457	10,563	40,020
October	29,492	10,528	40,020
November	29,970	10,050	40,020
December	29,694	10,326	40,020

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	ANALYSIS OF CONTROL DESIGN INDUSTRIES BY TITLE					
			Print	Digital	Engineering (Note 1)	Management (Note 2)	Operations (Note 3)	Research and Development (Note 4)
Air & Gas Compressors	553	1.4	449	104	207	151	171	24
Engineering & Systems Integration Services	11,547	28.8	8,179	3,368	5,154	3,473	2,483	437
Engines & Turbines	1,025	2.6	807	218	377	248	354	46
Food Products Machinery	1,569	3.9	1,223	346	492	533	471	73
Industrial Fans, Blowers, & Air Purification Equipment	526	1.3	411	115	178	165	166	17
Industrial Heating, Refrigeration, & Air Conditioning Equipment	1,139	2.8	846	293	436	313	349	41
Industrial Process Furnaces & Ovens	472	1.2	356	116	187	138	130	17
Machine Tools	2,110	5.3	1,713	397	659	802	602	47
Materials Handling, Conveyors, & Conveying Equipment	1,507	3.8	1,138	369	560	413	499	35
Metalworking Machinery	2,600	6.5	2,113	487	705	867	932	96
Mining Machinery & Equipment	510	1.3	393	117	213	121	162	14
Oil & Gas Field Machinery & Equipment	1,187	3.0	798	389	434	306	391	56
Packaging Machinery	906	2.3	677	229	326	249	286	45
Paper Industries Machinery	312	0.8	245	67	114	65	117	16
Printing Trades Machinery & Equipment	441	1.1	353	88	128	145	150	18
Pumps & Pumping Equipment	891	2.2	695	196	299	231	331	30
Rolling Mill Machinery & Equipment	157	0.4	126	31	53	38	59	7
Semiconductor Manufacturing Machinery	817	2.0	528	289	387	198	195	37
Textile Machinery	172	0.4	136	36	63	41	60	8
Woodworking Machinery	274	0.7	213	61	67	103	100	4
Other Industries & Special Industrial Machinery & Equipment NEC	11,305	28.2	8,571	2,734	4,061	3,049	3,669	526
TOTAL QUALIFIED CIRCULATION	40,020	100.0	29,970	10,050	15,100	11,649	11,677	1,594

Note 1: Engineering includes: Design Engineers, Electrical Engineers, Principal Engineers, Senior Engineers, System Engineers, Computer Engineers, Engineering Managers and their staffs.

Note 2: Management includes: Directors, Vice Presidents, Executive/Senior Vice Presidents, CFOs, Controllers, Division/Subsidiary Heads, General Managers, Presidents, CEOs.

Note 3: Operations includes: Automation Specialists, Instrumentation Managers, Project Managers, Purchasing Agents; MIS, Production, and Plant Managers and their staffs.

Note 4: Research and Development includes: Technical Supervisors/Directors, Directors of R & D, QC Supervisors, Lab Managers, and Senior Scientists.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	17,409	17,969	4,642	29,970	10,050	40,020	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,409	17,969	4,642	29,970	10,050	40,020	100.0
PERCENT	43.5	44.9	11.6	74.9	25.1	100.0	

LENGTH OF SUBSCRIPTIONS - DIRECT REQUEST SUBSCRIBERS	TOTAL	PERCENT
Less than 1 year	-	-
1 year or more (but less than two)	9,286	23.2
2 years or more (but less than three)	30,734	76.8
3 years or more	-	-
TOTAL	40,020	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	29,970	10,050	40,020	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,970	10,050	40,020	100.0

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
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2016	July – December 2016*	January – June 2016	July – December 2016*	July – December 2016*
Total Audit Average Qualified:	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020
Qualified Non-Paid:	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020	40,020
Print:	30,462	30,324	31,041	30,421	29,862	29,660	29,862	29,660	29,862	29,660	29,660
Digital:	9,558	9,696	8,979	9,599	10,158	10,360	10,158	10,360	10,158	10,360	10,360
Qualified Paid:	-	-	-	-	-	-	-	-	-	-	-
Print:	-	-	-	-	-	-	-	-	-	-	-
Digital:	-	-	-	-	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	130	32	162		Kentucky	442	101	543	
New Hampshire	217	48	265		Tennessee	598	178	776	
Vermont	80	16	96		Alabama	405	102	507	
Massachusetts	778	250	1,028		Mississippi	195	48	243	
Rhode Island	124	29	153		EAST SO. CENTRAL	1,640	429	2,069	5.2
Connecticut	536	139	675		Arkansas	202	57	259	
NEW ENGLAND	1,865	514	2,379	5.9	Louisiana	338	90	428	
New York	1,505	441	1,946		Oklahoma	326	95	421	
New Jersey	792	247	1,039		Texas	1,967	656	2,623	
Pennsylvania	1,713	498	2,211		WEST SO. CENTRAL	2,833	898	3,731	9.3
MIDDLE ATLANTIC	4,010	1,186	5,196	13.0	Montana	77	22	99	
Ohio	1,984	643	2,627		Idaho	136	49	185	
Indiana	902	291	1,193		Wyoming	40	11	51	
Illinois	1,861	536	2,397		Colorado	353	122	475	
Michigan	1,496	439	1,935		New Mexico	101	42	143	
Wisconsin	1,284	360	1,644		Arizona	327	140	467	
EAST NO. CENTRAL	7,527	2,269	9,796	24.5	Utah	225	83	308	
Minnesota	902	269	1,171		Nevada	116	23	139	
Iowa	465	132	597		MOUNTAIN	1,375	492	1,867	4.7
Missouri	591	189	780		Alaska	10	2	12	
North Dakota	86	20	106		Washington	462	156	618	
South Dakota	86	19	105		Oregon	322	113	435	
Nebraska	254	60	314		California	2,564	903	3,467	
Kansas	377	99	476		Hawaii	6	4	10	
WEST NO. CENTRAL	2,761	788	3,549	8.9	PACIFIC	3,364	1,178	4,542	11.3
Delaware	81	14	95		UNITED STATES	29,963	9,161	39,124	97.8
Maryland	387	128	515		U.S. Territories	7	9	16	
Washington, DC	41	29	70		Canada	-	103	103	
Virginia	543	203	746		Mexico	-	36	36	
West Virginia	164	46	210		Other International	-	741	741	
North Carolina	1,016	279	1,295		APO/FPO	-	-	-	
South Carolina	474	143	617						
Georgia	823	235	1,058						
Florida	1,059	330	1,389						
SOUTH ATLANTIC	4,588	1,407	5,995	15.0					
					TOTAL QUALIFIED CIRCULATION	29,970	10,050	40,020	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PUBLISHER'S AFFIDAVIT

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

Tony D'Avino, Group Publisher

Jack Jones, Audience Development 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

February 1, 2017

State

Illinois

County

Cook

Received by BPA Worldwide

February 1, 2017

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