

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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control design

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Official Publication of: None
Established: 1997
Issues Per Year: 12



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, Oil & Gas Field Machinery & Equipment, Packaging Equipment, Paper Industries Equipment, Printing Trades Machinery & Equipment, Pumps & Pumping Equipment, Rolling Mill Machinery & Equipment, Semiconductor Manufacturing Machinery, Textile Machinery, Woodworking Machinery, Other Industries Machinery and Equipment not Elsewhere Classified.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	1,988
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	167
Digital	-
All Other	622
TOTAL	2,788

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR 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					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July	-	-	31,565	8,455	40,020
August	41	41	32,604	7,416	40,020
September	32	32	32,620	7,400	40,020
October	27	27	32,624	7,396	40,020
November	71	71	32,695	7,325	40,020
December	29	29	32,721	7,299	40,020
TOTAL	200	200			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**This issue is equal to the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	ANALYSIS OF CONTROL DESIGN INDUSTRIES BY TITLE			
					Engineering	Management	Operations	Research and Development
Air & Gas Compressors _____	870	2.2	750	120	390	153	272	55
Engineering & Systems Integration Services _____	8,356	20.9	6,157	2,199	4,306	2,218	1,540	292
Engines & Turbines _____	1,575	4.0	1,288	287	730	274	482	89
Food Products Machinery _____	1,849	4.6	1,526	323	705	464	576	104
Industrial Fans, Blowers, & Air Purification Equipment _____	716	1.8	592	124	296	175	216	29
Industrial Heating, Refrigeration, & Air Conditioning Equipment _____	1,368	3.4	1,125	243	611	275	419	63
Industrial Process Furnaces & Ovens _____	917	2.3	724	193	430	200	233	54
Machine Tools _____	5,865	14.7	5,306	559	1,724	1,916	2,046	179
Materials Handling, Conveyors, & Conveying Equipment _____	1,608	4.0	1,287	321	691	358	480	79
Metalworking Machinery _____	3,857	9.6	3,425	432	1,228	1,092	1,401	136
Mining Machinery & Equipment _____	696	1.7	552	144	308	154	207	27
Oil & Gas Field Machinery & Equipment _____	1,275	3.2	906	369	555	284	386	50
Packaging Machinery _____	926	2.3	750	176	435	193	256	42
Paper Industries Machinery _____	396	1.0	343	53	172	59	138	27
Printing Trades Machinery & Equipment _____	491	1.2	401	90	187	133	146	25
Pumps & Pumping Equipment _____	919	2.3	764	155	324	257	291	47
Rolling Mill Machinery & Equipment _____	213	0.5	174	39	80	57	71	5
Semiconductor Manufacturing Machinery _____	1,215	3.0	879	336	664	196	295	60
Textile Machinery _____	243	0.6	201	42	86	75	68	14
Woodworking Machinery _____	308	0.8	261	47	78	116	104	10
Other Industries & Special Industrial Machinery & Equipment NEC _____	6,357	15.9	5,284	1,073	2,532	1,774	1,701	350
TOTAL QUALIFIED CIRCULATION	40,020	100.0	32,695	7,325	16,532	10,423	11,328	1,737

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

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

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

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 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	23,336	16,684	-	32,695	7,325	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	23,336	16,684	-	32,695	7,325	40,020	100.0
PERCENT	58.3	41.7	-	81.7	18.3	100.0	

LENGTH OF SUBSCRIPTIONS - DIRECT REQUEST SUBSCRIBERS	TOTAL	PERCENT
Less than 1 year _____	-	-
1 year or more (but less than two) _____	14,886	37.2
2 years or more (but less than three) _____	25,134	62.8
3 years or more _____	-	-
TOTAL	40,020	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	32,695	7,325	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	32,695	7,325	40,020	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	155	25	180	
New Hampshire _____	229	39	268	
Vermont _____	94	25	119	
Massachusetts _____	896	137	1,033	
Rhode Island _____	156	24	180	
Connecticut _____	661	95	756	
NEW ENGLAND	2,191	345	2,536	6.3
New York _____	1,507	252	1,759	
New Jersey _____	735	158	893	
Pennsylvania _____	1,887	321	2,208	
MIDDLE ATLANTIC	4,129	731	4,860	12.1
Ohio _____	2,390	372	2,762	
Indiana _____	928	171	1,099	
Illinois _____	2,327	340	2,667	
Michigan _____	1,488	256	1,744	
Wisconsin _____	1,696	240	1,936	
EAST NO. CENTRAL	8,829	1,379	10,208	25.5
Minnesota _____	1,067	187	1,254	
Iowa _____	563	96	659	
Missouri _____	731	97	828	
North Dakota _____	86	10	96	
South Dakota _____	119	13	132	
Nebraska _____	282	42	324	
Kansas _____	381	70	451	
WEST NO. CENTRAL	3,229	515	3,744	9.4
Delaware _____	56	11	67	
Maryland _____	368	77	445	
Washington, DC _____	28	7	35	
Virginia _____	602	98	700	
West Virginia _____	179	23	202	
North Carolina _____	992	136	1,128	
South Carolina _____	469	81	550	
Georgia _____	665	105	770	
Florida _____	880	170	1,050	
SOUTH ATLANTIC	4,239	708	4,947	12.4
Kentucky _____	467	72	539	
Tennessee _____	597	98	695	
Alabama _____	435	65	500	
Mississippi _____	144	27	171	
EAST SO. CENTRAL	1,643	262	1,905	4.8
Arkansas _____	240	47	287	
Louisiana _____	344	48	392	
Oklahoma _____	395	65	460	
Texas _____	2,107	406	2,513	
WEST SO. CENTRAL	3,086	566	3,652	9.1
Montana _____	66	13	79	
Idaho _____	158	35	193	
Wyoming _____	44	10	54	
Colorado _____	335	105	440	
New Mexico _____	94	27	121	
Arizona _____	350	68	418	
Utah _____	215	49	264	
Nevada _____	84	17	101	
MOUNTAIN	1,346	324	1,670	4.2
Alaska _____	21	2	23	
Washington _____	573	124	697	
Oregon _____	375	89	464	
California _____	2,983	632	3,615	
Hawaii _____	16	3	19	
PACIFIC	3,968	850	4,818	12.0
UNITED STATES	32,660	5,680	38,340	95.8
U.S. Territories _____	35	26	61	
Canada _____	-	109	109	
Mexico _____	-	76	76	
Other International _____	-	1,434	1,434	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	32,695	7,325	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 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*
Total Audit Average Qualified _____	43,036	40,520	40,035	40,041	40,017	40,020
Qualified Non-Paid Total _	43,036	40,520	40,035	40,041	40,017	40,020
Print Version Only _____	35,371	33,261	33,697	34,124	33,201	32,472
Digital Version Only _____	7,665	7,259	6,338	5,917	6,816	7,548
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
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: July - December 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

METHOD OF DISTRIBUTION:

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

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,472	100.0	32,472	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,472	100.0	32,472	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	7,548	100.0	7,548	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,548	100.0	7,548	100.0	-	-

QUESTIONNAIRE PROVIDED AT THE OPTION OF THE PUBLISHER:

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IMPORTANT: THESE QUESTIONS MUST BE ANSWERED TO HAVE YOUR REQUEST PROCESSED

E. What format do you prefer to receive Control Design magazine?
 01 Print version only 02 Digital version only

F. Total number of employees at this facility (check only one):
 01 Under 50 02 50-99 03 100-249 04 250-499 05 500-999 06 1000+

G. Which one category best describes the equipment or machinery built at your location? (Check one only)

<input type="radio"/> 2083 Air & Gas Compressors	<input type="radio"/> 2033 Oil & Gas Field Machinery & Equipment
<input type="radio"/> 2700 Engineering & Systems Integration Services	<input type="radio"/> 2085 Packaging Machinery
<input type="radio"/> 2011 Engines & Turbines	<input type="radio"/> 2054 Paper Industries Machinery & Equipment
<input type="radio"/> 2086 Food Products Machinery	<input type="radio"/> 2055 Printing/Trades Machinery & Equipment
<input type="radio"/> 2064 Industrial Fans, Blowers, & Air Purification Equipment	<input type="radio"/> 2081 Pumps & Pumping Equipment
<input type="radio"/> 2065 Industrial Heating, Refrigeration, & Air-Conditioning Equipment	<input type="radio"/> 2047 Rolling Mill Machinery & Equipment
<input type="radio"/> 2047 Industrial Process Furnaces & Ovens	<input type="radio"/> 2050 Semiconductor Manufacturing Machinery
<input type="radio"/> 2041 Machine Tools	<input type="radio"/> 2052 Textile Machinery
<input type="radio"/> 2035 Material Handling, Conveyors & Conveying Equipment	<input type="radio"/> 2053 Woodworking Machinery
<input type="radio"/> 2049 Metalworking Machinery	<input type="radio"/> 2039 Other Industrial and Special Industry Machinery and Equipment, Not Elsewhere Classified
<input type="radio"/> 2032 Mining Machinery & Equipment	

H. Please check all the products that you recommend, specify, and/or buy:

<input type="checkbox"/> 07 Control Systems	<input type="checkbox"/> 33 Process Variable Measurement/Instrumentation
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<input type="checkbox"/> 09 Electric Motors and Drives	<input type="checkbox"/> 29 Programmable Controllers
<input type="checkbox"/> 10 Housing/Enclosures	<input type="checkbox"/> 21 Proximity/Switch Sensors
<input type="checkbox"/> 12 I/O Systems/Signal Conditioners	<input type="checkbox"/> 34 Terminal Blocks/Connectors
<input type="checkbox"/> 21 Machine Safety	<input type="checkbox"/> 35 Vision Systems
<input type="checkbox"/> 18 Motion Control Systems	<input type="checkbox"/> 38 Wire/Cable/Fiberoptics
<input type="checkbox"/> 22 Network Components	<input type="checkbox"/> 39 Other
<input type="checkbox"/> 17 Operator Interface	<input type="checkbox"/> 30 None of the Above
<input type="checkbox"/> 14 Power Supplies	

I. You may receive relevant business-related offers via e-mail. If you DO NOT wish to receive 3rd party offers, please check here

TP0901

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Keith Larson, Publisher	Date signed	February 7, 2012
Jack Jones, Audience Development Director	State	Illinois
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Dupage
IMPORTANT NOTE:	Revised	February 7, 2012
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PJ
	ID Number	C429Y0D1