

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011
(Including Supplementary Data)**

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 PUTMAN PUBLICATION

CONTROL

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Official Publication of: None
Established: 1988
Issues Per Year: 12



FIELD SERVED

CONTROL serves the market for instrumentation and control systems in the process industries, utilities and A&E firms outlined in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include engineering, general administration, plant operations, and research and development personnel.

PURPOSE

The supplementary data reported contains an analysis of respondents who are involved in recommending, specifying, or purchasing items as indicated herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	45
Advertiser and Agency _____	2,248
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	183
Digital _____	-
All Other _____	1,743
TOTAL	4,219

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	60,021	100.0	60,021	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,021	100.0	60,021	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	-	-	44,123	15,897	60,020
August _____	133	133	45,593	14,427	60,020
September _____	35	35	45,634	14,386	60,020
October _____	33	28	45,681	14,344	60,025
November _____	118	113	45,777	14,243	60,020
December _____	-	-	45,777	14,243	60,020
TOTAL	319	309			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	65,025	29,848	24,475	1.22	01:55	04:07
August _____	69,710	32,754	26,478	1.24	01:55	04:05
September _____	73,019	34,410	27,617	1.25	01:55	04:00
October _____	85,958	42,460	34,206	1.24	01:51	03:43
November _____	119,645	61,646	51,403	1.20	01:42	03:16
December _____	78,472	38,710	31,562	1.23	01:44	03:31
AVERAGE:	81,972	39,971	32,624	1.23	01:50	03:47

*See Additional Data

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: _____	32,822	27,198	-	45,777	14,243	60,020	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	32,822	27,198	-	45,777	14,243	60,020	100.0
PERCENT	54.7	45.3	-	76.3	23.7	100.0	

LENGTH OF SUBSCRIPTIONS - DIRECT REQUEST SUBSCRIBERS	TOTAL	PERCENT
Less than 1 year _____	-	-
1 year or more (but less than two) _____	20,929	34.9
2 years or more (but less than three) _____	39,091	65.1
3 years or more _____	-	-
TOTAL	60,020	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 _____	45,777	14,243	60,020	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,777	14,243	60,020	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	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	236	36	272		Kentucky _____	840	168	1,008	
New Hampshire _____	250	30	280		Tennessee _____	933	239	1,172	
Vermont _____	101	25	126		Alabama _____	755	147	902	
Massachusetts _____	1,041	251	1,292		Mississippi _____	360	47	407	
Rhode Island _____	137	36	173		EAST SO. CENTRAL	2,888	601	3,489	5.8
Connecticut _____	537	109	646		Arkansas _____	505	99	604	
NEW ENGLAND	2,302	487	2,789	4.6	Louisiana _____	885	184	1,069	
New York _____	2,021	431	2,452		Oklahoma _____	585	120	705	
New Jersey _____	1,686	400	2,086		Texas _____	3,545	915	4,460	
Pennsylvania _____	2,857	589	3,446		WEST SO. CENTRAL	5,520	1,318	6,838	11.4
MIDDLE ATLANTIC	6,564	1,420	7,984	13.3	Montana _____	125	35	160	
Ohio _____	2,829	650	3,479		Idaho _____	219	53	272	
Indiana _____	1,292	302	1,594		Wyoming _____	149	21	170	
Illinois _____	2,541	508	3,049		Colorado _____	539	138	677	
Michigan _____	1,460	333	1,793		New Mexico _____	120	24	144	
Wisconsin _____	1,785	301	2,086		Arizona _____	423	113	536	
EAST NO. CENTRAL	9,907	2,094	12,001	20.0	Utah _____	371	91	462	
Minnesota _____	1,338	255	1,593		Nevada _____	118	28	146	
Iowa _____	836	159	995		MOUNTAIN	2,064	503	2,567	4.3
Missouri _____	1,121	226	1,347		Alaska _____	66	16	82	
North Dakota _____	169	50	219		Washington _____	733	179	912	
South Dakota _____	178	17	195		Oregon _____	469	88	557	
Nebraska _____	450	78	528		California _____	3,462	838	4,300	
Kansas _____	651	116	767		Hawaii _____	48	14	62	
WEST NO. CENTRAL	4,743	901	5,644	9.4	PACIFIC	4,778	1,135	5,913	9.9
Delaware _____	215	55	270		UNITED STATES	45,762	9,939	55,701	92.8
Maryland _____	612	121	733		U.S. Territories _____	15	19	34	
Washington, DC _____	42	14	56		Canada _____	-	355	355	
Virginia _____	870	180	1,050		Mexico _____	-	189	189	
West Virginia _____	341	70	411		Other International _____	-	3,741	3,741	
North Carolina _____	1,448	303	1,751		APO/FPO _____	-	-	-	
South Carolina _____	851	182	1,033		TOTAL QUALIFIED CIRCULATION	45,777	14,243	60,020	100.0
Georgia _____	1,335	290	1,625						
Florida _____	1,282	265	1,547						
SOUTH ATLANTIC	6,996	1,480	8,476	14.1					

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	63,029	60,540	60,040	60,013	60,029	60,021
Qualified Non-Paid Total	63,029	60,540	60,040	60,013	60,029	60,021
Print Version Only	50,818	49,057	48,646	47,313	46,201	45,431
Digital Version Only	12,211	11,483	11,394	12,700	13,828	14,590
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	45,431	100.0	45,431	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,431	100.0	45,431	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	14,590	100.0	14,590	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,590	100.0	14,590	100.0	-	-

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

QUESTIONNAIRE USED TO ELICIT SUPPLEMENTARY DATA:

Start/Continue My Free Subscription to CONTROL Magazine YES NO

Signature: _____ Date: _____
 Name (please print): _____
 Title: _____
 Company: _____
 Company Address: _____
 City: _____ State: _____ Zip Code: _____
 Country: _____
 Phone: _____ Fax: _____ E-mail: _____

1. Which ONE category best describes the business or industry at your location?

2000. <input type="checkbox"/> Food & Kindred Products	3000. <input type="checkbox"/> Rubber & Misc. Plastic Products
2100. <input type="checkbox"/> Tobacco Products	3200. <input type="checkbox"/> Stone, Clay, Glass, & Concrete Products
2200. <input type="checkbox"/> Textile Mill Products	3300. <input type="checkbox"/> Primary Metal Industries
2600. <input type="checkbox"/> Paper & Allied Products	4900. <input type="checkbox"/> Electric, Gas & Sanitary Services
2800. <input type="checkbox"/> Chemical & Allied Products	8700. <input type="checkbox"/> Systems Integrators & Engineering Design Firms
2810. <input type="checkbox"/> Pharmaceuticals	8000. <input type="checkbox"/> Other <input type="checkbox"/> (please specify)
2900. <input type="checkbox"/> Petroleum Refining & Related Industries	

2. Total number of employees at this facility (check one only):

1. <input type="checkbox"/> Under 50	3. <input type="checkbox"/> 100-249	5. <input type="checkbox"/> 500-999
2. <input type="checkbox"/> 50-99	4. <input type="checkbox"/> 250-499	6. <input type="checkbox"/> 1000+

3. Please indicate the products that you recommend, specify, or purchase (check all that apply):

01. <input type="checkbox"/> Alarm Systems and Annunciators	14. <input type="checkbox"/> Panel Instrumentation and Components
02. <input type="checkbox"/> Analytical Instrumentation	15. <input type="checkbox"/> Power Supplies and Controllers
03. <input type="checkbox"/> Calibration and Test Equipment	16. <input type="checkbox"/> Pressure Instrumentation
04. <input type="checkbox"/> Components	17. <input type="checkbox"/> Recorders
05. <input type="checkbox"/> Controllers & Control Systems	18. <input type="checkbox"/> Sensors and Transmitters, Other
06. <input type="checkbox"/> Computer Hardware	19. <input type="checkbox"/> Services
07. <input type="checkbox"/> Data Acquisition	20. <input type="checkbox"/> Software
08. <input type="checkbox"/> Drive Systems and Components	21. <input type="checkbox"/> Temperature Instrumentation
09. <input type="checkbox"/> Fittings and Tubing	22. <input type="checkbox"/> Valves and Accessories
10. <input type="checkbox"/> Flow Instrumentation	23. <input type="checkbox"/> Weight Instrumentation
11. <input type="checkbox"/> Housing and Enclosures	24. <input type="checkbox"/> Other (please specify)
12. <input type="checkbox"/> Input/Output Systems	25. <input type="checkbox"/> None of the Above <input type="checkbox"/>
13. <input type="checkbox"/> Level Instrumentation	

4. In what format do you prefer to receive CONTROL magazine?

01. <input type="checkbox"/> Print version only
02. <input type="checkbox"/> Digital (web-based) version only
03. <input type="checkbox"/> Both the print and digital (web-based) versions

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

TTP1002

PUBLISHER'S AFFIDAVIT

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

Keith Larson, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed: February 13, 2012
 State: Illinois
 County: Dupage
 Received by BPA Worldwide: February 13, 2012
 Type: PSJ
 ID Number: C139Y0D1

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011								
This issue is -% or 1 copy below 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)	ENGINEERING	GENERAL ADMINISTRATION	PLANT OPERATIONS	RESEARCH AND DEVELOPMENT
FOOD & KINDRED PRODUCTS _____	10,903	18.2	9,276	1,627	2,205	3,147	4,447	1,104
TOBACCO PRODUCTS _____	135	0.2	89	46	53	23	49	10
TEXTILE MILL PRODUCTS _____	1,201	2.0	980	221	399	223	493	86
PAPER & ALLIED PRODUCTS _____	3,317	5.5	2,785	532	1,075	519	1,511	212
CHEMICALS & ALLIED PRODUCTS _____	12,139	20.2	9,342	2,797	4,471	1,919	4,548	1,201
PHARMACEUTICALS _____	3,770	6.3	2,760	1,010	1,103	773	1,344	550
PETROLEUM REFINING & RELATED INDUSTRIES _____	3,828	6.4	2,062	1,766	1,654	725	1,247	202
RUBBER & MISCELLANEOUS PLASTIC PRODUCTS _____	3,511	5.8	2,807	704	1,130	700	1,429	252
STONE, CLAY, GLASS & CONCRETE PRODUCTS _____	1,860	3.1	1,587	273	546	386	815	113
PRIMARY METAL INDUSTRIES _____	5,278	8.8	4,285	993	1,668	1,056	2,203	351
ELECTRIC, GAS & SANITARY SERVICES _____	4,192	7.0	3,022	1,170	1,536	816	1,657	183
SYSTEM INTEGRATORS & ENGINEERING DESIGN FIRMS _____	9,886	16.5	6,782	3,104	4,004	2,916	2,567	399
TOTAL QUALIFIED CIRCULATION	60,020	100.0	45,777	14,243	19,844	13,203	22,310	4,663
PERCENT	100.0		76.3	23.7	33.0	22.0	37.2	7.8

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2011																											
This is an analysis of 50,542 or 84.2% respondents who are involved with recommending, specifying or purchasing the following (See questionnaire used to elicit these data on the back page of this report). Since any one respondent may have checked more than one response, the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.																											
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL RESPONDENTS	ALARM SYSTEMS & ANNUNCIATORS	ANALYTICAL INSTRUMENTATION	CALIBRATION & TEST EQUIPMENT	COMPONENTS	CONTROLLERS & CONTROL SYSTEMS	COMPUTER HARDWARE	DATA ACQUISITION	DRIVE SYSTEMS & COMPONENTS	FITTINGS & TUBING	FLOW INSTRUMENTATION	HOUSING & ENCLOSURES	INPUT/OUTPUT SYSTEMS	LEVEL INSTRUMENTATION	PANEL INSTRUMENT & COMPONENTS	POWER SUPPLIES & CONTROLLERS	PRESSURE INSTRUMENTATION	RECORDERS	SENSORS & TRANSMITTERS, OTHER	SERVICES	SOFTWARE	TEMPERATURE INSTRUMENTATION	VALVES & ACCESSORIES	WEIGHT INSTRUMENTATION	OTHER
FOOD & KINDRED PRODUCTS _	10,903	18.2	8,603	3,868	4,792	5,354	4,743	5,296	4,482	3,963	4,077	4,113	4,447	3,991	3,959	3,963	3,913	4,506	4,362	4,064	4,502	4,405	4,111	4,889	4,333	4,606	457
TOBACCO PRODUCTS _____	135	0.2	114	43	48	60	49	69	42	41	44	43	52	41	34	47	48	56	53	45	57	45	51	62	49	46	1
TEXTILE MILL PRODUCTS _____	1,201	2.0	1,047	490	591	694	666	701	534	485	599	579	557	563	556	519	550	638	574	490	605	537	517	580	572	520	43
PAPER ALLIED PRODUCTS _____	3,317	5.5	2,936	1,355	1,669	1,884	1,775	2,013	1,579	1,398	1,701	1,587	1,683	1,473	1,505	1,566	1,506	1,789	1,695	1,334	1,781	1,579	1,497	1,648	1,711	1,467	138
CHEMICALS & ALLIED PRODUCTS _____	12,139	20.2	10,115	4,279	6,332	6,234	5,599	6,711	4,999	4,879	4,473	5,414	6,336	4,699	4,662	5,640	4,883	5,212	5,959	4,675	5,860	4,930	4,699	6,132	5,994	5,349	441
PHARMACEUTICALS _____	3,770	6.3	3,215	1,165	1,991	1,977	1,802	1,868	1,589	1,580	1,198	1,448	1,547	1,225	1,273	1,260	1,253	1,414	1,481	1,441	1,601	1,472	1,524	1,661	1,420	1,445	123
PETROLEUM REFINING & RELATED INDUSTRIES _____	3,828	6.4	2,841	1,443	1,671	1,639	1,376	2,040	1,409	1,444	1,138	1,464	1,924	1,355	1,435	1,760	1,560	1,555	1,869	1,247	1,754	1,337	1,426	1,775	1,861	1,176	135
RUBBER & MISCELLANEOUS PLASTIC PRODUCTS _____	3,511	5.8	3,159	1,312	1,747	2,162	2,154	2,166	1,638	1,551	1,681	1,737	1,614	1,594	1,539	1,425	1,541	1,862	1,789	1,420	1,836	1,579	1,521	1,848	1,736	1,548	154
STONE, CLAY, GLASS & CONCRETE PRODUCTS _____	1,860	3.1	1,616	770	914	1,132	1,039	1,152	915	800	959	903	917	836	852	846	875	1,027	943	742	939	841	805	962	940	917	112
PRIMARY METAL INDUSTRIES _	5,278	8.8	4,728	18,893	2,565	3,290	3,051	3,148	2,403	2,232	2,498	2,475	2,414	2,384	2,221	2,216	2,311	2,800	2,521	2,130	2,590	2,372	2,254	2,534	2,526	2,136	205
ELECTRIC, GAS & SANITARY SERVICES _____	4,192	7.0	3,575	1,991	2,332	2,455	2,269	2,700	2,113	2,148	1,854	1,950	2,362	1,969	2,016	2,204	2,213	2,446	2,339	2,040	2,412	1,945	1,914	2,222	2,161	1,584	136
SYSTEM INTEGRATORS & ENGINEERING DESIGN FIRMS _	9,886	16.5	8,593	4,020	5,016	5,280	5,325	6,390	5,359	5,017	4,486	4,163	4,908	4,569	4,716	4,540	4,750	5,492	5,099	4,250	5,445	4,395	4,798	5,023	4,535	3,694	427
TOTAL QUALIFIED CIRCULATION	60,020	100.0	50,542	39,629	29,668	32,161	29,848	34,254	27,062	25,538	24,708	25,876	28,761	24,699	24,768	25,986	25,403	28,797	28,684	23,878	29,382	25,437	25,117	29,336	27,838	24,488	2,372