

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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**DESIGN WORLD** is a B2B brand intended for design engineers, mechanical engineers and electrical engineers who design machines and equipment for a variety of industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth articles and special features.

### FIELD SERVED

**DESIGN WORLD** serves companies or organizations engaged in designing machines and equipment for aerospace & defense, appliance, food and beverage, energy, machine tool, medical, packaging, semiconductor, off-highway, material handling/conveyance, robotics, and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include design engineers, mechanical engineers, or electrical engineers involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment.

### PURPOSE

The supplementary data reported is an analysis of: 1) Are you a design engineer, mechanical engineer, or electrical engineer involved in the function of design, engineering analysis, technical evaluation or purchasing of products, components for machines and/or equipment? 2) Which of the following technologies do you buy, recommend, or specify?

## CHANNELS

### DESIGN WORLD MAGAZINE



6 Issues in the period  
40,000 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>DESIGN WORLD MAGAZINE</b> (6 issues in the period)	40,000	-	40,000
a. Print	35,000	-	35,000
b. Digital	5,000	-	5,000
1. Requested	5,000	-	5,000
2. Non Requested	-	-	-

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,400
Allocated for Trade Shows and Conventions	121
All Other	762
<b>TOTAL</b>	<b>3,283</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0	40,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>40,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
July	202	202	35,000	5,000	40,000
August	128	128	35,000	5,000	40,000
September	697	697	35,000	5,000	40,000
October	552	552	35,000	5,000	40,000
November	423	423	35,000	5,000	40,000
December	612	612	35,000	5,000	40,000
<b>TOTAL</b>	<b>2,614</b>	<b>2,614</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE/FUNCTION (See Note 1)
Aerospace & defense, appliance, food & beverage, energy, machine tool, medical, packaging, semiconductor, off-highway, material handling/conveyance, and robotics.	34,380	85.9	34,380
Others Allied to the Field	5,620	14.1	5,620
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>40,000</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>

Note 1: Qualified recipients include personnel involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment.

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2017**

This is an analysis of 40,000 or 100.0% of respondents who indicated they are design, mechanical, or electrical engineers with an involvement in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Are you a design, mechanical or electrical engineer involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment?

	TOTAL QUALIFIED	PERCENT OF TOTAL
Yes	40,000	100.0
No	-	-
No Answer	-	-

**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2017**

This is an analysis of 39,568 or 98.9% of respondents who indicated a decision to buy, recommend or specify the following technologies. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Which of the following technologies do you buy, recommend or specify?	TOTAL QUALIFIED	PERCENT OF TOTAL
Motion Control	18,987	47.5
Fluid Power	17,928	44.8
Fastening & Joining	24,651	61.6
Mechanical Components	31,576	78.9
Electrical/Electric Components	29,448	73.6
Materials	29,236	73.1

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	34,000	6,000	-	35,000	5,000	40,000	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,000</b>	<b>6,000</b>	<b>-</b>	<b>35,000</b>	<b>5,000</b>	<b>40,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.0</b>	<b>15.0</b>	<b>-</b>	<b>87.5</b>	<b>12.5</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	35,000	5,000	40,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,000</b>	<b>5,000</b>	<b>40,000</b>	<b>100.0</b>

**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 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*
Total Audit Average Qualified:	40,000	40,000	40,000	40,000	40,000	40,000
Qualified Non-Paid:	40,000	40,000	40,000	40,000	40,000	40,000
Print:	40,000	40,000	40,000	36,667	35,000	35,000
Digital:	-	-	-	3,333	5,000	5,000
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 2017 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 2017**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	142		Kentucky	349	
New Hampshire	344		Tennessee	693	
Vermont	119		Alabama	402	
Massachusetts	1,462		Mississippi	160	
Rhode Island	163		EAST SO. CENTRAL	1,604	4.0
Connecticut	793		Arkansas	179	
NEW ENGLAND	3,023	7.6	Louisiana	220	
New York	2,296		Oklahoma	272	
New Jersey	1,243		Texas	2,115	
Pennsylvania	1,977		WEST SO. CENTRAL	2,786	7.0
MIDDLE ATLANTIC	5,516	13.8	Montana	72	
Ohio	2,293		Idaho	134	
Indiana	1,058		Wyoming	42	
Illinois	2,465		Colorado	508	
Michigan	1,621		New Mexico	210	
Wisconsin	1,574		Arizona	593	
EAST NO. CENTRAL	9,011	22.5	Utah	400	
Minnesota	1,423		Nevada	152	
Iowa	580		MOUNTAIN	2,111	5.3
Missouri	707		Alaska	42	
North Dakota	103		Washington	714	
South Dakota	155		Oregon	535	
Nebraska	274		California	4,971	
Kansas	382		Hawaii	29	
WEST NO. CENTRAL	3,624	9.0	PACIFIC	6,291	15.7
Delaware	89		UNITED STATES	39,926	99.8
Maryland	690		U.S. Territories	74	
Washington, DC	74		Canada	-	
Virginia	842		Mexico	-	
West Virginia	120		Other International	-	
North Carolina	994		APO/FPO	-	
South Carolina	531				
Georgia	1,028				
Florida	1,592				
SOUTH ATLANTIC	5,960	14.9			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>

# ADDITIONAL DATA

## METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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.

## QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

**DESIGN WORLD**  
**Subscription Form**

You can also subscribe online at [www.designworldonline.com](http://www.designworldonline.com)

( ) Yes, I want to receive/continue to receive a free subscription to Design World ( ) No

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Dept./Division/Mailstop \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email Address \_\_\_\_\_

**1. Are you a design engineer, mechanical engineer, or electrical engineer involved in the function of design, engineering analysis, technical evaluation and purchasing of products, components for machines and/or equipment?**

YES ( ) No ( )

**2. What industry are you engaged in the design process of equipment and machines? {check one only}**

- A Automotive
- B Aerospace & Defense
- C Appliance
- M Food, Beverage
- N Energy
- D Machine Tool
- F Medical
- G Packaging
- H Semiconductor
- I Off-Highway
- E Material Handling/Conveyance
- J Wireless
- L Robotics
- K Other \_\_\_\_\_ {please specify}

**3. Which of the following technologies do you buy, recommend or specify? {check all that apply}**

- A Motion Control
- B Fluid Power
- C Fastening & Joining
- D Mechanical Components
- E Electrical/Electric Components
- F Materials
- H Rapid Manufacturing Technologies
- G Software

**4. What Engineering function are you engaged in? (check one only)**

- A Product or system Design Engineering
- B Design of Equipment for In-Plant Use
- C Research or Development
- D Testing and Evaluation
- E Engineering Management
- F Other (please explain) \_\_\_\_\_

**5. Please select your primary CAD package: (check one only)**

- A AutoCAD
- B CATIA
- C Inventor
- D IronCAD
- E KeyCreator (CADKEY)
- F Mechanical Desktop
- G NX (I-DEAS)
- H Pro/DESKTOP
- I Pro/ENGINEER
- J Solid Edge
- K SolidWorks
- L Think3
- M Unigraphics
- N VX CAD/CAM
- O Other (please specify) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## PUBLISHER'S AFFIDAVIT

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

Scott McCafferty, Managing Director

Mike Emich, Associate Publisher

(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 January 27, 2018

State Ohio

County Cuyahoga

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Type BSJ

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### About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.