

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
DESIGN WORLD MAGAZINE (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	2,234
Allocated for Trade Shows and Conventions	450
All Other	719
TOTAL	3,403

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
*January	35,000	5,000	40,000
February	35,000	5,000	40,000
March	35,000	5,000	40,000
April	35,000	5,000	40,000
May	35,000	5,000	40,000
June	35,000	5,000	40,000

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

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.	34,535	86.3	34,535
Others Allied to the Field	5,465	13.7	5,465
TOTAL QUALIFIED CIRCULATION	40,000	100.0	40,000
PERCENT	100.0		100.0

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 MAY 2018

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 MAY 2018

This is an analysis of 39,446 or 98.6% 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	17,865	44.7
Fluid Power	17,214	43.0
Fastening & Joining	23,835	59.6
Mechanical Components	30,831	77.1
Electrical/Electric Components	28,402	71.0
Materials	28,430	71.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	32,954	7,046	-	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. 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	32,954	7,046	-	35,000	5,000	40,000	100.0
PERCENT	82.4	17.6	-	87.5	12.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

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	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,000	5,000	40,000	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
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	36,667	35,000	35,000	35,000
Digital:	-	-	3,333	5,000	5,000	5,000
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in	**NC	**NC	**NC	**NC	**NC	**NC
Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2017 – June 2018 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 MAY 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	140		Kentucky	332	
New Hampshire	343		Tennessee	714	
Vermont	116		Alabama	429	
Massachusetts	1,431		Mississippi	143	
Rhode Island	158		EAST SO. CENTRAL	1,618	4.0
Connecticut	819		Arkansas	177	
NEW ENGLAND	3,007	7.5	Louisiana	237	
New York	2,186		Oklahoma	294	
New Jersey	1,176		Texas	2,233	
Pennsylvania	1,897		WEST SO. CENTRAL	2,941	7.4
MIDDLE ATLANTIC	5,259	13.2	Montana	78	
Ohio	2,289		Idaho	136	
Indiana	1,065		Wyoming	41	
Illinois	2,482		Colorado	458	
Michigan	1,648		New Mexico	215	
Wisconsin	1,563		Arizona	639	
EAST NO. CENTRAL	9,047	22.6	Utah	420	
Minnesota	1,411		Nevada	162	
Iowa	622		MOUNTAIN	2,149	5.4
Missouri	712		Alaska	40	
North Dakota	107		Washington	725	
South Dakota	155		Oregon	533	
Nebraska	272		California	4,983	
Kansas	418		Hawaii	31	
WEST NO. CENTRAL	3,697	9.2	PACIFIC	6,312	15.8
Delaware	84		UNITED STATES	39,927	99.8
Maryland	686		U.S. Territories	73	
Washington, DC	74		Canada	-	
Virginia	844		Mexico	-	
West Virginia	123		Other International	-	
North Carolina	1,004		APO/FPO	-	
South Carolina	533				
Georgia	965		TOTAL QUALIFIED CIRCULATION	40,000	100.0
Florida	1,584				
SOUTH ATLANTIC	5,897	14.7			

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.

PARAGRAPH 2 – LATE MAILING:

40,000 copies or 100.0% of the total copies distributed for the January 2018 issue were mailed on February 5, 2018.

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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	August 4, 2018
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County	Cuyahoga
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About BPA Worldwide:

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