

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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# ASSEMBLY MAGAZINE

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Tel.: (248) 362-3700  
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[www.assemblymag.com](http://www.assemblymag.com)

Official Publication of: None  
Established: 1958  
Issues per Year: 13

**FIELD SERVED**

ASSEMBLY serves manufacturing industries where product assembly is performed including wood product and furniture related product, plastics and rubber product, primary metal, fabricated metal product, machinery, computer & electronic product, electrical equipment, appliance, component, transportation equipment, miscellaneous manufacturing, contract manufacturing and energy industry manufacturing. Also qualified are engineering and/or consulting, research and development, systems integration and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are those involved in corporate management, design management, design engineering, manufacturing management, manufacturing engineering, purchasing and other personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	87
Advertiser and Agency _____	940
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,602
<b>TOTAL</b>	<b>2,629</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	56,103	100.0	56,096	100.0	7	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,103</b>	<b>100.0</b>	<b>56,096</b>	<b>100.0</b>	<b>7</b>	<b>-</b>

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	145	150	54,509	1,595			56,104
Buyer's Guide _____	-	-	54,509	1,595			56,104
August _____	132	128	54,230	1,870			56,100
September _____	156	159	54,241	1,862			56,103
October _____	177	174	54,221	1,879			56,100
November _____	97	101	54,135	1,969			56,104
December _____	369	366	54,173	1,928			56,101

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	25,169	13,488	12,046	1.12	01:30	02:53
August _____	27,778	15,603	13,733	1.14	01:37	02:55
September _____	29,145	18,101	16,141	1.12	01:44	02:48
October _____	30,567	17,490	15,777	1.11	01:38	02:52
November _____	28,758	17,630	15,687	1.12	01:35	02:35
December _____	22,119	13,309	11,717	1.14	01:38	02:44
<b>AVERAGE:</b>	<b>27,256</b>	<b>15,937</b>	<b>14,184</b>	<b>1.12</b>	<b>01:37</b>	<b>02:48</b>

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**  
**This issue is -% or 2 copies above the average of the other 6 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION					
					Corporate Management (A)	Design		Manufacturing		Purchasing (F)
						Management (B)	Engineering (C)	Management (D)	Engineering (E)	
Wood Product & Furniture Related Product Manufacturing _____	557	1.0	530	27	168	37	56	165	106	25
Plastics & Rubber Product Manufacturing _____	3,093	5.5	2,991	102	702	134	408	953	843	53
Primary Metal Manufacturing _____	985	1.8	947	38	221	49	141	326	217	31
Fabricated Metal Product Manufacturing _____	11,088	19.8	10,826	262	3,056	408	1,283	3,411	2,512	418
Machinery Manufacturing _____	10,127	18.1	9,784	343	2,904	466	1,614	2,439	2,392	312
Computer & Electronic Product Manufacturing _____	10,030	17.9	9,665	365	2,360	634	2,084	2,130	2,548	274
Electrical Equipment, Appliance & Component Manufacturing _____	5,659	10.1	5,377	282	1,243	310	1,091	1,205	1,591	219
Transportation Equipment Manufacturing _____	8,485	15.1	8,252	233	1,852	337	1,288	2,030	2,673	305
Miscellaneous Manufacturing _____	3,549	6.3	3,412	137	847	167	506	969	931	129
Contract Manufacturing _____	857	1.5	803	54	298	32	73	218	189	47
Energy Industry Manufacturing _____	27	-	15	12	3	1	4	5	13	1
Engineering and/or Consulting _____	1,066	1.9	1,010	56	448	83	390	64	73	8
Research & Development _____	461	0.8	429	32	81	36	240	40	57	7
Systems Integration _____	120	0.2	94	26	35	8	37	17	22	1
Others _____	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,104</b>	<b>100.0</b>	<b>54,135</b>	<b>1,969</b>	<b>14,218</b>	<b>2,702</b>	<b>9,215</b>	<b>13,972</b>	<b>14,167</b>	<b>1,830</b>
<b>PERCENT</b>	<b>100.0</b>		<b>96.5</b>	<b>3.5</b>	<b>25.3</b>	<b>4.8</b>	<b>16.4</b>	<b>24.9</b>	<b>25.3</b>	<b>3.3</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. <b>TOTAL</b> - Direct Request:	<b>38,307</b>	<b>16,798</b>	<b>-</b>	<b>53,136</b>	<b>1,969</b>			<b>55,105</b>	<b>98.2</b>
a. Written	2,477	655	-	3,123	9			3,132	5.6
b. Telecommunication	27,712	13,521	-	41,112	121			41,233	73.5
c. Electronic	8,118	2,622	-	8,901	1,839			10,740	19.1
II. <b>TOTAL</b> - Request from recipient's company:	-	-	-	-	-			-	-
a. Written	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-	-	-			-	-
a. Individual	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-			-	-
a. Written	-	-	-	-	-			-	-
b. Telecommunication	-	-	-	-	-			-	-
c. Electronic	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>999</b>	-	-	<b>999</b>	-			<b>999</b>	<b>1.8</b>
Association rosters and directories	-	-	-	-	-			-	-
Business directories	999	-	-	999	-			999	1.8
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-			-	-
Other sources	-	-	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,306</b>	<b>16,798</b>	<b>-</b>	<b>54,135</b>	<b>1,969</b>			<b>56,104</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.1</b>	<b>29.9</b>	<b>-</b>	<b>96.5</b>	<b>3.5</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	54,135	1,969			56,104	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>54,135</b>	<b>1,969</b>			<b>56,104</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	148	1	149		400-427 Kentucky	763	17	780	
030-038 New Hampshire	447	16	463		370-385 Tennessee	1,089	42	1,131	
050-059 Vermont	126	5	131		350-369 Alabama	651	16	667	
010-027 Massachusetts	1,583	50	1,633		386-397 Mississippi	298	2	300	
028-029 Rhode Island	259	6	265		<b>EAST SO. CENTRAL</b>	<b>2,801</b>	<b>77</b>	<b>2,878</b>	<b>5.1</b>
060-069 Connecticut	1,216	41	1,257		716-729 Arkansas	399	14	413	
<b>NEW ENGLAND</b>	<b>3,779</b>	<b>119</b>	<b>3,898</b>	<b>7.0</b>	700-714 Louisiana	255	3	258	
100-149 New York	2,522	85	2,607		730-749 Oklahoma	518	20	538	
070-089 New Jersey	1,160	28	1,188		750-799 Texas	2,817	89	2,906	
150-196 Pennsylvania	2,695	90	2,785		<b>WEST SO. CENTRAL</b>	<b>3,989</b>	<b>126</b>	<b>4,115</b>	<b>7.3</b>
<b>MIDDLE ATLANTIC</b>	<b>6,377</b>	<b>203</b>	<b>6,580</b>	<b>11.7</b>	590-599 Montana	75	3	78	
430-459 Ohio	3,815	115	3,930		832-838 Idaho	151	6	157	
460-479 Indiana	2,178	73	2,251		820-831 Wyoming	33	-	33	
600-629 Illinois	4,662	179	4,841		800-816 Colorado	535	28	563	
480-499 Michigan	3,516	161	3,677		870-884 New Mexico	127	4	131	
530-549 Wisconsin	2,718	110	2,828		850-865 Arizona	581	29	610	
<b>EAST NO. CENTRAL</b>	<b>16,889</b>	<b>638</b>	<b>17,527</b>	<b>31.2</b>	840-847 Utah	392	19	411	
550-567 Minnesota	1,800	68	1,868		889-898 Nevada	126	1	127	
500-528 Iowa	833	30	863		<b>MOUNTAIN</b>	<b>2,020</b>	<b>90</b>	<b>2,110</b>	<b>3.8</b>
630-658 Missouri	1,124	31	1,155		995-999 Alaska	27	-	27	
580-588 North Dakota	116	4	120		980-994 Washington	788	31	819	
570-577 South Dakota	180	6	186		970-979 Oregon	560	22	582	
680-693 Nebraska	447	12	459		900-961 California	4,936	186	5,122	
660-679 Kansas	569	15	584		967-968 Hawaii	23	-	23	
<b>WEST NO. CENTRAL</b>	<b>5,069</b>	<b>166</b>	<b>5,235</b>	<b>9.3</b>	<b>PACIFIC</b>	<b>6,334</b>	<b>239</b>	<b>6,573</b>	<b>11.7</b>
197-199 Delaware	71	4	75		<b>UNITED STATES</b>	<b>53,421</b>	<b>1,855</b>	<b>55,276</b>	<b>98.5</b>
206-219 Maryland	478	15	493		969 & 004-009 U.S. Territories	38	1	39	
200-205 Washington, DC	10	-	10		Canada	671	110	781	
220-246 Virginia	776	20	796		Mexico	-	1	1	
247-268 West Virginia	152	1	153		Other International	5	2	7	
270-289 North Carolina	1,447	44	1,491		APO/FPO	-	-	-	
290-299 South Carolina	756	24	780		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>54,135</b>	<b>1,969</b>	<b>56,104</b>	<b>100.0</b>
300-319 Georgia	946	32	978						
320-349 Florida	1,527	57	1,584						
<b>SOUTH ATLANTIC</b>	<b>6,163</b>	<b>197</b>	<b>6,360</b>	<b>11.4</b>					

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009	July-December 2009*
Total Audit Average Qualified _____	60,214	60,208	60,208	60,204	56,106	56,103
Qualified Non-Paid ____	60,199	60,197	60,197	60,194	56,095	56,096
Print Version Only ____	60,199	60,197	60,197	60,194	56,095	54,282
Digital Version Only ____	-	-	-	-	-	1,814
Qualified Paid	15	11	11	10	11	7
Print Version Only ____	15	11	11	10	11	7
Digital Version Only ____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

\*\*NC = None Claimed

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
13	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### 9. ADDITIONAL DATA

##### METHOD OF DISTRIBUTION

Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

##### 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

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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 _____	54,289	100.0	54,282	100.0	7	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>54,289</b>	<b>100.0</b>	<b>54,282</b>	<b>100.0</b>	<b>7</b>	<b>-</b>

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 _____	1,814	100.0	1,814	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,814</b>	<b>100.0</b>	<b>1,814</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 7, 2010
Christine A. Baloga, Corporate Audience Development Director	State	Michigan
Catherine M. Ronan, Corporate Audience Audit Manager	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 7, 2010
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPAWorldwide.	ID Number	A108P0D9