

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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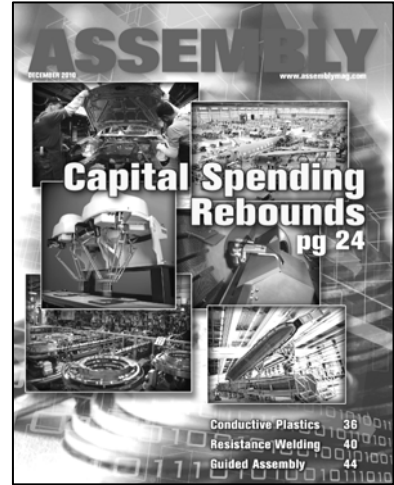
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**ASSEMBLY
MAGAZINE**

BNP Media II, LLC
2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
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 services, 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	65
Advertiser and Agency	1,208
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,721
TOTAL	2,994

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	56,104	100.0	56,098	100.0	6	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,104	100.0	56,098	100.0	6	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January	109	108	51,431	4,672	56,103
February	466	467	51,492	4,612	56,104
March	286	283	50,477	5,624	56,101
April	592	594	49,950	6,153	56,103
May	13,284	13,295	49,597	6,517	56,114
June	16	2	49,697	6,403	56,100
TOTAL	14,753	14,749			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	31,032	18,886	16,351	1.16	01:28	02:27
February	28,967	17,163	14,919	1.15	01:30	02:32
March	31,729	19,477	16,949	1.15	01:33	02:33
April	29,492	16,955	14,334	1.18	01:41	02:58
May	25,264	14,022	11,924	1.18	01:30	02:42
June	22,065	11,874	10,218	1.16	01:20	02:35
AVERAGE:	28,092	16,396	14,116	1.16	01:30	02:38

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is -% or 12 copies above 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)	CLASSIFICATION BY FUNCTION					
					Corporate Management	Design		Manufacturing		Purchasing
						Management	Engineering	Management	Engineering	
Wood Product & Furniture Related Product Manufacturing _____	729	1.3	649	80	203	24	76	180	202	44
Plastics & Rubber Product Manufacturing _____	3,179	5.7	2,787	392	713	149	451	751	1,015	100
Primary Metal Manufacturing _____	1,704	3.0	1,541	163	331	58	212	445	582	76
Fabricated Metal Product Manufacturing _____	13,600	24.2	12,214	1,386	3,564	509	1,368	3,554	4,112	493
Machinery Manufacturing _____	9,009	16.1	8,175	834	2,280	467	1,617	1,720	2,679	246
Computer & Electronic Product Manufacturing _____	5,902	10.5	5,034	868	1,239	379	1,413	848	1,861	162
Electrical Equipment, Appliance & Component Manufacturing _____	5,223	9.3	4,459	764	1,032	336	1,143	941	1,569	202
Transportation Equipment Manufacturing _____	7,023	12.5	6,386	637	1,684	296	1,083	1,320	2,411	229
Miscellaneous Manufacturing _____	4,027	7.2	3,526	501	911	192	666	865	1,153	240
Contract Manufacturing _____	1,360	2.4	1,178	182	437	57	142	270	368	86
Energy Industry Manufacturing _____	624	1.1	494	130	99	64	157	98	172	34
Engineering and/or Consulting Services _____	1,832	3.3	1,604	228	704	175	586	89	233	45
Research & Development Services _____	807	1.4	690	117	187	96	298	68	137	21
Systems Integration _____	522	1.0	469	53	167	38	180	42	77	18
Others _____	573	1.0	391	182	61	73	-	225	214	-
TOTAL QUALIFIED CIRCULATION	56,114	100.0	49,597	6,517	13,612	2,913	9,392	11,416	16,785	1,996
PERCENT	100.0		88.4	11.6	24.3	5.2	16.7	20.3	29.9	3.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request: _____	37,834	16,824	-	48,141	6,517	54,658	97.4
a. Written _____	1,886	463	-	2,326	23	2,349	4.2
b. Telecommunication _____	28,261	13,687	-	37,642	4,306	41,948	74.7
c. Electronic _____	7,687	2,674	-	8,173	2,188	10,361	18.5
II. TOTAL – Request from recipient’s company: _____	456	-	-	456	-	456	0.8
a. Written _____	2	-	-	2	-	2	-
b. Telecommunication _____	58	-	-	58	-	58	0.1
c. Electronic _____	396	-	-	396	-	396	0.7
III. TOTAL – Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	1,000	-	-	1,000	-	1,000	1.8
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	1,000	-	-	1,000	-	1,000	1.8
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,290	16,824	-	49,597	6,517	56,114	100.0
PERCENT	70.0	30.0	-	88.4	11.6	100.0	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	49,597	6,517	56,114	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,597	6,517	56,114	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	165	17	182	
New Hampshire _____	414	52	466	
Vermont _____	127	12	139	
Massachusetts _____	1,501	222	1,723	
Rhode Island _____	228	18	246	
Connecticut _____	1,233	111	1,344	
NEW ENGLAND	3,668	432	4,100	7.3
New York _____	2,348	277	2,625	
New Jersey _____	1,103	97	1,200	
Pennsylvania _____	2,545	297	2,842	
MIDDLE ATLANTIC	5,996	671	6,667	11.9
Ohio _____	3,476	415	3,891	
Indiana _____	1,887	264	2,151	
Illinois _____	4,153	515	4,668	
Michigan _____	2,976	387	3,363	
Wisconsin _____	2,405	279	2,684	
EAST NO. CENTRAL	14,897	1,860	16,757	29.9
Minnesota _____	1,577	224	1,801	
Iowa _____	705	117	822	
Missouri _____	977	125	1,102	
North Dakota _____	117	11	128	
South Dakota _____	159	13	172	
Nebraska _____	392	43	435	
Kansas _____	544	79	623	
WEST NO. CENTRAL	4,471	612	5,083	9.1
Delaware _____	76	8	84	
Maryland _____	486	54	540	
Washington, DC _____	23	1	24	
Virginia _____	725	77	802	
West Virginia _____	161	7	168	
North Carolina _____	1,431	170	1,601	
South Carolina _____	679	103	782	
Georgia _____	965	113	1,078	
Florida _____	1,503	176	1,679	
SOUTH ATLANTIC	6,049	709	6,758	12.0
Kentucky _____	689	83	772	
Tennessee _____	978	123	1,101	
Alabama _____	552	84	636	
Mississippi _____	249	33	282	
EAST SO. CENTRAL	2,468	323	2,791	5.0
Arkansas _____	330	42	372	
Louisiana _____	269	19	288	
Oklahoma _____	455	62	517	
Texas _____	2,626	370	2,996	
WEST SO. CENTRAL	3,680	493	4,173	7.4
Montana _____	57	13	70	
Idaho _____	143	24	167	
Wyoming _____	29	1	30	
Colorado _____	493	79	572	
New Mexico _____	119	13	132	
Arizona _____	548	77	625	
Utah _____	342	55	397	
Nevada _____	125	14	139	
MOUNTAIN	1,856	276	2,132	3.8
Alaska _____	28	1	29	
Washington _____	678	92	770	
Oregon _____	513	66	579	
California _____	4,737	667	5,404	
Hawaii _____	25	1	26	
PACIFIC	5,981	827	6,808	12.1
UNITED STATES	49,066	6,203	55,269	98.5
U.S. Territories _____	53	1	54	
Canada _____	445	200	645	
Mexico _____	8	9	17	
Other International _____	25	104	129	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	49,597	6,517	56,114	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 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*	January-June 2011*
Total Audit Average Qualified _____	60,204	56,106	56,103	56,103	56,105	56,104
Qualified Non-Paid Total _____	60,194	56,095	56,096	56,100	56,100	56,098
Print Version Only _____	60,194	56,095	54,282	52,403	51,567	50,434
Digital Version Only _____	-	-	1,814	3,697	4,533	5,664
Qualified Paid Total _____	10	11	7	3	5	6
Print Version Only _____	10	11	7	3	5	6
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 2010 – June 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 versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

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

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

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 _____	50,440	100.0	50,434	100.0	6	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,440	100.0	50,434	100.0	6	-

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 _____	5,664	100.0	5,664	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,664	100.0	5,664	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 28, 2011
Catherine M. Ronan, Corporate Audience Audit Manager	State	Michigan
Rtia M. Foumia, Corporate Strategy Director	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	June 28, 2011
IMPORTANT NOTE:	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	A108Y011