

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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ELECTRONIC DESIGN serves the electronic design and development industry which provides services for aviation, automotive, weapons, electronic warfare systems, computers, communications, cellular, broadcast, consumer electronics, ICs and semiconductors, medical, industrial, test equipment and more! Electronic Design supplies the engineering community with expert advice from expert engineers themselves.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

ELECTRONIC DESIGN serves the electronic design and development industry which provides services for aviation, automotive, weapons, electronic warfare systems, computers, computer networks, communications, cellular, broadcast, consumer electronics, ICs and semiconductors, medical, industrial, test equipment and other industries include academic, laboratories and consultants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals who perform an engineering or engineering management function in the following areas: design and development engineering and executive or operating management involved with design & development projects. Qualified recipients must indicate that they are involved with design/development projects.

PURPOSE

The supplementary data reported herein contains an analysis of multiple products for which qualified recipients specify or authorize the purchase of specific products and multiple industries for which qualified recipients perform design and development engineering functions.

CHANNELS

ELECTRONIC DESIGN MAGAZINE



6 Issues in the period
91,583 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ELECTRONIC DESIGN MAGAZINE (6 issues in the period)	91,583	-	91,583
a. Print	87,000	-	87,000
b. Digital	4,583	-	4,583
1. Requested	4,583	-	4,583
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	716
Advertiser and Agency	2,472
Allocated for Trade Shows and Conventions	17
All Other	-
TOTAL	3,205

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	91,583	100.0	91,583	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	91,583	100.0	91,583	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	87,000	100.0	87,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	87,000	100.0	87,000	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,583	100.0	4,583	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,583	100.0	4,583	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Print	Digital	Total Qualified
July 11	90,000	3,500	93,500
August 8	90,000	3,500	93,500
September 5	90,000	3,500	93,500
October 3	88,000	3,500	91,500
November 7	86,000	3,500	89,500
December 5	78,000	10,000	88,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 7, 2013

This issue is 2.7% or 2,500 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Are you involved with Design/ Development Projects?	CLASSIFICATION BY PRIMARY JOB FUNCTION		
						Design & Development Engineering Management	Design & Development Engineering	Design & Development Executive or Operating Mgmt
Aviation, Automotive, Weapons/Electronic Warfare, Computers/Computer Networks, Communications/ Cellular/Broadcast, Consumer Electronics, ICs & Semiconductors, Medical, Industrial, Test Equipment, Other including Academic/Laboratories/Consultant	89,500	100.0	86,000	3,500	89,500	25,218	47,723	16,559
TOTAL QUALIFIED CIRCULATION	89,500	100.0	86,000	3,500	89,500	25,218	47,723	16,559
PERCENT	100.0		96.1	3.9	100.0	28.2	53.3	18.5

SUPPLEMENTARY DATA

This is an analysis of the 89,500 or 100% of recipients who responded to the question, "For which of the following industries do you perform design and development engineering functions?". 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.

BUSINESS AND INDUSTRY	Total Respondents	Design & Development Engineering Management	Design & Development Engineering	Design & Development Executive or Operating Mgmt
Aviation	16,725	4,980	8,631	3,114
Automotive	17,433	5,452	8,149	3,832
Weapons/Electronic Warfare	13,772	3,947	7,506	2,319
Computers/Computer Networks	23,756	7,286	10,975	5,495
Communications/Cellular/Broadcast	22,521	6,966	10,656	4,899
Consumer Electronics	19,265	5,783	9,313	4,169
ICs & Semiconductors	12,555	3,939	6,125	2,491
Medical	16,576	5,050	7,829	3,697
Industrial	34,310	9,912	17,488	6,910
Test Equipment	20,745	6,108	10,600	4,037
Other including Academic/Laboratories/Consultant	5,112	1,183	2,912	1,017

SUPPLEMENTARY DATA

ANALYSIS OF INDUSTRY BY PRODUCTS SPECIFIED OR AUTHORIZED TO PURCHASE

This is an analysis of the 89,500 or 100% of recipients who responded to the question, "products you specify or authorize the purchase of". 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.

BUSINESS AND INDUSTRY	Total Respondents	PRODUCTS SPECIFIED OR AUTHORIZED TO PURCHASE									
		Digital ICs	Analog Mixed Signal	Components, Interconnections & Packaging	Power	Test & Measurement Equipment	Communications	EDA Tools	Embedded Hardware & Software	Materials	None of the above
Aviation	16,725	8,711	8,477	11,509	10,360	11,822	7,522	4,896	7,857	10,068	-
Automotive	17,433	8,295	8,286	12,046	11,039	12,429	7,769	5,018	8,056	11,101	-
Weapons/Electronic Warfare	13,772	7,798	7,703	9,937	8,831	9,930	6,538	4,447	6,901	8,060	-
Computers/Computer Networks	23,756	13,036	12,074	16,083	15,143	16,428	14,122	7,594	13,545	12,844	-
Communications/Cellular/Broadcast	22,521	12,348	12,486	15,593	14,552	16,036	16,128	7,408	11,016	12,330	-
Consumer Electronics	19,265	11,463	10,981	14,235	12,912	13,684	9,796	6,542	10,060	11,685	-
ICs & Semiconductors	12,555	7,995	7,798	8,999	8,068	9,244	6,191	5,010	6,355	7,399	-
Medical	16,576	8,863	8,713	11,878	10,771	12,109	7,570	5,323	8,376	10,731	-
Industrial	34,310	17,131	16,965	23,906	23,800	24,447	15,475	9,330	16,057	21,988	-
Test Equipment	20,745	11,506	11,634	15,212	14,442	17,842	10,591	6,679	10,519	13,228	-
Other including Academic/Laboratories/Consultant	5,112	2,838	2,722	3,482	3,478	3,706	2,350	1,329	2,422	3,026	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 7, 2013

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	89,500	-	-	86,000	3,500	89,500	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	89,500	-	-	86,000	3,500	89,500	100.0
PERCENT	100.0	-	-	96.1	3.9	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 7, 2013

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	86,000	3,500	89,500	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	86,000	3,500	89,500	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	
	January - June 2011	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2013	July - December 2013*	January - June 2013	July - December 2013*
Total Audit Average Qualified:	115,000	115,006	111,579	103,000	99,829	91,583	99,829	91,583	91,583	87,000
Qualified Non-Paid:	115,000	115,006	111,579	103,000	99,829	91,583	99,829	91,583	91,583	87,000
Print:	100,000	99,324	93,652	89,970	90,553	87,000	90,553	87,000	90,553	87,000
Digital:	15,000	15,682	17,927	13,030	9,276	4,583	9,276	4,583	9,276	4,583
Qualified Paid:	-	-	-	-	-	-	-	-	-	-
Print:	-	-	-	-	-	-	-	-	-	-
Digital:	-	-	-	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2013 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 7, 2013

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	244	3	247		Kentucky	659	25	684	
New Hampshire	820	20	840		Tennessee	1,157	46	1,203	
Vermont	267	9	276		Alabama	902	48	950	
Massachusetts	3,397	122	3,519		Mississippi	287	17	304	
Rhode Island	320	7	327		EAST SO. CENTRAL	3,005	136	3,141	3.5
Connecticut	1,491	49	1,540		Arkansas	342	10	352	
NEW ENGLAND	6,539	210	6,749	7.5	Louisiana	395	19	414	
New York	4,654	147	4,801		Oklahoma	674	26	700	
New Jersey	2,417	57	2,474		Texas	5,111	257	5,368	
Pennsylvania	3,631	113	3,744		WEST SO. CENTRAL	6,522	312	6,834	7.6
MIDDLE ATLANTIC	10,702	317	11,019	12.3	Montana	207	9	216	
Ohio	3,904	136	4,040		Idaho	391	25	416	
Indiana	1,747	80	1,827		Wyoming	93	1	94	
Illinois	3,933	149	4,082		Colorado	1,886	84	1,970	
Michigan	3,367	129	3,496		New Mexico	662	20	682	
Wisconsin	2,050	73	2,123		Arizona	1,816	86	1,902	
EAST NO. CENTRAL	15,001	567	15,568	17.4	Utah	770	37	807	
Minnesota	2,081	105	2,186		Nevada	429	19	448	
Iowa	789	42	831		MOUNTAIN	6,254	281	6,535	7.3
Missouri	1,216	63	1,279		Alaska	37	2	39	
North Dakota	157	7	164		Washington	1,868	79	1,947	
South Dakota	160	3	163		Oregon	1,359	64	1,423	
Nebraska	432	20	452		California	13,459	532	13,991	
Kansas	769	35	804		Hawaii	61	1	62	
WEST NO. CENTRAL	5,604	275	5,879	6.6	PACIFIC	16,784	678	17,462	19.5
Delaware	174	5	179		UNITED STATES	83,130	3,330	86,460	96.6
Maryland	1,963	101	2,064		U.S. Territories	50	1	51	
Washington, DC	241	25	266		Canada	2,811	168	2,979	
Virginia	2,020	98	2,118		Mexico	-	-	-	
West Virginia	278	6	284		Other International	2	1	3	
North Carolina	1,989	80	2,069		APO/FPO	7	1	8	
South Carolina	813	26	839						
Georgia	1,604	63	1,667						
Florida	3,637	150	3,787						
SOUTH ATLANTIC	12,719	554	13,273	14.8					
					TOTAL QUALIFIED CIRCULATION	86,000	3,500	89,500	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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:

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 YES NO

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 Other (Specify)

6. Do you wish to receive additional complimentary information or content?
 YES NO

7. Which of the following products do you specify or authorize?
 Analog
 Embedded
 Industrial Control
 Instrumentation
 Medical
 Military
 Other (Specify)

PUBLISHER'S AFFIDAVIT

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

Bill Baumann, Group Publisher
 Debbie Brady, Audience Development Manager

(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 February 20, 2014
 State Kansas
 County Johnson
 Received by BPA Worldwide February 20, 2014
 Type BJ
 ID Number E022B0D3

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 for the latest audit reports, membership information and publishing and advertising industry news.