

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009
(Including Supplementary Data)**

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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FIELD SERVED

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DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals involved in design & development engineering; (Inc. applied R&D), engineering management, general and corporate management, basic research, testing & quality control, manufacturing and production. Also included are government officials and other personnel including company copies in the above field as reported by principal job function in Paragraph 3a herein.

PURPOSE

The Supplementary data reported herein contains an analysis of recipients who indicated they recommend, specify or authorize the purchase of products as indicated herein; also included is an analysis of recipients who specified their job functions (including primary job function).

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	4,183
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	175
Digital _____	-
All Other _____	1,068
TOTAL	5,426

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	188,529	99.0	188,417	98.9	112	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,994	1.0	1,994	1.0	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	190,523	100.0	190,411	99.9	112	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
August ____	4,226	4,339	128,175	61,985	78			190,238	November __	5,526	6,053	123,757	67,071	81			190,909
September	8,479	8,790	126,050	64,433	83			190,566	December __	1,190	1,202	123,860	66,985	76			190,921
TOTAL	33,999	34,731															

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is 0.2% or 463 copies above the average of the other 5 issues reported in Paragraph two.

INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	CLASSIFIED BY PRINCIPAL JOB FUNCTION						
						Design Engineering	Management		Testing & Quality Control	Manufacturing & Production	Basic R&D	Government Officials And Other Personnel
							Engineering	General & Corporate				
ELECTRONICS	27,242	14.3	18,788	8,444	10	12,756	4,043	3,618	2,310	2,318	1,706	491
COMPUTERS	12,274	6.4	6,146	6,126	2	5,286	1,476	2,460	1,308	633	770	341
COMMUNICATIONS	12,298	6.4	7,987	4,306	5	4,902	2,593	1,915	1,131	740	750	267
INDUSTRIAL MACHINERY & EQUIPMENT	17,596	9.2	11,726	5,863	7	8,122	2,592	2,603	928	2,290	698	363
TRANSPORTATION/AUTOMOTIVE	15,567	8.2	10,589	4,973	5	6,107	2,416	1,890	1,609	2,314	943	288
CONSUMER PRODUCT MANUFACTURING	18,173	9.5	13,876	4,284	13	6,237	3,339	2,494	1,104	3,934	901	164
BIO-MEDICAL	12,489	6.5	8,444	4,038	7	4,678	1,534	1,766	1,333	1,459	1,437	282
POWER & ENERGY	10,558	5.5	5,950	4,608	-	4,233	2,358	1,297	842	951	616	261
MATERIALS/CHEMICALS	7,421	3.9	4,538	2,880	3	2,450	903	1,164	701	1,069	921	213
AEROSPACE/DEFENSE	28,114	14.8	18,803	9,300	11	12,039	4,478	2,684	2,360	2,132	1,916	2,505
GOVERNMENT	9,479	5.0	6,188	3,285	6	3,349	2,072	981	1,004	429	1,343	301
RESEARCH LABORATORIES	7,494	3.9	4,170	3,323	1	2,964	696	648	518	180	2,389	99
UNIVERSITIES	7,981	4.2	3,828	4,147	6	2,187	711	690	375	192	3,316	510
OTHER	4,223	2.2	2,724	1,494	5	1,351	577	1,013	238	347	229	468
TOTAL QUALIFIED CIRCULATION	190,909	100.0	123,757	67,071	81	76,661	29,788	25,223	15,761	18,988	17,935	6,553
PERCENT	100.0		64.9	35.1	-	40.2	15.6	13.2	8.3	9.9	9.4	3.4

SUPPLEMENTARY DATA OF JOB FUNCTIONS BY INDUSTRY OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This is an analysis of 190,909 or 100% of respondents who specified their job functions (including primary job function) on the qualification card (see question 4 on the questionnaire used to elicit this data). Since any one respondent may have checked more than one response, the totals for each of these functions should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	CLASSIFICATION BY JOB FUNCTION						
					Design Engineering	Management		Testing & Quality Control	Manufacturing & Production	Basic R&D	Government Officials And Other Personnel
						Engineering	General & Corporate				
ELECTRONICS	27,242	18,788	8,444	10	18,237	9,865	6,948	10,452	9,098	8,840	967
COMPUTERS	12,274	6,146	6,126	2	7,486	3,833	3,896	4,336	2,524	3,618	446
COMMUNICATIONS	12,298	7,987	4,306	5	7,699	5,060	3,535	4,853	3,192	3,712	475
INDUSTRIAL MACHINERY & EQUIPMENT	17,596	11,726	5,863	7	12,054	6,781	4,708	6,275	7,248	5,585	788
TRANSPORTATION/AUTOMOTIVE	15,567	10,589	4,973	5	9,368	5,504	3,401	6,096	6,035	4,693	635
CONSUMER PRODUCT MANUFACTURING	18,173	13,876	4,284	13	12,167	8,446	5,094	8,973	10,481	6,951	381
BIO-MEDICAL	12,489	8,444	4,038	7	7,504	4,046	3,139	4,831	4,381	4,873	522
POWER & ENERGY	10,558	5,950	4,608	-	6,385	4,376	2,330	3,474	2,884	2,836	549
MATERIALS/CHEMICALS	7,421	4,538	2,880	3	4,054	2,285	1,894	2,646	2,970	2,628	429
AEROSPACE/DEFENSE	28,114	18,803	9,300	11	17,538	9,468	4,949	9,667	7,810	8,724	3,273
GOVERNMENT	9,479	6,188	3,285	6	5,406	3,769	2,058	3,887	2,191	3,722	643
RESEARCH LABORATORIES	7,494	4,170	3,323	1	4,861	2,118	1,334	2,674	1,483	4,589	216
UNIVERSITIES	7,981	3,828	4,147	6	3,733	1,707	913	1,939	1,121	4,518	1,357
OTHER	4,223	2,724	1,494	5	2,179	1,274	1,254	1,134	1,051	1,064	817
TOTAL	190,909	123,757	67,071	81	118,671	68,532	45,453	71,237	62,469	66,353	11,498

NASA Tech Briefs ELECTRONIC VERSION
 This is an analysis of 67,152 recipients that request the electronic version of NASA Tech Briefs.

INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFIED BY PRINCIPAL JOB FUNCTION						
			DESIGN ENGINEERING	MANAGEMENT		TESTING & QUALITY CONTROL	MANUFACTURING & PRODUCTION	BASIC R&D	GOVERNMENT OFFICIALS AND OTHER PERSONNEL
				ENGINEERING	GENERAL & CORPORATE				
ELECTRONICS/COMPUTERS	14,582	21.8	7,182	1,902	1,746	1,531	888	948	385
COMMUNICATIONS	4,311	6.4	1,872	892	554	418	203	267	105
AUTOMOTIVE/TRANSPORTATION	4,978	7.4	2,191	775	426	541	652	310	83
MATERIALS/CHEMICALS	2,883	4.3	1,009	334	394	224	399	428	95
POWER & ENERGY	4,608	6.9	1,882	1,086	522	346	392	272	108
BIO-MEDICAL	4,045	6.0	1,640	465	464	448	422	508	98
CONSUMER PRODUCT MANUFACTURING	4,297	6.4	1,739	657	467	271	824	277	62
AEROSPACE/DEFENSE	9,311	13.9	4,649	1,535	697	849	662	724	195
GOVERNMENT	3,291	4.9	1,190	670	315	345	122	524	125
INDUSTRIAL, MACHINERY & EQUIPMENT	5,870	8.7	2,996	895	639	295	675	240	130
RESEARCH LABORATORIES	3,324	4.9	1,434	277	215	182	51	1,106	59
UNIVERSITIES	4,153	6.2	1,194	328	277	157	99	1,829	269
OTHER	1,499	2.2	549	207	291	80	109	100	163
TOTAL	67,152	100.0	29,527	10,023	7,007	5,687	5,498	7,533	1,877
PERCENT	100.0		44.0	14.9	10.4	8.5	8.2	11.2	2.8

SUPPLEMENTARY DATA OF PRODUCTS RECOMMENDED, SPECIFIED OR AUTHORIZED FOR PURCHASE BY INDUSTRY OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This is an analysis of 189,627 or 99.3% of the respondents who recommend specify or authorize the purchase of the following products (See question 5 on the questionnaire used to elicit this data on the back of the statement). Since any one respondent may have checked more than one response, the totals for each of these functions should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Electronic Components	ICs & Semiconductors	RF & Microwave Electronics	Connectors/ Interconnections/ Packaging/ Enclosures	Board Level Electronics/ Embedded Systems	CAD/CAM Software	Rapid Prototyping & Tooling	Software	Workstations	PCs/ Portable Computers	Data Acquisition	Test & Measurement Instruments	Sensors/ Transducers/ Detectors	Plastics/ Composites/ Ceramics	Metals	Adhesives & Coatings	Mechanical Components	Fastening Joining & Assembly	Motion Control/ Positioning Equipment	Motors & Drives/Power Transmission	Power Supplies & Batteries	Cameras/ Imaging/ Video
ELECTRONICS	27,242	18,788	8,444	10	20,344	14,863	10,333	13,388	11,450	8,903	6,351	12,886	10,330	12,873	10,405	14,129	12,383	8,353	8,131	8,145	11,436	9,518	8,092	7,992	13,153	8,086
COMPUTERS	12,274	6,146	6,126	2	6,412	3,715	2,471	3,402	3,527	3,624	1,810	8,768	6,096	7,521	3,935	3,840	3,178	1,892	1,838	1,785	2,807	2,128	2,149	2,077	4,581	3,956
COMMUNICATIONS	12,298	7,987	4,306	5	7,813	5,634	5,749	5,606	4,600	3,750	2,185	6,480	5,485	6,400	4,429	6,126	4,465	2,965	2,882	2,966	4,041	3,376	2,566	2,522	6,012	3,983
INDUSTRIAL MACHINERY & EQUIPMENT	17,596	11,726	5,863	7	8,781	4,868	3,118	6,509	4,432	6,622	5,036	7,735	6,284	7,421	6,130	8,613	8,328	7,312	8,794	6,730	11,025	9,040	8,088	8,860	7,308	4,635
TRANSPORTATION/AUTOMOTIVE	15,567	10,589	4,973	5	6,939	3,567	2,537	4,744	3,213	4,749	4,379	6,259	5,066	5,870	5,082	7,030	5,815	5,852	6,571	5,399	8,675	7,082	5,266	6,153	5,445	3,979
CONSUMER PRODUCT MANUFACTURING	18,173	13,876	4,284	13	9,989	6,616	4,986	7,370	5,502	6,682	6,046	8,407	7,660	8,573	6,915	8,814	7,150	8,068	8,291	7,071	9,781	8,627	6,927	7,242	7,914	5,351
BIO-MEDICAL	12,489	8,444	4,038	7	6,073	3,745	2,640	4,430	3,284	3,844	3,752	5,721	4,627	5,547	4,715	6,508	5,394	5,163	4,535	4,670	5,924	4,807	3,979	3,929	5,067	4,072
POWER & ENERGY	10,558	5,950	4,608	-	4,821	2,494	1,784	3,210	2,202	3,151	1,883	4,679	3,471	4,220	4,010	5,088	4,502	2,988	3,605	2,965	5,277	3,634	2,882	4,254	4,807	2,538
MATERIALS/CHEMICALS	7,421	4,538	2,880	3	2,682	1,325	1,051	1,700	1,123	1,812	1,333	2,954	2,257	2,784	2,502	3,823	2,750	3,473	3,062	3,167	3,229	2,426	2,043	2,293	2,389	1,932
AEROSPACE/DEFENSE	28,114	18,803	9,300	11	12,992	8,244	6,977	9,250	7,497	7,714	6,218	11,956	9,345	10,978	9,328	12,529	10,811	10,597	9,092	8,549	11,995	9,660	7,361	7,344	9,917	7,293
GOVERNMENT	9,479	6,188	3,285	6	4,998	3,153	2,857	3,545	2,901	3,075	1,811	5,350	4,506	5,335	4,010	4,724	4,049	2,477	2,630	2,469	3,657	2,875	2,554	2,607	4,528	3,325
RESEARCH LABORATORIES	7,494	4,170	3,323	1	4,126	2,617	2,129	2,504	2,273	2,451	1,789	4,069	2,871	3,708	3,584	4,347	3,901	2,741	2,645	2,621	3,291	2,439	2,503	2,310	3,178	2,834
UNIVERSITIES	7,981	3,828	4,147	6	4,177	2,498	1,879	2,268	1,996	2,792	1,476	4,877	3,412	4,413	3,653	4,111	3,716	2,190	2,132	1,938	3,010	1,973	2,251	2,071	3,282	2,949
OTHER	4,223	2,724	1,494	5	1,727	754	588	1,002	705	1,316	759	1,978	1,426	1,805	1,200	1,811	1,487	1,263	1,371	1,264	1,727	1,376	1,041	1,242	1,552	1,196
TOTAL	190,909	123,757	67,071	81	101,874	64,093	49,099	68,928	54,705	60,485	44,828	92,119	72,836	87,448	69,898	91,493	77,929	65,334	65,579	59,739	85,875	68,961	57,702	60,896	79,133	56,129

MEDICAL DESIGN BRIEFS (MDB) ANALYSIS BY PRODUCTS RECOMMENDED, SPECIFIED OR AUTHORIZED FOR PURCHASE BY PRINCIPAL JOB FUNCTION FOR ISSUE OF NOVEMBER 2009
 The Medical Design Briefs market focus edition is published in January, March, May, July, September, November. This is an analysis of Medical Design Briefs (MDB) respondents who recommend, specify or authorize the purchase of the following products (see question 5 on the questionnaire used to elicit this data on the back of the statement). Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

PRINCIPAL JOB FUNCTION	TOTAL QUALIFIED	Print Versions Only (A)	Electronic Version Only (B)	Both Print & Electronic Versions (Unduplicated) (C)	Electronic Components	Software	Workstations	Mechanical Components	Fastening, Joining & Assembly	Data Acquisition	Cameras/ Imaging/Video	Sensors/ Transducers/ Detectors	Test & Measurement Instruments	Plastics/ Composites/ Ceramics	Motors & Drives/Power Transmission	Connectors/ Interconnections/ Packaging/ Enclosures	Power Supplies & Batteries	Lasers & Laser Systems	Optics/ Optical Components	Rapid Prototyping & Tooling	Adhesives & Coatings
DESIGN ENGINEERING	14,616	9,133	5,476	7	8,669	7,508	5,791	7,556	6,050	5,912	5,113	7,105	7,600	5,970	5,503	5,971	6,534	4,246	4,499	4,621	5,659
ENGINEERING MANAGEMENT	5,582	3,888	1,694	-	3,657	3,248	2,962	2,996	2,587	2,657	2,336	2,932	3,198	2,585	2,438	2,879	3,099	2,038	2,017	2,012	2,507
GENERAL & CORPORATE MANAGEMENT	6,673	4,918	1,750	5	3,668	3,818	3,378	2,874	2,402	2,569	2,649	2,723	3,174	2,549	2,252	2,583	3,247	2,030	2,080	1,975	2,409
TESTING & QUALITY CONTROL	2,700	1,677	1,022	1	1,357	1,315	1,013	922	751	1,039	882	1,016	1,708	687	660	920	1,136	676	677	488	675
MANUFACTURING & PRODUCTION	3,460	2,567	891	2	1,696	1,333	1,272	1,748	1,526	1,055	1,026	1,289	1,635	1,386	1,195	1,232	1,355	879	853	998	1,351
BASIC R&D	3,866	2,289	1,575	2	1,949	2,033	1,532	1,466	1,116	1,704	1,537	1,799	2,023	1,402	1,059	1,282	1,531	1,228	1,247	975	1,333
GOVERNMENT OFFICIALS & OTHER PERSONNEL	3,020	2,625	392	3	426	442	339	293	228	237	310	282	355	2,212	214	249	343	199	208	153	229
TOTAL	39,917	27,097	12,800	20	21,422	19,697	16,287	17,855	14,660	15,173	13,853	17,146	19,693	16,791	13,321	15,116	17,245	11,296	11,581	11,222	14,163

NASA TECH BRIEFS ANALYSIS OF NUMBER OF ENGINEERS AND SCIENTISTS					
ENGINEERS & SCIENTISTS AT WORK LOCATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)
Over 1,000	20,834	10.9	12,474	8,355	5
500 - 999	8,740	4.6	5,115	3,621	4
250 - 499	10,843	5.7	6,496	4,343	4
100 - 249	17,235	9.0	10,528	6,702	5
50 - 99	15,423	8.1	9,643	5,776	4
20 - 49	22,457	11.8	14,455	7,992	10
1 - 19	92,149	48.2	61,955	30,146	48
Other	3,228	1.7	3,091	136	1
TOTAL QUALIFIED CIRCULATION	190,909	100.0	123,757	67,071	81
PERCENT	100.0		64.9	35.1	-

PHOTONICS TECH BRIEFS ANALYSIS BY INDUSTRY AND FUNCTION FOR ISSUE OF NOVEMBER 2009

The Photonics Tech Briefs market focus edition is published in January, February, April, May, July, September, October and November 2009.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Design Engineering	Management		Testing & Quality Control	Manufacturing & Production	Basic R & D	Government Officials And Other Personnel
						Engineering	General & Corporate				
ELECTRONICS _____	15,326	6,872	8,444	10	7,969	2,566	1,620	1,089	976	884	222
COMPUTERS _____	8,239	2,111	6,126	2	3,975	1,059	1,310	875	348	475	197
COMMUNICATIONS _____	7,882	3,571	4,306	5	3,434	1,977	938	613	380	408	132
INDUSTRIAL MACHINERY & EQUIPMENT _____	9,639	3,769	5,863	7	4,917	1,620	1,167	446	965	374	150
TRANSPORTATION/AUTOMOTIVE _____	7,914	2,936	4,973	5	3,453	1,482	692	730	994	466	97
CONSUMER PRODUCT MANUFACTURING _____	9,187	4,890	4,284	13	3,521	1,924	1,047	455	1,720	444	76
BIO-MEDICAL _____	6,988	2,943	4,038	7	3,099	1,007	766	613	652	741	110
POWER & ENERGY _____	6,600	1,992	4,608	-	2,813	1,647	720	465	471	362	122
MATERIALS/CHEMICALS _____	4,206	1,323	2,880	3	1,584	574	567	322	533	523	103
AEROSPACE/DEFENSE _____	17,106	7,795	9,300	11	7,757	2,917	1,124	1,132	909	1,068	2,199
GOVERNMENT _____	5,532	2,241	3,285	6	2,170	1,368	453	488	182	728	143
RESEARCH LABORATORIES _____	5,133	1,809	3,323	1	2,322	516	374	266	88	1,501	66
UNIVERSITIES _____	5,434	1,281	4,147	6	1,747	557	357	216	129	2,137	291
OTHER _____	2,260	761	1,494	5	890	376	436	98	148	128	184
TOTAL	111,446	44,294	67,071	81	49,651	19,590	11,571	7,808	8,495	10,239	4,092

PHOTONICS TECH BRIEFS ANALYSIS BY PRODUCTS RECOMMENDED, SPECIFIED, OR AUTHORIZED FOR PURCHASE FOR THE ISSUE OF NOVEMBER 2009

This is an analysis of 89,040 or 79.9% of Photonics Tech Briefs respondents who recommend, specify or authorize the purchase of the following products (see question 5 on the questionnaire used to elicit this data on the back of the statement). Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Lasers & Laser Systems	Optics/ Optical Components	Optical Design Software	Fiber Optics	Cameras/ Imaging/ Video	Motion Control/ Positioning Equipment	Sensors/ Transducers/ Detectors	Test & Measurement Instruments
ELECTRONICS _____	15,326	6,872	8,444	10	5,793	6,527	3,990	5,652	7,117	5,712	8,504	9,221
COMPUTERS _____	8,239	2,111	6,126	2	2,018	2,122	1,653	2,283	3,375	1,703	2,426	2,784
COMMUNICATIONS _____	7,882	3,571	4,306	5	2,721	3,194	2,084	3,815	3,437	1,971	3,362	4,349
INDUSTRIAL MACHINERY & EQUIPMENT _____	9,639	3,769	5,863	7	3,401	3,277	1,839	2,827	4,087	5,064	5,547	5,540
TRANSPORTATION/AUTOMOTIVE _____	7,914	2,936	4,973	5	2,421	2,151	1,400	2,018	3,279	3,085	3,744	4,222
CONSUMER PRODUCT MANUFACTURING _____	9,187	4,890	4,284	13	3,974	3,799	2,804	3,430	4,706	4,190	4,922	5,662
BIO-MEDICAL _____	6,988	2,943	4,038	7	2,718	2,849	1,615	2,337	3,400	2,774	3,744	4,254
POWER & ENERGY _____	6,600	1,992	4,608	-	1,561	1,602	962	1,984	2,228	2,038	3,197	3,464
MATERIALS/CHEMICALS _____	4,206	1,323	2,880	3	1,247	1,201	658	1,031	1,628	1,344	1,835	2,403
AEROSPACE/DEFENSE _____	17,106	7,795	9,300	11	5,263	5,560	3,265	4,945	6,397	5,157	7,728	8,389
GOVERNMENT _____	5,532	2,241	3,285	6	2,064	2,069	1,336	2,141	2,806	1,818	2,894	3,215
RESEARCH LABORATORIES _____	5,133	1,809	3,323	1	2,122	2,235	1,261	1,712	2,481	1,991	3,041	3,184
UNIVERSITIES _____	5,434	1,281	4,147	6	1,862	1,875	1,048	1,590	2,342	1,739	2,762	2,943
OTHER _____	2,260	761	1,494	5	582	653	314	555	941	714	1,024	1,130
TOTAL	111,446	44,294	67,071	81	37,747	39,114	24,229	36,320	48,224	39,300	54,730	60,760

EMBEDDED TECHNOLOGY (ET) ANALYSIS BY INDUSTRY AND FUNCTION FOR THE ISSUE OF NOVEMBER 2009

The Embedded Technology market focus edition is published in January, March, May, July, September and November.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Design Engineering	Management		Testing & Quality Control	Manufacturing & Production	Basic R & D	Government Officials And Other Personnel
						Engineering	General & Corporate				
ELECTRONICS _____	11,450	8,077	3,369	4	5,685	1,899	1,514	793	784	663	112
COMPUTERS _____	3,527	2,081	1,445	1	1,551	510	755	307	150	198	56
COMMUNICATIONS _____	4,600	3,185	1,413	2	1,965	1,041	628	424	211	283	48
INDUSTRIAL MACHINERY & EQUIPMENT _____	4,432	3,143	1,289	-	2,049	752	718	241	443	194	35
TRANSPORTATION/AUTOMOTIVE _____	3,213	2,367	844	2	1,258	601	416	307	395	206	30
CONSUMER PRODUCT MANUFACTURING _____	5,502	4,434	1,064	4	1,878	1,345	779	274	1,001	208	17
BIO-MEDICAL _____	3,284	2,279	1,003	2	1,333	535	415	341	267	345	48
POWER & ENERGY _____	2,202	1,432	770	-	877	497	301	216	147	129	35
MATERIALS/CHEMICALS _____	1,123	807	316	-	379	164	188	121	147	116	8
AEROSPACE /DEFENSE _____	7,472	5,023	2,446	3	3,773	1,495	651	593	361	526	73
GOVERNMENT _____	2,901	2,038	863	-	1,175	707	241	277	96	357	48
RESEARCH LABORATORIES _____	2,273	1,432	841	-	1,001	268	239	134	47	568	16
UNIVERSITIES _____	1,996	1,175	819	2	663	260	143	133	31	712	54
OTHER _____	705	478	226	1	260	117	174	30	39	41	44
TOTAL	54,680	37,951	16,708	21	23,847	10,191	7,162	4,191	4,119	4,546	624

EMBEDDED TECHNOLOGY (ET) ANALYSIS BY PRODUCTS RECOMMENDED, SPECIFIED OR AUTHORIZED FOR PURCHASE FOR THE ISSUE OF NOVEMBER 2009

This is an analysis of 54,680 or 100.0% of Embedded Technology (ET) respondents who recommend, specify or authorize the purchase of the following products (see question 5 on the questionnaire used to elicit this data on the back of the statement). Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purpose only.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Board Level Electronics/ Embedded Systems	ICs & Semi-conductors	Connectors/ Interconnects/ Packaging/ Enclosures	Power Supplies & Batteries	Test & Measurement Instruments	Sensors/ Transducers/ Detectors	Data Acquisition	Software
ELECTRONICS _____	11,450	8,077	3,369	4	11,450	9,446	9,097	8,105	8,044	7,885	6,924	7,571
COMPUTERS _____	3,527	2,081	1,445	1	3,527	2,449	2,345	2,412	2,190	2,036	2,059	2,845
COMMUNICATIONS _____	4,600	3,185	1,413	2	4,600	3,618	3,521	3,286	3,208	2,851	2,699	3,177
INDUSTRIAL MACHINERY & EQUIPMENT _____	4,432	3,143	1,289	-	4,432	3,256	3,633	3,331	3,361	3,460	3,007	3,201
TRANSPORTATION/AUTOMOTIVE _____	3,213	2,367	844	2	3,213	2,231	2,482	2,229	2,305	2,289	2,093	2,106
CONSUMER PRODUCT MANUFACTURING _____	5,502	4,434	1,064	4	5,502	4,466	4,552	4,185	4,044	3,805	3,785	4,006
BIO-MEDICAL _____	3,284	2,279	1,003	2	3,284	2,452	2,587	2,470	2,511	2,472	2,197	2,309
POWER & ENERGY _____	2,202	1,432	770	-	2,202	1,535	1,679	1,676	1,636	1,604	1,467	1,529
MATERIALS/CHEMICALS _____	1,123	807	316	-	1,123	754	857	807	842	822	779	778
AEROSPACE /DEFENSE _____	7,472	5,023	2,446	3	7,472	5,492	5,682	5,234	5,381	5,173	4,731	5,092
GOVERNMENT _____	2,901	2,038	863	-	2,901	2,224	2,344	2,228	2,204	2,075	2,022	2,156
RESEARCH LABORATORIES _____	2,273	1,432	841	-	2,273	1,735	1,718	1,699	1,796	1,795	1,698	1,743
UNIVERSITIES _____	1,996	1,175	819	2	1,996	1,554	1,518	1,564	1,621	1,582	1,530	1,586
OTHER _____	705	478	226	1	705	446	501	486	482	502	392	489
TOTAL	54,680	37,951	16,708	21	54,680	41,658	42,516	39,712	39,625	38,351	35,383	38,588

DEFENSE TECH BRIEFS (DTB) ANALYSIS BY INDUSTRY AND FUNCTION FOR THE ISSUE OF DECEMBER 2009

The Defense Tech Briefs market focus edition is published in February, April, June, August, October and December.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Design Engineering	Management		Testing & Quality Control	Manufacturing & Production	Basic R & D	Government Officials And Other Personnel
						Engineering	General & Corporate				
AEROSPACE /DEFENSE _____	25,979	16,798	9,171	10	11,949	4,459	2,680	2,344	2,116	1,903	528
ELECTRONICS/COMPUTERS _____	33,389	18,780	14,597	12	15,729	4,748	4,489	3,067	2,578	2,078	700
COMMUNICATIONS _____	12,266	7,993	4,268	5	4,879	2,587	1,913	1,132	740	748	267
GOVERNMENT _____	9,445	6,193	3,247	5	3,339	2,060	989	996	425	1,334	302
RESEARCH LABORATORIES _____	7,506	4,169	3,336	1	2,965	702	648	518	180	2,389	104
UNIVERSITIES _____	8,019	3,844	4,170	5	2,205	711	690	376	193	3,310	534
TOTAL	96,604	57,777	38,789	38	41,066	15,267	11,409	8,433	6,232	11,762	2,435

DEFENSE TECH BRIEFS (DTB) ANALYSIS BY PRODUCTS RECOMMENDED, SPECIFIED OR AUTHORIZED FOR PURCHASE FOR THE ISSUE OF DECEMBER 2009

This is an analysis of 84,782 or 87.8% of Defense Tech Briefs (DTB) respondents who recommend, specify or authorize the purchase of the following products (see question 5 on the questionnaire used to elicit this data on the back of the statement). Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purpose only.

INDUSTRY	TOTAL QUALIFIED	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	ICs & Semi-Conductors	RF & Microwave Electronics	Board Level Electronics/ Embedded Systems	Connectors/ Inter-connections/ Packaging/ Enclosures	Workstations	PCs/Portable Computers	Power Supplies & Batteries	Software	Test & Measurement Instruments
ELECTRONICS/COMPUTERS _____	33,389	18,780	14,597	12	16,424	11,307	12,875	14,609	12,889	16,274	14,811	17,438	15,620
COMMUNICATIONS _____	12,266	7,993	4,268	5	5,621	5,742	4,588	5,586	5,477	6,381	5,986	6,466	6,106
GOVERNMENT _____	9,445	6,193	3,247	5	3,137	2,843	2,888	3,529	4,489	5,321	4,514	5,325	4,711
RESEARCH LABORATORIES _____	7,506	4,169	3,336	1	2,618	2,134	2,277	2,507	2,871	3,711	3,171	4,070	4,344
UNIVERSITIES _____	8,019	3,844	4,170	5	2,509	1,888	2,008	2,262	3,416	4,424	3,285	4,893	4,136
TOTAL	96,604	57,777	38,789	38	38,497	30,853	32,070	37,683	38,444	47,023	41,638	50,083	47,386

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	136,266	52,078	-	121,338	66,925	81			188,344	98.7
II. Request from recipient's company: _____	2,128	16	-	2,136	8	-			2,144	1.1
III. Membership Benefit: _____	-	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	359	62	-	283	138	-			421	0.2
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	359	62	-	283	138	-			421	0.2
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	138,753	52,156	-	123,757	67,071	81			190,909	100.0
PERCENT	72.7	27.3	-	64.9	35.1	-			100.0	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	121,709	67,070	80			188,859	99.0
Individuals by name only _____	44	-	1			45	-
Titles or functions only _____	8	1	-			9	-
Company names only _____	1	-	-			1	-
Multi-Copy Same Addressee copies _____	1,995	-	-			1,995	1.0
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	123,757	67,071	81			190,909	100.0

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

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	366	106	-			472		400-427 Kentucky	1,023	306	-			1,329	
030-038 New Hampshire	1,059	356	-			1,415		370-385 Tennessee	1,789	627	-			2,416	
050-059 Vermont	328	116	-			444		350-369 Alabama	2,114	754	2			2,870	
010-027 Massachusetts	4,863	1,668	2			6,533		386-397 Mississippi	613	153	-			766	
028-029 Rhode Island	503	174	-			677		EAST SO. CENTRAL	5,539	1,840	2			7,381	3.9
060-069 Connecticut	2,373	769	2			3,144		716-729 Arkansas	580	176	-			756	
NEW ENGLAND	9,492	3,189	4			12,685	6.6	700-714 Louisiana	710	239	-			949	
100-149 New York	6,718	2,043	2			8,763		730-749 Oklahoma	1,082	364	-			1,446	
070-089 New Jersey	3,863	1,209	3			5,075		750-799 Texas	7,292	2,865	7			10,164	
150-196 Pennsylvania	5,636	1,748	5			7,389		WEST SO. CENTRAL	9,664	3,644	7			13,315	7.0
MIDDLE ATLANTIC	16,217	5,000	10			21,227	11.1	590-599 Montana	226	77	-			303	
430-459 Ohio	6,771	2,229	5			9,005		832-838 Idaho	477	186	1			664	
460-479 Indiana	3,064	1,028	1			4,093		820-831 Wyoming	126	35	-			161	
600-629 Illinois	6,102	1,892	7			8,001		800-816 Colorado	2,083	864	1			2,948	
480-499 Michigan	5,638	1,866	5			7,509		870-884 New Mexico	913	454	-			1,367	
530-549 Wisconsin	3,236	1,086	3			4,325		850-865 Arizona	2,082	926	1			3,009	
EAST NO. CENTRAL	24,811	8,101	21			32,933	17.3	840-847 Utah	1,043	403	-			1,446	
550-567 Minnesota	3,229	1,160	2			4,391		889-898 Nevada	493	184	-			677	
500-528 Iowa	1,128	385	-			1,513		MOUNTAIN	7,443	3,129	3			10,575	5.5
630-658 Missouri	1,989	632	1			2,622		995-999 Alaska	118	45	-			163	
580-588 North Dakota	221	66	-			287		980-994 Washington	2,216	913	3			3,132	
570-577 South Dakota	266	59	-			325		970-979 Oregon	1,508	552	1			2,061	
680-693 Nebraska	650	159	1			810		900-961 California	17,233	6,390	11			23,634	
660-679 Kansas	1,151	372	-			1,523		967-968 Hawaii	140	76	-			216	
WEST NO. CENTRAL	8,634	2,833	4			11,471	6.0	PACIFIC	21,215	7,976	15			29,206	15.3
197-199 Delaware	337	155	-			492		UNITED STATES	123,500	42,775	78			166,353	87.1
206-219 Maryland	3,051	1,192	-			4,243		969&004-009 U.S. Territories	190	113	-			303	
200-205 Washington, DC	597	179	-			776		Canada	7	1,736	-			1,743	
220-246 Virginia	3,480	1,395	4			4,879		Mexico	6	909	-			915	
247-268 West Virginia	442	142	-			584		Other International	30	21,528	2			21,560	
270-289 North Carolina	2,774	941	2			3,717		APO/FPO	24	10	1			35	
290-299 South Carolina	1,407	463	-			1,870		TOTAL QUALIFIED CIRCULATION	123,757	67,071	81			190,909	100.0
300-319 Georgia	2,144	721	1			2,866									
320-349 Florida	6,253	1,875	5			8,133									
SOUTH ATLANTIC	20,485	7,063	12			27,560	14.4								

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

Region/Country	Print Version Only (A)	Digital Version Only (B)	Print & Digital Version (unduplicated) (C)	Total Qualified	Percent
NORTH AMERICA					
Canada	7	1,736	-	1,743	
United States	123,522	42,787	79	166,388	
Mexico	6	909	-	915	
Subtotal North America	123,535	45,432	79	169,046	88.5
EUROPE					
France	3	1,299	-	1,302	
Germany	2	1,029	-	1,031	
Italy	2	1,479	1	1,482	
Spain	4	391	-	395	
Sweden	4	453	-	457	
United Kingdom	1	1,185	-	1,186	
Rest of Europe	3	3,205	-	3,208	
Subtotal Europe	19	9,041	1	9,061	4.7
ASIA	4	8,898	1	8,903	
MIDDLE EAST	-	140	-	140	
AFRICA	3	622	-	625	
CARIBBEAN	186	166	-	352	
CENTRAL AMERICA	-	121	-	121	
SOUTH AMERICA	4	2,082	-	2,086	
ASIA PACIFIC	6	569	-	575	
Subtotal Rest of World	203	12,598	-	12,802	6.8
TOTAL QUALIFIED CIRCULATION	123,757	67,071	81	190,909	100.0

7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified _____	190,667	190,479	190,678	190,346	190,200	190,523
Qualified Non-Paid Total _	190,530	190,332	190,524	190,250	190,200	190,411
Print Version Only _____	149,386	141,421	137,998	127,077	123,708	125,048
Digital Version Only ____	41,061	48,705	52,321	62,985	66,330	65,281
Print & Digital Version (Unduplicated) _____	83	206	205	188	162	82
Qualified Paid Total _____	137	147	154	96	-	112
Print Version Only _____	137	147	154	96	-	112
Digital Version Only ____	-	-	-	-	-	-
Print & Digital Version (Unduplicated) _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	\$75.00	\$75.00	\$75.00	**NC	**NC

***NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods 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)
12	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:

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 who request the digital version are notified via email when the version is available.

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 _____	123,166	98.4	123,054	98.3	112	0.1
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,994	1.6	1,994	1.6	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	125,160	100.0	125,048	99.9	112	0.1

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 _____	65,281	100.0	65,281	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,281	100.0	65,281	100.0	-	-

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	82	100.0	82	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	82	100.0	82	100.0	-	-

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2 Which of the following best describes your industry or service? (check one)
 01 Electronics
 02 Computers
 03 Communications
 04 Automotive
 05 Transportation
 06 Materials/Chemicals
 07 Energy/Power
 08 Bio/Medical
 09 Consumer Product Manufacturing
 10 Aerospace
 11 Government
 12 Defense
 13 Industrial Machinery & Equip.
 14 Research Lab
 15 University
 98 Other (specify): _____

5 Products you recommend, specify, or authorize for purchase: (check all that apply)
 01 Electronic Components
 32 ICs & Semiconductors
 45 RF & Microwave Electronics
 02 Board-Level Electronics/Embedded Systems
 33 Connections/Interconnections/Packaging/Enclosures
 35 PCs/Portable Computers
 06 Workstations
 34 Power Supplies & Batteries
 05 Software
 36 CAE/EDA Software
 37 CAD/CAM Software
 16 Data Acquisition
 18 Sensors/Transducers/Detectors
 19 Test & Measurement Instruments
 17 Cameras/Imaging/Video
 38 Lasers & Laser Systems
 39 Optics/Optical Components
 40 Fiber Optics
 41 Optical Design Software
 44 MEMS/Nanotechnology
 09 Mechanical Components
 10 Fastening, Joining & Assembly
 20 Motion Control/Positioning Equipment
 31 Motors & Drives/Power Transmission
 42 Rapid Prototyping & Tooling
 13 Metals
 28 Plastics/Composites/Ceramics
 43 Adhesives & Coatings
 30 None of the Above

7 How many engineers and scientists work at this address? (check one)
 01 1
 02 2-5
 03 6-19
 04 20-49
 05 50-99
 06 100-249
 07 250-499
 08 500-999
 09 over 1000

3 Do you manage an engineering department, project team, or projects?
 Yes No

6 For which of the following markets do you design/develop products? (check all that apply)
 01 Medical
 02 Defense
 03 Aerospace
 04 Automotive
 05 Energy
 98 Other

8 To which of the following publications do you subscribe? (check all that apply)
 02 COTS Journal
 04 Design News
 16 Design World
 09 Desktop Engineering
 06 EDN
 07 Electronic Design
 22 Electronic Products
 14 Laser Focus World
 08 Machine Design
 09 Mechanical Engineering
 20 Medical Device & Diagnostic Industry
 10 Military & Aerospace Electronics
 21 Motion Systems Design
 15 Photonics Spectra
 11 Product Design & Development
 13 Test & Measurement World
 99 None of the above

4 Your job functions are: (please check all that apply)
 10 Design & Development Engineering (inc. applied R&D)
 12 Testing & Quality Control
 13 Manufacturing & Production
 14 Engineering Management
 16 General & Corporate Management
 17 Basic R&D
 15 Other (specify) _____
 Write in the number of your principal job function _____

9 I also wish to receive the following free of charge:
 NASA Tech Briefs e-mail newsletter
 Yes No
 Your e-mail address _____
 Medical Design Briefs
 Yes No
 Defense Tech Briefs
 Yes No
 Signature _____
 Date _____

PUBLISHER'S AFFIDAVIT

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

Joseph T. Pramberger, Publisher
 Marie Claussell, Circulation Director

Date signed February 18, 2010

State New York

County New York

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

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This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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