



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2009**



Field Served:

Private companies or other private and public sector organizations which either manufacture electronic equipment, systems or components (OEMs), use electronic equipment in their operations (end users) or incorporate electronics into end products.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 23,106

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	_____

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	23,106	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation	_____	23,106

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies		
Allocated For Shows & Conventions		
Miscellaneous, Including Staff Copies, See Par. 11(a)	1,755	
Total Average Non-Qualified Circulation	_____	1,755

1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2009 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan./Feb.	23,281		23,281	794	449
Mar.	22,983		22,983	377	79
May	22,936		22,936	295	248
June/July	23,223		23,223	1,943	2,230
			Total	3,409	3,006

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE/JULY, 2009 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS 0.5% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Units*	Classification by Job Titles									
				1	2	3	4	5	6	7	8	9	10
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines	579	2.5	422	218	38	65	74	82	21	14	22	26	19
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment.....	1,409	6.1	781	402	84	155	207	193	91	29	111	94	43
3. Communications Equipment and Systems	1,263	5.5	643	288	76	215	220	178	65	24	93	64	40
4. Electronic Industrial Controls Equipment and Systems	2,304	9.9	1,264	573	143	296	425	255	155	57	166	168	66
5. Electronics, Components and Subassemblies	1,671	7.2	937	433	114	130	269	159	90	22	194	203	57
6. Consumer Electronic Appliances; Home Entertainment and Others.....	461	2.0	298	136	27	74	69	57	17	12	33	19	17
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment.	791	3.4	316	86	58	118	226	120	40	25	69	15	34
8. System Houses integrating Electronic Hardware with Software.....	683	2.9	527	347	54	47	88	50	22	9	22	26	18
9. Industrial Companies within the OEM incorporating Electronic Equipment into their end product, not elsewhere classified.....	1,135	4.9	813	191	58	90	279	85	59	23	269	40	41
USERS OF ELECTRONIC EQUIPMENT													
10. Industrial Companies using Electronic Equipment in their Manufacturing	4,297	18.5	2,858	869	253	371	865	664	388	347	250	177	113
11. Commercial Users of Electronic Equipment:													
a) Telephone, Satellite and Related Communications	382	1.6	269	90	24	33	75	97	11	19	6	10	17
b) Radio, TV, CATV and Related Broadcasting.....	471	2.0	365	71	46	18	147	141	14	22	4	3	5
c) Power Generation Systems and Public Utilities	813	3.5	500	47	127	55	255	211	27	41	16	4	30
d) Transportation Services	215	0.9	128	29	20	14	39	55	8	19	16	6	9
OTHER													
12. Independent Research, Test and Design Laboratories; Engineering Firms and individual Consulting Engineers designing, specifying and/or utilizing electronic equipment	1,924	8.3	1,573	811	102	244	395	214	56	14	31	20	37
13. Government Agencies and Military:													
a) Federal	634	2.7	295	20	38	60	107	301	16	21	14	1	56
b) Provincial and Municipal	391	1.7	278	19	40	21	65	153	22	28	9	1	33
14. Distribution - including Manufacturers Representatives, Jobbers, Distributors, Importers'													
a) Commercial, Industrial	1,475	6.4	1,110	508	158	27	74	100	40	55	87	365	61
b) Consumers	256	1.1	204	115	21	2	23	21	8	10	17	27	12
15. Education, Hospitals, Libraries.....	1,288	5.5	631	70	62	57	163	549	19	68	52	1	247
16. Others Allied to the Field	781	3.4	720	323	68	25	66	118	20	39	18	36	68
Other Paid Circulation													
Subscriptions													
Single Copy Sales													
Total Qualified Circulation.....	23,223	100.0	14,932	5,646	1,611	2,117	4,131	3,803	1,189	898	1,499	1,306	1,023

*Definition of a unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.

JOB TITLES

1. General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice-Presidents (n.e.c.), Directors, (n.e.c.)
2. Branch Managers, District Managers, Regional Managers, Supervisors
3. Design & Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specifications Writers, Project Managers/Coordinators
4. Engineering Services, including Vice-Presidents of Engineering, Directors of Engineering, Chief Engineers, Consulting Engineers, Evaluation Engineers, Value Engineers, Test Engineers, Quality Control Engineers, Standards Engineers, Controls Specialists, Quality Assurance Specialists/Supervisors, and related technical personnel
5. Research, including Vice-Presidents of Research; Research Directors; Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers
6. Manufacturing, Production & Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Managers, Electrical Supervisors
7. Field Service, Repair & Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives
8. Purchasing & Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers.
9. Marketing & Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers
10. Other Qualified Personnel, n.e.c.

SUPPLEMENTAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Units*	Classification by Provinces										Outside Canada	
				NL	PE	NS	NB	QC	ON	MB	SK	AB & (NT & NU)	BC & YT		
1. Computers, Data Processing and Peripheral Equipment, Office and Business															
Machines	579	2.5	422	9		1	2	116	322	14	3	45	67		
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment.	1,409	6.1	781	8	2	26	2	321	708	26	10	155	151		
3. Communications Equipment and Systems	1,263	5.5	643	2		47	10	258	564	31	46	154	151		
4. Electronic Industrial Controls Equipment and Systems	2,304	9.9	1,264	16	2	26	30	462	1,032	79	33	268	356		
5. Electronics, Components and Subassemblies	1,671	7.2	937	5	3	29	19	357	882	30	14	149	183		
6. Consumer Electronic Appliances; Home Entertainment and Others	461	2.0	298	2		6	7	111	213	13	6	37	66		
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment.....	791	3.4	316	13	2	48	3	220	321	24	4	67	89		
8. System Houses integrating Electronic Hardware with Software.....	683	2.9	527	5	1	6	2	136	323	13	8	81	108		
9. Industrial Companies within the OEM incorporating Electronic Equipment into their end product, not elsewhere classified.....	1,135	4.9	813	1	3	16	16	276	526	39	14	118	126		
USERS OF ELECTRONIC EQUIPMENT															
10. Industrial Companies using Electronic Equipment in their Manufacturing	4,297	18.5	2,858	25	8	82	73	1,029	1,938	136	73	489	444		
11. Commercial Users of Electronic Equipment:															
a) Telephone, Satellite and Related Communications	382	1.6	269	2	1	3	4	65	156	27	20	51	53		
b) Radio, TV, CATV and Related Broadcasting	471	2.0	365	13	3	22	8	88	191	18	20	45	63		
c) Power Generation Systems and Public Utilities	813	3.5	500	21	3	17	18	171	245	94	41	95	108		
d) Transportation Services	215	0.9	128	5		4	3	44	87	12	3	17	40		
OTHER															
12. Independent Research, Test and Design Laboratories; Engineering Firms and individual Consulting Engineers designing, specifying and/or utilizing electronic equipment	1,924	8.3	1,573	21	4	34	32	376	815	62	21	227	332		
13. Government Agencies and Military:															
a) Federal	634	2.7	295	15	2	65	9	88	319	32	15	40	49		
b) Provincial and Municipal	391	1.7	278	1	2	9	11	88	127	39	20	64	30		
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers															
a) Commercial, Industrial	1,475	6.4	1,110	12	5	29	9	307	702	49	14	170	178		
b) Consumers	256	1.1	204	2	1	3	3	57	108	18	5	21	38		
15. Education, Hospitals, Libraries	1,288	5.5	631	29	11	45	35	287	438	80	48	156	159		
16. Others Allied to the Field	781	3.4	720	2	1	14	7	110	383	22	16	124	99		3
Other Paid Circulation															
Subscriptions															
Single Copy Sales															
Total Qualified Circulation.....	23,223	100.0	14,932	209	54	532	303	4,967	10,400	858	434	2,573	2,890		3

*Definition of a unit: A unit is an establishment primarily engaged in one type of economic activity at a single physical location.



Audit Bureau
of Circulations
Member

ELECTRONIC PRODUCTS AND TECHNOLOGY

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Paid and Non-Paid Circulation:					
Total Direct request from recipient:	16,003	3,381	1,982	21,366	92.0
Written.....	1,029	136	72	1,237	5.3
Telecommunication	10,305	2,569	1,554	14,428	62.1
Internet and E-mail.....	4,669	676	356	5,701	24.6
Total Direct request from recipient's company:					
Written					
Telecommunication					
Internet and E-mail.....					
Total Communication other than request:	627			627	2.7
Written.....	31			31	0.1
Telecommunication	596			596	2.6
Internet and E-mail.....					
Association	149			149	0.6
Business Directories, See Par. 11(b).....	450			450	2.0
Lists, See Par. 11(c)	2			2	0.0
Acquired Circulation					
Other Sources, See Par. 11(d)	629			629	2.7
Total Qualified Paid and Non-Paid Circulation	17,860	3,381	1,982	23,223	100.0
Percent	76.9	14.6	8.5	100.0	
Single Copy Sales					
Total Qualified Circulation				23,223	

3C

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%
Individual by name and title and/or occupation	23,114	99.5
Individual by name only	103	0.5
Title or occupation only	5	0.0
Company name only	1	0.0
Multi-Copy Same Addressee		
Total Qualified Paid Subscription & Non-Paid Circulation	23,223	100.0
Single Copy Sales		
Total Qualified Circulation	23,223	

4

GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%	Units
Newfoundland/Labrador.....	209	0.9	122
Nova Scotia	532	2.3	313
Prince Edward Island.....	54	0.2	41
New Brunswick.....	303	1.3	207
Quebec	4,967	21.4	3,238
Ontario.....	10,400	44.8	6,728
Manitoba.....	858	3.7	503
Saskatchewan	434	1.9	262
Alberta	2,546	11.0	1,641
British Columbia	2,876	12.4	1,842
Northwest Territories.....	25	0.1	20
Nunavut	2	0.0	2
Yukon Territory	14	0.0	10
Canadian Unclassified.....			
Total Canada	23,220	100.0	14,929
British Commonwealth.....			
United States	2	0.0	2
Military or Civilian Personnel Overseas			
Other International.....	1	0.0	1
Total International	3	0.0	3
E-Mail Address only.....			
Other Unclassified			
Grand Total	23,223	100.0	14,932

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2009

5	<p>PRICE DATA</p> <p>Basic Prices: Subscriptions: Single Copy: Sales include Premium Values Basic & higher than basic:</p> <p>75% - 99% of basic:</p> <p>50% - 74% of basic:</p> <p>25% - 49% of basic:</p> <p>Less than 25% of basic:</p> <p>Total</p>	<p>Not applicable</p>
----------	---	-----------------------

7	<p>SALES CHANNELS</p> <p>Ordered by mail and/or directly requested by subscriber</p> <p>Ordered through salespeople: Catalog agencies and individual agents</p> <p>Publisher's own and other publishers' salespeople</p> <p>Independent agencies' salespeople</p> <p>Association memberships</p> <p>All other channels</p> <p>Total</p>	<p>Not applicable</p>
----------	---	-----------------------

6	<p>TERM DATA</p> <p>Three years or more</p> <p>Two years or more but less than three</p> <p>One year or more but less than two</p> <p>Less than one year</p> <p>Total</p>	<p>Not applicable</p>
----------	---	-----------------------

8	<p>PREMIUM USAGE</p> <p>Ordered without premium</p> <p>Ordered with reprinted material from this publication</p> <p>Ordered with other premiums</p> <p>Total</p>	<p>Not applicable</p>
----------	--	-----------------------

ADDITIONAL CIRCULATION INFORMATION

9	<p>POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION</p> <p>Not applicable</p>
----------	---

10	<p>RENEWAL ANALYSIS OF PAID CIRCULATION</p> <p>Not applicable</p>
-----------	--

11 EXPLANATORY

Audit Cycle: June Ending.

(a) Miscellaneous includes checking and promotion copies, averaging 1,261 copies per issue, served to advertisers and agencies.

(b) Business Directories represent copies served to subscribers obtained from Scott's Directory and Dun & Bradstreet.

(c) Lists represent copies served to subscribers obtained from CIFS.

(d) Other Sources represent copies served to subscribers obtained from trade show and conventions and to individuals in the field served as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients are: designers, engineers, technologists, technicians, managers, researchers, and purchasers, as well as other personnel employed in the field served.

If you have any questions regarding this report, contact:
ABC's Canadian Office
Telephone: (416) 962-5840 - FAX: (416) 962-5844
151 Bloor Street West, Suite 850
Toronto, ON M5S 1S4

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules

Parent Company: HCN Publications Company

PETER LONEY

Publisher

DIANE RAKOFF

Senior Circulation Manager

Signed: August 12, 2009

Copyright © 2009 Audit Bureau of Circulations. All rights reserved.

Frequency: 8 times/year

Format: Standard

Established: 1979

ABC Member Since: 2008

Member No. 06-1382-9

CARD: 564

Published by:

Business Information Group

Ste. 800, 12 Concorde Place

Toronto, ON M3C 4J2

T: (416) 510-5207 • F: (416) 510-5133

www.ept.ca

Publisher: Peter Loney

Editor: Stephen Law

06-1382-9	Analyzed Issue Date	06-07/01/09
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	