



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2011**



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 21,377

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	21,377

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	13,686	
Digital Only, See Par. 11(b)	4,828	
Print & Digital (Unduplicated), See Par. 11(c)	2,863	
Total Individual	21,377	
Association		
Multi-Copy Same Addressee		
Total Average Qualified Non-Paid Circulation		21,377

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	125
Miscellaneous, Including Staff Copies, See Par. 11(d)	1,110
Total Average Non-Qualified Circulation	1,235

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

2011 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan./Feb.	21,780		14,823	4,200	2,757	21,780	228	74
Mar./Apr.	21,700		14,037	4,817	2,846	21,700	502	422
May	21,000		12,955	5,135	2,910	21,000	1,315	615
June/July	21,027		12,930	5,160	2,937	21,027	42	69
						Total	2,087	1,180



ELECTRONIC PRODUCTS AND TECHNOLOGY

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2011 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS 1.8% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	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	448	2.1	269	107	72	345	172	27	33	50	68	22	7	17	30	22	
2. Test and Measurement Instrumentation Equipment: Medical and Scientific																	
Equipment	1,174	5.6	741	284	149	646	312	64	118	180	191	86	11	83	86	43	
3. Communications Equipment and Systems	1,217	5.8	748	294	175	573	256	63	133	264	168	88	13	97	69	66	
4. Electronic Industrial Controls Equipment and Systems	1,899	9.0	1,174	452	273	1,115	490	102	179	353	229	178	39	119	135	75	
5. Electronics, Components and Subassemblies	1,561	7.4	953	357	251	829	363	78	105	275	156	110	21	158	229	66	
6. Consumer Electronic Appliances; Home Entertainment and Others	411	2.0	243	98	70	283	123	19	44	66	56	35	7	28	11	22	
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment	758	3.6	482	178	98	298	89	52	73	224	124	53	18	60	18	47	
8. System Houses integrating Electronic Hardware with Software	520	2.5	308	140	72	396	246	31	32	91	43	21	1	21	17	17	
9. Industrial Companies within the OEM incorporating Electronic Equipment into their end product, not elsewhere classified	1,272	6.1	777	329	166	839	223	47	88	314	132	125	32	193	64	54	
USERS OF ELECTRONIC EQUIPMENT																	
10. Industrial Companies using Electronic Equipment in their Manufacturing	3,362	16.0	2,240	743	379	2,290	676	181	233	589	541	449	208	208	156	121	
11. Commercial Users of Electronic Equipment:																	
a) Telephone, Satellite and Related Communications	467	2.2	281	127	59	294	106	28	28	96	119	29	14	13	14	20	
b) Radio, TV, CATV and Related Broadcasting	545	2.6	338	140	67	424	81	41	14	188	154	14	21	9	5	18	
c) Power Generation Systems and Public Utilities	532	2.5	332	131	69	320	43	56	27	121	160	54	20	7	5	39	
d) Transportation Services	254	1.2	147	64	43	155	30	30	11	54	60	30	13	8	5	13	
OTHER																	
12. Independent Research, Test and Design Laboratories; Engineering Firms and individual Consulting Engineers designing, specifying and/or utilizing electronic equipment	1,857	8.8	1,131	486	240	1,501	726	103	182	391	209	121	11	27	28	59	
13. Government Agencies and Military:																	
a) Federal	607	2.9	328	184	95	292	17	34	43	96	290	39	7	11	6	64	
b) Provincial and Municipal	450	2.1	251	125	74	280	24	34	21	65	177	52	21	10	1	45	
14. Distribution - including Manufacturers Representatives, Jobbers, Distributors, Importers:																	
a) Commercial, Industrial	1,509	7.2	923	353	233	1,096	460	157	19	55	96	48	38	83	518	35	
b) Consumers	233	1.1	166	45	22	186	94	23		16	19	7	5	16	40	13	
15. Education, Hospitals, Libraries	1,250	6.0	707	346	197	597	57	49	47	168	531	45	52	41	1	259	
16. Others Allied to the Field	674	3.2	416	152	106	637	267	50	19	50	101	41	27	11	45	63	
Other Paid Circulation																	
Subscriptions																	
Single Copy Sales																	
Total Qualified Circulation	21,000	100.0	12,955	5,135	2,910	13,396	4,855	1,269	1,449	3,706	3,624	1,647	586	1,220	1,483	1,161	

*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	%	Qualified Non-Paid			Qualified Non-Paid Print & Digital (Unduplicated)	Units*	Classification by Provinces										Outside Canada
			Print Only	Non-Paid Digital Only	Print & Digital (Unduplicated)			NL	PE	NS	NB	QC	ON	MB	SK	AB & (NT & NU)	BC & YT	
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines	448	2.1	269	107	72	345	5			2	1	112	232	11		37	46	2
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment	1,174	5.6	741	284	149	646	2	2	16	1	285	541	22	12	127	162	4	
3. Communications Equipment and Systems	1,217	5.8	748	294	175	573	1		38	8	226	519	24	61	170	168	2	
4. Electronic Industrial Controls Equipment and Systems	1,899	9.0	1,174	452	273	1,115	11	1	23	22	404	822	49	27	257	283		
5. Electronics, Components and Subassemblies	1,561	7.4	953	357	251	829	5	3	25	14	389	785	34	14	158	131	3	
6. Consumer Electronic Appliances; Home Entertainment and Others	411	2.0	243	98	70	283	1		4	7	106	175	9	7	57	44	1	
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment	758	3.6	482	178	98	298	9	2	49	2	213	295	20	2	65	98	3	
8. System Houses integrating Electronic Hardware with Software	520	2.5	308	140	72	396	1		5	1	100	256	9	6	57	83	2	
9. Industrial Companies within the OEM incorporating Electronic Equipment into their end product, not elsewhere classified	1,272	6.1	777	329	166	839	1	1	24	15	316	547	42	18	150	150	8	
10. Industrial Companies using Electronic Equipment in their Manufacturing	3,362	16.0	2,240	743	379	2,290	20	6	68	44	822	1,439	111	69	444	336	3	
11. Commercial Users of Electronic Equipment:																		
a) Telephone, Satellite and Related Communications	467	2.2	281	127	59	294	3	1	2	5	71	183	25	45	75	56	1	
b) Radio, TV, CATV and Related Broadcasting	545	2.6	338	140	67	424	12	2	22	9	98	209	20	23	61	89		
c) Power Generation Systems and Public Utilities	532	2.5	332	131	69	320	14	4	12	8	127	189	32	31	61	52	2	
d) Transportation Services	254	1.2	147	64	43	155	6		5	3	53	103	9		28	47		
OTHER																		
12. Independent Research, Test and Design Laboratories; Engineering Firms and individual Consulting Engineers designing, specifying and/or utilizing electronic equipment	1,857	8.8	1,131	486	240	1,501	22	2	33	26	389	770	54	29	247	282	3	
13. Government Agencies and Military:																		
a) Federal	607	2.9	328	184	95	292	11	1	52	8	104	293	35	11	39	53		
b) Provincial and Municipal	450	2.1	251	125	74	280	2	2	10	7	95	115	65	19	106	29		
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers																		
a) Commercial, Industrial	1,509	7.2	923	353	233	1,096	10	2	22	8	329	733	56	15	144	188	2	
b) Consumers	233	1.1	166	45	22	186	1	1	2	3	43	103	28	5	18	28	1	
15. Education, Hospitals, Libraries	1,250	6.0	707	346	197	597	23	11	45	37	284	394	68	56	161	171		
16. Others Allied to the Field	674	3.2	416	152	106	637	2		14	5	99	288	25	21	133	81	6	
Other Paid Circulation																		
Subscriptions																		
Single Copy Sales																		
Total Qualified Circulation	21,000	100.0	12,955	5,135	2,910	13,396	162	41	473	234	4,665	8,991	748	471	2,595	2,577	43	

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



ELECTRONIC PRODUCTS AND TECHNOLOGY

3B

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%	
				1 Year	2 Years	3 Years			
Qualified Non-Paid Circulation:									
Direct Request from recipient	12,934	5,133	2,908	16,727	3,275	973	20,975	99.9	
Direct Request from recipient's company									
Communication other than request	19	2	2	23			23	0.1	
Association									
Business Directories									
Lists									
Acquired Circulation									
Other Sources, See Par. 11(e)	2			2			2	0.0	
Total Qualified Non-Paid Circulation	12,955	5,135	2,910	16,752	3,275	973	21,000	100.0	
Percent	61.6	24.5	13.9	79.8	15.6	4.6	100.0		
Paid Subscription Circulation									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							21,000		

3C

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	20,940	99.7	12,920	5,121	2,899
Individual by name only	57	0.3	32	14	11
Title or occupation only	1	0.0	1		
Company name only	2	0.0	2		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	21,000	100.0	12,955	5,135	2,910
Single Copy Sales					
Total Qualified Circulation	21,000				

4

GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Units*
Newfoundland/Labrador	162	0.8	120	25	17	99
Nova Scotia	473	2.3	335	88	50	275
Prince Edward Island	41	0.2	33	3	5	30
New Brunswick	234	1.1	166	52	16	169
Quebec	4,665	22.2	2,645	1,111	909	3,062
Ontario	8,991	42.9	5,822	2,060	1,109	5,774
Manitoba	748	3.6	463	208	77	438
Saskatchewan	471	2.2	292	127	52	263
Alberta	2,572	12.2	1,549	710	313	1,589
British Columbia	2,569	12.2	1,504	709	356	1,629
Northwest Territories	23	0.1	18	3	2	20
Nunavut						
Yukon Territory	8	0.0	4	2	2	7
Canadian Unclassified						
Total Canada	20,957	99.8	12,951	5,098	2,908	13,355
British Commonwealth						
United States	36	0.2	4	30	2	34
Military or Civilian Personnel Overseas						
Other International	7	0.0		7		7
Total International	43	0.2	4	37	2	41
E-Mail Address Only						
Other Unclassified						
Grand Total	21,000	100.0	12,955	5,135	2,910	13,396

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

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2011

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES
INCLUDED IN PAID CIRCULATION**

Reporting not required

10 **RENEWAL ANALYSIS OF
PAID CIRCULATION**

Reporting not required

11 **EXPLANATORY**

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 13,686 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of ELECTRONIC PRODUCTS AND TECHNOLOGY.

(b) Digital Only Individual subscriptions, averaging 4,828 qualified non-paid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ELECTRONIC PRODUCTS AND TECHNOLOGY is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Print & Digital (Unduplicated) Individual subscriptions, averaging 2,863 copies per issue, represent copies served to individuals receiving the print and digital version of ELECTRONIC PRODUCTS AND TECHNOLOGY. The digital version of ELECTRONIC PRODUCTS AND TECHNOLOGY is made available to subscribers through a password secure website wherein e-mail is sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 938 copies per issue, served to advertisers and agencies.

(e) 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: July 15, 2011

Copyright © 2011 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

80 Valleybrook Drive

North York, ON M3B 2S9

T: (416) 510-5207 • F: (416) 510-5133

www.ept.ca

Publisher: Peter Loney

Editor: Stephen Law

06-1382-9

Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

05/01/11