

**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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ENGINEERING

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Issues Per Year: 12

FIELD SERVED

HPAC ENGINEERING serves consulting engineering/architectural firms, engineering/construction firms, mechanical contracting firms, industrial/manufacturing firms, and commercial/institutional, government firms with the Mechanical Systems Engineering function of design, specification, installation, operation and maintenance for the mechanical systems of industrial plants, commercial and institutional buildings, processing firm, transportation/airport/railroad, financial/insurance, communications/broadcast, computer/internet, ESCO/energy, sales engineer/manufacturer's representative, OEM engineer, distributor/wholesaler and others allied to the field. These mechanical systems include: air conditioning-central and unitary; air filtration HVAC systems; energy management; fire protection/detection; heating-air, liquid, steam; piping; industrial process; plumbing/sanitary; power-piping/refrigeration; power generation; ventilation; water treatment/conditioning.



DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of HEATING/PIPING/AIR CONDITIONING must have a title that places them in either engineering management or staff engineering. In addition to these title requirements, recipients must have a primary mechanical engineering function of: a) engineering management; b) engineering services for systems design; c) engineering services for systems installation; d) engineering for maintenance/repair operations; e) facility engineering/ management; f) other engineering.

PURPOSE

Included herein is a supplementary analysis of respondents who personally specify, design, recommend and/or make product selection for the components of mechanical systems for new or existing buildings.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	570
Advertiser and Agency _____	1,809
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,024
TOTAL	3,403

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	46,354	100.0	46,354	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,354	100.0	46,354	100.0	-	-

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)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	74	74	46,362	3,396			49,758	October ____	978	979	45,814	3,897			49,711
August _____	214	214	46,297	3,421			49,718	November __	14,492	4,493	34,732	4,759			39,491
September _	145	145	46,363	3,460			49,823	December __	195	195	34,895	4,732			39,627
TOTAL								TOTAL	16,098	6,100					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	32,467	7,024	-	34,732	4,759			39,491	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	32,467	7,024	-	34,732	4,759			39,491	100.0
PERCENT	82.2	17.8	-	87.9	12.1			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	34,732	4,759			39,491	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	34,732	4,759			39,491	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	180	21	201		400-427 Kentucky _____	422	53	475	
030-038 New Hampshire _____	178	26	204		370-385 Tennessee _____	668	89	757	
050-059 Vermont _____	98	15	113		350-369 Alabama _____	446	66	512	
010-027 Massachusetts _____	966	130	1,096		386-397 Mississippi _____	227	30	257	
028-029 Rhode Island _____	145	19	164		EAST SO. CENTRAL	1,763	238	2,001	5.1
060-069 Connecticut _____	486	46	532		716-729 Arkansas _____	258	47	305	
NEW ENGLAND	2,053	257	2,310	5.8	700-714 Louisiana _____	329	48	377	
100-149 New York _____	2,518	285	2,803		730-749 Oklahoma _____	420	63	483	
070-089 New Jersey _____	1,077	138	1,215		750-799 Texas _____	2,133	381	2,514	
150-196 Pennsylvania _____	2,033	271	2,304		WEST SO. CENTRAL	3,140	539	3,679	9.3
MIDDLE ATLANTIC	5,628	694	6,322	16.0	590-599 Montana _____	165	19	184	
430-459 Ohio _____	1,603	212	1,815		832-838 Idaho _____	206	27	233	
460-479 Indiana _____	826	104	930		820-831 Wyoming _____	92	18	110	
600-629 Illinois _____	1,838	226	2,064		800-816 Colorado _____	594	113	707	
480-499 Michigan _____	1,031	153	1,184		870-884 New Mexico _____	152	33	185	
530-549 Wisconsin _____	1,003	136	1,139		850-865 Arizona _____	367	58	425	
EAST NO. CENTRAL	6,301	831	7,132	18.1	840-847 Utah _____	258	44	302	
550-567 Minnesota _____	774	114	888		889-898 Nevada _____	173	31	204	
500-528 Iowa _____	478	57	535		MOUNTAIN	2,007	343	2,350	5.9
630-658 Missouri _____	849	118	967		995-999 Alaska _____	93	9	102	
580-588 North Dakota _____	121	14	135		980-994 Washington _____	765	117	882	
570-577 South Dakota _____	147	14	161		970-979 Oregon _____	413	65	478	
680-693 Nebraska _____	335	53	388		900-961 California _____	3,068	360	3,428	
660-679 Kansas _____	430	93	523		967-968 Hawaii _____	104	20	124	
WEST NO. CENTRAL	3,134	463	3,597	9.1	PACIFIC	4,443	571	5,014	12.7
197-199 Delaware _____	92	14	106		UNITED STATES	34,032	4,759	38,791	98.2
206-219 Maryland _____	700	111	811		969 & 004-009 U.S. Territories _____	53	-	53	
200-205 Washington, DC _____	107	34	141		Canada _____	632	-	632	
220-246 Virginia _____	937	129	1,066		Mexico _____	1	-	1	
247-268 West Virginia _____	199	23	222		Other International _____	7	-	7	
270-289 North Carolina _____	949	149	1,098		APO/FPO _____	7	-	7	
290-299 South Carolina _____	411	60	471		TOTAL QUALIFIED CIRCULATION	34,732	4,759	39,491	100.0
300-319 Georgia _____	801	113	914						
320-349 Florida _____	1,367	190	1,557						
SOUTH ATLANTIC	5,563	823	6,386	16.2					

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	56,672	57,036	56,000	54,000	50,000	46,354
Qualified Non-Paid Total	56,672	57,036	56,000	54,000	50,000	46,354
Print Version Only	51,657	50,822	50,381	49,739	46,571	42,410
Digital Version Only	5,015	6,214	5,619	4,261	3,429	3,944
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**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. (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	42,410	100.0	42,410	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,410	100.0	42,410	100.0	-	-

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	3,944	100.0	3,944	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,944	100.0	3,944	100.0	-	-

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1 Do you wish to receive/continue to receive HPAC Engineering FREE?

YES No

Signature required _____

Date _____

CS7001

2 How would you like to receive your copy of HPAC Engineering?

(If you want to receive the digital version of the magazine, we must have your email address)

Print version of HPAC Engineering

Digital version of HPAC Engineering

3 Check the one category that best describes what your firm does.

- 11 Consulting HPAC Engineering/Architectural Firm
- 20 HPAC Engineering/Construction Firm
- 21 Design/Build or Mechanical Contractor Firm
- 31 Industrial/Manufacturing Firm
- 46 Property Management/Developer
- 47 Hospital/Health Care/VA
- 48 Hotel/Motel/Resort
- 49 School/University
- 50 Government, except VA
- 51 Retail
- 52 Food: Restaurant/Distribution/Storage/Sales
- 60 Utilities
- 61 Processing Firm
- 62 Transportation/Airport/Railroad
- 63 Financial/Insurance
- 64 Communications/Broadcasting
- 65 Computer/Internet
- 66 ESCO/Energy
- 67 Sales Engineer/Manufacturer's Representative
- 68 OEM Engineer
- 69 Distributor/Wholesaler
- 98 Other (please specify) _____

Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those individuals who meet the publication qualifications.

CS7001

HEATING/PIPING/AIR CONDITIONING

HPAC ENGINEERING

A Penton Media Publication

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4 Check the one category that best describes your Primary Mechanical System Engineering Function.

- 02 Engineering Management
- 03 Engineering for Systems Design
- 04 Engineering for Systems Installation
- 05 Engineering for Maintenance Repair Operations (MRO)
- 07 Facility Engineering Management
- 06 Other Engineering
- 98 Other (please specify) _____

5 Do you personally specify, design, recommend, and/or make product selection for the components of mechanical systems for new or existing buildings?

Yes

No

6 In the next 12 months, for what type of facilities will you be specifying, recommending, designing, or installing HVACR equipment, systems or components? (check all that apply)

- 01 Industrial/Manufacturing Firm
- 02 Commercial Building
- 03 Hospital/Health Care/VA
- 04 Hotels/Motels/Resorts
- 05 Schools/Universities
- 06 Government, except VA
- 07 Retail/Chain Store/Mall
- 08 Food: Restaurant/Distribution/Storage/Sales
- 09 Utilities
- 10 Processing Firms
- 11 Transportation/Airport/Railroad
- 12 Supermarket/Convenience Store
- 13 Prison/Correctional Facility
- 14 Arena/Theater/Convention Center
- 98 Other (please specify) _____

7 Number of employees at this location?

- 1 1 - 9 6 250 - 499
- 2 10 - 19 7 500 - 999
- 3 20 - 49 8 1,000 - 2,499
- 4 50 - 99 9 2,500 or more
- 5 100 - 249

8 Average annual dollar volume of mechanical systems specifications contracts and purchases at this location?

- 01 \$499,999 or less
- 02 \$500,000 - \$999,999
- 03 \$1 Million - \$4.9 Million
- 04 \$5 Million - \$9.9 Million
- 05 \$10 Million - \$49.9 Million
- 06 \$50 Million and over

Master - rev9/22/2007

PUBLISHER'S AFFIDAVIT

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

Joseph A. Fristik, Group Publisher

Tyler Motsinger, Sr. Audience Marketing 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 15, 2010
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	January 15, 2010
Type	PD
ID Number	H018Y0D9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is 17.3% or 8,236 copies below 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						CLASSIFICATION BY TITLE	
					Primary Mechanical Systems Engineering Function						Engineering Management	Staff Engineering
					Engineering Management	Engineering Service for Systems Design	Engineering Service for Systems Installation	Engineering for Maintenance/Repair Operations (MRO)	Facility Engineering/Management	Other Engineering	Owner Partner President, Director, Supervisor, Coordinator, Manager, Chief Engineer, Vice President	Design/Specification/Installation Operation/Maintenance Engineer, Plant Engineer, Designer and Draftsman
Firms with the Mechanical Systems Engineering Function of System Design, Installation, Operation, Maintenance and Product Specification for the Mechanical System of Industrial Plants, Commercial and Institutional Buildings. (Note 1)												
Consulting Engineering/Architectural Firms (Note 2) _____	12,371	31.3	10,540	1,831	3,233	6,672	445	335	432	1,254	6,893	5,478
Engineering/Construction Firms (Note 3) _____	4,147	10.5	3,611	536	1,226	1,044	985	428	232	232	2,864	1,283
Design/Build or Mechanical Contractor Firms (Note 4) _____	5,724	14.5	5,092	632	1,333	1,474	1,516	760	214	427	4,075	1,649
Industrial/Processing/Manufacturing Firms (Note 5) _____	6,476	16.4	5,531	945	1,535	1,241	354	1,638	1,077	631	3,761	2,715
Commercial/Institutional/Government Firms (Note 6) _____	10,773	27.3	9,958	815	1,923	1,031	373	4,332	2,762	352	7,526	3,247
Other Paid Circulation												
Subscription _____	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,491	100.0	34,732	4,759	9,250	11,462	3,673	7,493	4,717	2,896	25,119	14,372
PERCENT	100.0		87.9	12.1	23.4	29.0	9.3	19.0	12.0	7.3	63.6	36.4

Note 1: These Mechanical Systems include but are not limited to: Air Conditioning-Central Air and Unitary; Air Filtration; HVAC Systems; Energy Management; Fire Protection; Detection; Heating-Air, Liquid, Steam, Piping, Industrial Process; Plumbing/Sanitary; Power-Piping/Refrigeration; Power Generation; Ventilation; Water Treatment/Conditioning. (Source: Masterformat: The Construction Specifications Institute)

Note 2: Consulting Engineering/Architectural Firms also includes OEM Engineer and Other.

Note 3: Engineering/Construction Firms also includes ESCO/Energy.

Note 4: Design/Build or Mechanical Contractor Firms also includes Distributor/Wholesaler.

Note 5: Industrial/Processing/Manufacturing Firms also includes Sales Engineer/Manufacturer's Representative.

Note 6: Commercial/Institutional/Government Firms also includes Property Management/Developer, Hospital/Health Care/VA, Hotel/Motel/Resort, School/University, Government, except VA, Retail, Food: Restaurant/Distribution/Storage/Sales, Utilities, Transportation/Airport/Railroad, Financial/Insurance, Communications/Broadcasting, Computer/Internet.

This is an analysis of 39,491 or 100% recipients who responded to question 5, "Do you personally specify, design, recommend and/or make product selection for the components of mechanical systems for new or existing buildings?" (See questionnaire used to elicit these data on the back of this report). These data are presented for statistical and marketing purposes only.

	TOTAL QUALIFIED	PERCENT OF TOTAL	Engineering Management (Note 1)	Staff Engineering (Note 2)
Question: Do you personally specify, design, recommend and/or make product selection for the components of mechanical systems for new or existing buildings? YES () NO ()				
Recipients who replied: YES _____	39,491	100.0	25,119	14,372
Recipients who replied: NO _____	-	-	-	-
Non-respondents _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,491	100.0	25,119	14,372

Note 1: Engineering Management – Owner, Partner, President, Director, Supervisor, Coordinator, Manager, Chief Engineer, Vice President.

Note 2: Staff Engineering – Design/Specification/Installation/Operation/Maintenance Engineer, Plant Engineer, Designer and Draftsman