

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011  
(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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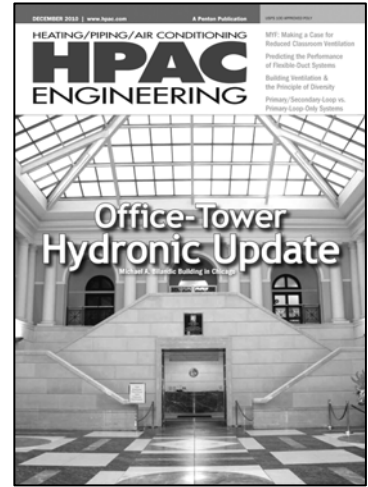
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**FIELD SERVED**

HPAC ENGINEERING serves consulting engineering firms, engineering/construction firms, engineering for office buildings, industrial/manufacturing firms, hospital/health care VA, school/university, government (except VA), design/build or mechanical contractor firms and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include individuals in engineering management or staff engineering. They also 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 _____	529
Advertiser and Agency _____	1,577
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,055
<b>TOTAL</b>	<b>3,161</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,918	100.0	34,918	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,918</b>	<b>100.0</b>	<b>34,918</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	120	320	29,269	5,731	35,000
February _____	383	478	29,295	5,800	35,095
March _____	325	382	29,291	5,663	34,954
April _____	406	338	29,238	5,573	34,811
May _____	1,493	1,409	29,200	5,746	34,946
June _____	1,367	1,367	28,712	5,984	34,696
<b>TOTAL</b>	<b>4,094</b>	<b>4,294</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
 This issue is 0.1% or 35 copies above 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 TITLE	
					Engineering Management	Staff Engineering
					Corporate, Facility & HVAC Engineering Mgmt (Note 1)	HVAC Engineering Professionals (Note 2)
Consulting Engineering Firm _____	10,471	30.0	8,551	1,920	5,887	4,584
Engineering/Construction Firms _____	5,626	16.1	4,787	839	3,815	1,811
Industrial/Manufacturing Firm _____	5,642	16.1	4,634	1,008	3,301	2,341
Commercial/Institutional & Government Firms and Engineering for Office Buildings (Note 3) _____	11,735	33.6	9,900	1,835	7,476	4,259
Design/Build or Mechanical Contractor Firms _____	598	1.7	481	117	428	170
Others allied to the field (Note: 4) _____	874	2.5	847	27	687	187
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,946</b>	<b>100.0</b>	<b>29,200</b>	<b>5,746</b>	<b>21,594</b>	<b>13,352</b>
<b>PERCENT</b>	<b>100.0</b>		<b>83.6</b>	<b>16.4</b>	<b>61.8</b>	<b>38.2</b>

Note 1: Corporate, Facility & HVAC Engineering Management include CEOs, Owners, Partners, Presidents, Executive VPs, VPs, Directors, Managers and Supervisors of Facility, Building or Plant, Chief Engineers, Engineering Managers or Supervisors.  
 Note 2: HVAC Engineering Professionals include Mechanical, Building, Design, Facility, Plant, Operating and Systems Engineers as well as other titled individuals.  
 Note 3: Commercial, Institutional & Government and Engineering for Office Buildings includes Hospital/Health Care/VA, School/University and Government industries.  
 Note 4: Others Allied to the Field includes Utilities, Sales Engineering and Property Mgmt Developers.

**ADDITIONAL DATA – CLASSIFICATION BY FUNCTION**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION					
					Primary Mechanical Systems Engineering Function					
					Engineering Management	Engineering Service for Systems Design	Engineering Service for Systems Installation	Engineering for Maintenance/Repair Operations (MRO)	Facility Engineering/Management	Other Engineering
Consulting Engineering Firm _____	10,471	30.0	8,551	1,920	3,001	5,831	489	296	462	392
Engineering/Construction Firms _____	5,626	16.1	4,787	839	1,452	1,365	1,449	735	480	145
Industrial/Manufacturing Firm _____	5,642	16.1	4,634	1,008	1,446	978	354	1,425	1,195	244
Commercial/Institutional & Government Firms including Engineering for Office Buildings _____	11,735	33.6	9,900	1,835	1,742	953	412	4,257	4,093	278
Design/Build or Mechanical Contractor Firms _____	598	1.7	481	117	131	138	147	91	18	73
Others allied to the field _____	874	2.5	847	27	413	130	45	96	92	98
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,946</b>	<b>100.0</b>	<b>29,200</b>	<b>5,746</b>	<b>8,185</b>	<b>9,395</b>	<b>2,896</b>	<b>6,900</b>	<b>6,340</b>	<b>1,230</b>
<b>PERCENT</b>	<b>100.0</b>		<b>83.6</b>	<b>16.4</b>	<b>23.4</b>	<b>27.0</b>	<b>8.3</b>	<b>19.7</b>	<b>18.1</b>	<b>3.5</b>

**This is an analysis of 34,946 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	Corporate, Facility & HVAC Engineering Management (Note 1)	HVAC Engineering Professionals (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 _____	34,946	100.0	21,594	13,352
Recipients who replied: NO _____	-	-	-	-
Non-respondents _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,946</b>	<b>100.0</b>	<b>21,594</b>	<b>13,352</b>

Note 1: Corporate, Facility & HVAC Engineering Management include CEOs, Owners, Partners, Presidents, Executive VPs, VPs, Directors, Managers and Supervisors of Facility, Building or Plant, Chief Engineers, Engineering Managers or Supervisors.  
 Note 2: HVAC Engineering Professionals include Mechanical, Building, Design, Facility, Plant, Operating and Systems Engineers as well as other titled individuals.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	28,038	6,908	-	29,200	5,746	34,946	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: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,038</b>	<b>6,908</b>	<b>-</b>	<b>29,200</b>	<b>5,746</b>	<b>34,946</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.1</b>	<b>19.9</b>	<b>-</b>	<b>83.6</b>	<b>16.4</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	29,200	5,746	34,946	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,200</b>	<b>5,746</b>	<b>34,946</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	138	17	155		Kentucky _____	405	67	472	
New Hampshire _____	130	24	154		Tennessee _____	634	105	739	
Vermont _____	66	15	81		Alabama _____	411	78	489	
Massachusetts _____	744	138	882		Mississippi _____	220	31	251	
Rhode Island _____	110	13	123		<b>EAST SO. CENTRAL</b>	<b>1,670</b>	<b>281</b>	<b>1,951</b>	<b>5.6</b>
Connecticut _____	392	64	456		Arkansas _____	232	49	281	
<b>NEW ENGLAND</b>	<b>1,580</b>	<b>271</b>	<b>1,851</b>	<b>5.3</b>	Louisiana _____	325	59	384	
New York _____	2,098	376	2,474		Oklahoma _____	354	77	431	
New Jersey _____	940	154	1,094		Texas _____	1,864	409	2,273	
Pennsylvania _____	1,859	309	2,168		<b>WEST SO. CENTRAL</b>	<b>2,775</b>	<b>594</b>	<b>3,369</b>	<b>9.6</b>
<b>MIDDLE ATLANTIC</b>	<b>4,897</b>	<b>839</b>	<b>5,736</b>	<b>16.4</b>	Montana _____	151	30	181	
Ohio _____	1,535	232	1,767		Idaho _____	161	32	193	
Indiana _____	730	116	846		Wyoming _____	62	18	80	
Illinois _____	1,528	286	1,814		Colorado _____	457	126	583	
Michigan _____	910	164	1,074		New Mexico _____	143	42	185	
Wisconsin _____	756	152	908		Arizona _____	263	56	319	
<b>EAST NO. CENTRAL</b>	<b>5,459</b>	<b>950</b>	<b>6,409</b>	<b>18.4</b>	Utah _____	215	48	263	
Minnesota _____	636	110	746		Nevada _____	136	30	166	
Iowa _____	382	67	449		<b>MOUNTAIN</b>	<b>1,588</b>	<b>382</b>	<b>1,970</b>	<b>5.6</b>
Missouri _____	742	142	884		Alaska _____	51	7	58	
North Dakota _____	103	15	118		Washington _____	575	124	699	
South Dakota _____	115	15	130		Oregon _____	279	73	352	
Nebraska _____	276	57	333		California _____	2,116	410	2,526	
Kansas _____	346	84	430		Hawaii _____	66	16	82	
<b>WEST NO. CENTRAL</b>	<b>2,600</b>	<b>490</b>	<b>3,090</b>	<b>8.8</b>	<b>PACIFIC</b>	<b>3,087</b>	<b>630</b>	<b>3,717</b>	<b>10.6</b>
Delaware _____	91	17	108		<b>UNITED STATES</b>	<b>28,883</b>	<b>5,488</b>	<b>34,371</b>	<b>98.4</b>
Maryland _____	664	134	798		U.S. Territories _____	40	13	53	
Washington, DC _____	146	54	200		Canada _____	259	94	353	
Virginia _____	890	186	1,076		Mexico _____	-	4	4	
West Virginia _____	166	20	186		Other International _____	12	143	155	
North Carolina _____	854	170	1,024		APO/FPO _____	6	4	10	
South Carolina _____	332	86	418		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,200</b>	<b>5,746</b>	<b>34,946</b>	<b>100.0</b>
Georgia _____	755	149	904						
Florida _____	1,329	235	1,564						
<b>SOUTH ATLANTIC</b>	<b>5,227</b>	<b>1,051</b>	<b>6,278</b>	<b>18.1</b>					

**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.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

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 _____	29,168	100.0	29,168	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,168</b>	<b>100.0</b>	<b>29,168</b>	<b>100.0</b>	-	-

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 _____	5,750	100.0	5,750	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,750</b>	<b>100.0</b>	<b>5,750</b>	<b>100.0</b>	-	-

**QUESTIONNAIRE USED TO ELICIT SUPPLEMENTARY DATA:**

# Free Subscription Offer

**1** Do you wish to receive/continue to receive *HPAC Engineering* FREE?  
 YES  No  
 Signature required \_\_\_\_\_  
 Date \_\_\_\_\_

**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** Do you personally specify, design, recommend, and/or make product selection for the components of mechanical systems for new or existing buildings?  
 Yes  No

**4** What is the primary business activity at this location?  
 11 Consulting Engineering Firm  
 20 Engineering/Construction Firm  
 03 Engineering for Office Buildings  
 31 Industrial/Manufacturing Firm  
 47 Hospital/Health Care/VA  
 49 School/University  
 50 Government, except VA  
 98 Other (please specify) \_\_\_\_\_

**5** 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 or Facility Management  
 98 Other (please specify) \_\_\_\_\_

**6** Please select the ONE TITLE CATEGORY that best describes your position: (please check only one)  
 01 Corporate and Executive Management (including CEOs, Owners, Partners, Presidents and Executive VPs)  
 02 Facility Management (including VPs, Directors, Managers and Supervisors of Facility, Building or Plant)  
 03 HVAC Engineering Management (including Chief Engineers and Engineering Managers or Supervisors)  
 04 HVAC Engineering Professionals (including Mechanical, Building, Design, Facility, Plant, Operating and Systems Engineers)  
 98 Other (please specify) \_\_\_\_\_

**7** 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 Office Building  
 03 Hospital/Health Care/VA  
 04 Hotels/Motels/Resorts  
 05 Schools/Universities  
 06 Government, except VA  
 07 Retail/Chain Store/Mall  
 08 Restaurant/Fast Food  
 09 Utility  
 12 Supermarket/Convenience Store  
 13 Prison/Correctional Facility  
 14 Arena/Theater/Convention Center  
 15 Warehouse  
 00 None of the above  
 98 Other (please specify) \_\_\_\_\_

HEATING/PIPING/AIR CONDITIONING

## HPAC ENGINEERING

A Penton Media Publication

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**8** Number of employees at this location?  
 1  1 - 9  
 2  10 - 19  
 3  20 - 49  
 4  50 - 99  
 5  100 - 249  
 6  250 - 499  
 7  500 - 999  
 8  1,000 - 2,499  
 9  2,500 or more

**9** 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

Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve only those subscribers who meet the publication qualifications. Master - Rev. 9/18/2009

**PUBLISHER'S AFFIDAVIT**

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

Joseph A. Fristik, Group Publisher

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

Date signed July 13, 2011  
 State Ohio  
 County Cuyahoga  
 Received by BPA Worldwide July 13, 2011  
 Type PD  
 ID Number HO18Y0J1