

**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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FIELD SERVED

ENGINEERED SYSTEMS serves facilities engineering/in-house engineering for: commercial/industrial/institutional firms and government agencies, mechanical engineering, electrical engineering, operating engineering, systems engineering, other engineering, consulting engineering, mechanical, design/build or service contracting, control contracting and systems integration.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of ENGINEERED SYSTEMS must have a related mechanical systems engineering function of: a) engineering for mechanical systems design/specification; b) engineering for maintenance/repair operations (MRO); c) engineering for mechanical systems installation; d) facilities engineering or e) other mechanical systems engineering. Also qualified are recipients with other functions.

PURPOSE

Included herein is a supplementary analysis of recipients who responded to the question "Do you influence the design, specification or purchase of mechanical systems and/or components?" and an analysis of the types of facilities in which respondents perform their work.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	15
Advertiser and Agency _____	2,134
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,504
TOTAL	3,653

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,400	100.0	48,389	100.0	11	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,400	100.0	48,389	100.0	11	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	49	49	40,310	9,890	50,200
February _____	334	334	39,774	10,426	50,200
March _____	3,409	409	35,770	11,430	47,200
April _____	118	118	35,887	11,313	47,200
May _____	7,837	8,437	35,628	12,172	47,800
June _____	47	47	35,544	12,256	47,800
TOTAL	11,794	9,394			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	28,687	16,920	15,082	1.12	01:26	02:27
February _____	25,154	15,138	13,577	1.11	01:26	02:24
March _____	28,745	17,244	15,490	1.11	01:26	02:26
April _____	22,931	14,401	13,005	1.11	01:26	02:15
May _____	29,689	17,290	15,408	1.12	01:26	02:29
June _____	28,286	15,537	14,049	1.11	01:33	02:51
AVERAGE:	27,249	16,088	14,435	1.11	01:27	02:29

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is 1.5% or 720 copies below the average of the other 5 issues reported in Paragraph two.

HVAC/R BUSINESS	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY JOB FUNCTION					
					Primary HVAC/R and Related Mechanical Systems Engineering Function					
					Engineering for Mechanical Systems Design/Specification	Engineering for Maintenance/Repair Operations (MRO)	Engineering for Mechanical Systems Installation	Facilities Engineering	Other Mechanical Systems Engineering	Other Engineering Functions and Functions Not Available
Facilities Engineering/In-house Engineering for Commercial, Industrial, Institutional Firms, Government Agencies, Mechanical Engineering, Electrical Engineering, Operating Engineering, Systems Engineering and Other Engineering _____	26,922	56.3	19,601	7,321	8,597	5,751	2,492	8,159	1,923	-
Consulting Engineering _____	12,669	26.5	9,449	3,220	8,300	672	580	1,994	1,123	-
Mechanical, Design/Build or Service Contracting and Control Contracting/Systems Integration _____	8,209	17.2	6,578	1,631	2,996	1,690	2,196	791	536	-
Other _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,800	100.0	35,628	12,172	19,893	8,113	5,268	10,944	3,582	-
PERCENT	100.0		74.5	25.5	41.6	17.0	11.0	22.9	7.5	-

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011
 This is an analysis of 47,800 or 100.0% of recipients who responded to the question "Do you influence the design, specification or purchase of mechanical systems and/or components?" See questionnaire used to elicit this data on the back page of this report. This data is reported for statistical and marketing purposes only.

ANALYSIS OF RESPONDENTS PERSONAL INFLUENCE: DESIGN, SPECIFICATION OR PURCHASE OF MECHANICAL SYSTEMS AND/OR COMPONENTS	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	ANALYSIS BY HVAC/R BUSINESS			
					Facilities Engineering/In-House Engineering for Commercial, Industrial, Institutional Firms and Government Agencies, Mechanical Engineering, Electrical Engineering, Operating Engineering, Systems Engineering, Other Engineering	Consulting Engineering	Mechanical, Design/Build or Service Contracting and Control Contracting/Systems Integration	Other
Question: Do you influence the design, specification, or purchase, of mechanical systems and/or components?								
Recipients who replied : YES _____	43,244	90.5	32,735	10,509	24,272	11,451	7,521	-
Recipients who replied: NO _____	4,556	9.5	2,893	1,663	2,650	1,218	688	-
Non-respondents _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,800	100.0	35,628	12,172	26,922	12,669	8,209	-

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2011
 This is an analysis of 46,993 or 98.3% respondents by HVAC/R Business by type of facilities in which respondents perform their work (See questionnaire used to elicit this data on the back page of this report). Since any one respondent may have checked more than one response, the totals for each of these type of facilities should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

TYPE OF FACILITY	RESPONDENTS FOR THE QUESTION "IN WHICH TYPES OF FACILITIES DO YOU PERFORM YOUR WORK?"	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	ANALYSIS BY HVAC/R BUSINESS			
					Facilities Engineering/In-House Engineering for Commercial, Industrial, Institutional Firms, Government Agencies, Mechanical Engineering, Electrical Engineering, Operating Engineering, Systems Engineering, Other Engineering	Consulting Engineers	Mechanical, Design/Build or Service Contracting and Control Contracting/Systems Integration	Other
Hospital/Health Care _____	22,455	47.0	17,311	5,144	10,781	7,025	4,649	-
School/University _____	25,867	54.1	19,971	5,896	12,572	8,181	5,114	-
Hotel/Motel/Resort _____	17,437	36.5	13,633	3,804	7,878	5,504	4,055	-
Government/Municipality/Military Building _____	25,252	52.8	19,167	6,085	12,268	8,299	4,685	-
Restaurant/Fast Food _____	17,049	35.7	13,497	3,552	7,996	5,250	3,803	-
Supermarket/Convenience Store _____	12,624	26.4	9,895	2,729	5,950	3,810	2,864	-
Retail/Chain Store/Mall _____	16,806	35.2	13,229	3,577	7,622	5,226	3,958	-
Manufacturing Facility/Industrial Plant _____	26,051	54.5	19,625	6,426	12,624	8,186	5,241	-
Commercial Building _____	30,237	63.3	23,526	6,711	14,429	9,397	6,411	-
Prison/Correctional Facility _____	13,166	27.5	10,411	2,755	5,987	4,139	3,040	-
Assembly: Arena/Theater/Convention Center _____	14,429	30.2	11,150	3,279	6,525	4,762	3,142	-
Data Center _____	16,042	33.6	12,220	3,822	7,740	5,130	3,172	-
Other _____	1,295	2.7	979	316	633	359	303	-

ADDITIONAL DATA FOR ISSUE OF MAY 2011
 Analysis of the question: Are you a manager?

	Total Qualified	Percentage of Total Qualified	Print Version Only (A)	Digital Version Only (B)
Yes _____	37,498	78.4	28,860	8,638
No _____	10,302	21.6	6,768	3,534
No Answer _____	-	-	-	-
TOTAL QUALIFIED	47,800	100.0	35,628	12,172

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 year	3 year				
I. TOTAL - Direct Request:	38,280	9,520	-	35,628	12,172	47,800	100.0
a. Written	2,404	442	-	2,800	46	2,846	6.0
b. Telecommunication	25,514	5,265	-	23,312	7,467	30,779	64.4
c. Electronic	10,362	3,813	-	9,516	4,659	14,175	29.6
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,280	9,520	-	35,628	12,172	47,800	100.0
PERCENT	80.1	19.9	-	74.5	25.5	100.0	

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	35,628	12,172	47,800	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,628	12,172	47,800	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
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
Maine	202	44	246		Kentucky	376	102	478	
New Hampshire	219	39	258		Tennessee	576	192	768	
Vermont	114	27	141		Alabama	375	112	487	
Massachusetts	1,033	241	1,274		Mississippi	173	50	223	
Rhode Island	134	33	167		EAST SO. CENTRAL	1,500	456	1,956	4.1
Connecticut	623	130	753		Arkansas	226	78	304	
NEW ENGLAND	2,325	514	2,839	5.9	Louisiana	330	80	410	
New York	2,732	615	3,347		Oklahoma	368	95	463	
New Jersey	1,222	259	1,481		Texas	2,135	691	2,826	
Pennsylvania	2,056	439	2,495		WEST SO. CENTRAL	3,059	944	4,003	8.4
MIDDLE ATLANTIC	6,010	1,313	7,323	15.3	Montana	191	40	231	
Ohio	1,550	391	1,941		Idaho	166	47	213	
Indiana	889	196	1,085		Wyoming	74	18	92	
Illinois	2,157	496	2,653		Colorado	673	229	902	
Michigan	1,240	309	1,549		New Mexico	185	53	238	
Wisconsin	1,115	276	1,391		Arizona	434	132	566	
EAST NO. CENTRAL	6,951	1,668	8,619	18.0	Utah	255	81	336	
Minnesota	853	266	1,119		Nevada	224	77	301	
Iowa	469	122	591		MOUNTAIN	2,202	677	2,879	6.0
Missouri	874	231	1,105		Alaska	125	34	159	
North Dakota	121	31	152		Washington	641	206	847	
South Dakota	150	45	195		Oregon	327	116	443	
Nebraska	348	94	442		California	2,848	904	3,752	
Kansas	466	114	580		Hawaii	132	52	184	
WEST NO. CENTRAL	3,281	903	4,184	8.8	PACIFIC	4,073	1,312	5,385	11.3
Delaware	122	30	152		UNITED STATES	35,519	9,604	45,123	94.4
Maryland	826	204	1,030		U.S. Territories	87	49	136	
Washington, DC	132	68	200		Canada	2	181	183	
Virginia	943	302	1,245		Mexico	-	89	89	
West Virginia	136	33	169		Other International	7	2,245	2,252	
North Carolina	867	267	1,134		APO/FPO	13	4	17	
South Carolina	372	124	496		TOTAL QUALIFIED CIRCULATION	35,628	12,172	47,800	100.0
Georgia	920	272	1,192						
Florida	1,800	517	2,317						
SOUTH ATLANTIC	6,118	1,817	7,935	16.6					

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	52,210	52,210	51,953	50,200	50,200	48,400
Qualified Non-Paid Total	52,186	52,187	51,935	50,188	50,188	48,389
Print Only	49,252	46,763	45,984	40,830	40,220	37,142
Digital Only	2,934	5,424	5,951	9,358	9,968	11,247
Qualified Paid Total	24	23	18	12	12	11
Print Only	22	21	17	10	10	10
Digital Only	2	2	1	2	2	1
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services and 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.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

Free Subscription and Product Information Form

Would you like to receive a FREE subscription to Engineered Systems?

YES! no

Please check your preferred format:

Print Version Digital Version

Please Tell Us About YOU:

A Which of the following best describes your company's primary business? (check ONE only)

11 Facilities Engineering/In-House Engineering for: Commercial/Industrial/Institutional Firms, Government Agency

02 Consulting Engineering

09 Mechanical Engineering

08 Electrical Engineering

10 Operating Engineering

17 Systems Engineering

12 Other Engineering (specify)

01 Mechanical, Design/Build or Service Contracting

07 Control Contracting/Systems Integration

00 Other (specify)

B Which category best describes your primary engineering job function? (check ONE only)

04 Engineering for Mechanical Systems Design

05 Engineering for Mechanical Systems Specification

10 Engineering for Maint./Repair Operations (MRO)

08 Engineering for Mechanical Systems Installation

11 Facilities Engineering

12 Other Mechanical Systems Engineering (specify)

00 Other (specify)

C Do you influence the design, specification or purchase of mechanical systems and/or components?

Yes No

D Are you a manager?

Yes No

Signature _____ Date _____

Print Name _____ Title _____

Company _____

Address _____

City/State/Zip Code _____

Work Phone _____ Work Fax _____

E-mail _____

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Please Tell Us About Your COMPANY:

A Check ALL equipment areas listed below that your firm designs, installs, operates or maintains? (check ALL that apply)

20 Air Conditioning

21 Heating - Air

22 Heating - Hydronic (Wet)

26 Ventilation

23 Refrigeration

34 Building Automation Systems/Energy Management Systems/Lighting Control Systems

28 Pumping, Piping & Valves

33 Insulation (Duct & Pipe)

32 Smoke & Fire Control (Dampers, Louvers & Ducts)

27 Heating - Steam

35 Sensors, Monitors, Transmitters

36 Water Heaters

37 Motor & Drives

38 Humidification, Dehumidification

89 None of the above

B In which types of facilities do you perform your work? (check ALL that apply)

01 Hospital/Healthcare

02 School/University

03 Hotel/Motel/Resort

04 Government/Municipality/Military Building

05 Restaurant/Fast Food

06 Supermarket/Convenience Store

07 Data Centers

14 Retail/Chain Store/Mall

09 Manufacturing Facility/Industrial Plant

15 Commercial Building

12 Prison/Correctional Facility

13 Assembly/Assembly/Trainer/Convention Center

00 Other (specify)

C If you'd like to receive literature from ALL ADVERTISERS in this issue advertising products in the following categories, just check the appropriate boxes. If you'd like literature on only a specific advertiser's product, check the number listed below that company's ad. (check ALL that apply)

501 Heating (Hydronic, Steam & Air), Boilers and Water Heaters

502 Air Conditioning

503 Refrigeration

504 Insulation, Ventilation, Smoke & Fire Control

505 Building/Energy Management Systems

506 Pumping, Piping & Valves

507 Sensors, Monitors, Transmitters

508 Motor & Drives

509 Humidification, Dehumidification

Write in the response numbers below for more information from Engineered Systems.

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PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

(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 11, 2011

State Michigan

County Oakland

Revised July 11, 2011

Type PSJ

ID Number E045P01