

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010
(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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: 248.362.3700
Fax: 248.362.0317
www.esmagazine.com

Official Publication of: None
Established: 1985
Issues Per Year: 12

FIELD SERVED

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

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?"

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	21
Advertiser and Agency _____	2,168
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,047
TOTAL	3,236

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50,200	100.0	50,188	100.0	12	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,200	100.0	50,188	100.0	12	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	1,286	286	43,312	6,888	50,200
February _____	1,481	1,481	41,650	8,550	50,200
March _____	1,946	1,946	40,331	9,869	50,200
April _____	4,237	4,237	39,838	10,362	50,200
May _____	1,981	1,981	40,008	10,192	50,200
June _____	61	61	39,899	10,301	50,200
TOTAL	10,992	9,992			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	33,273	15,938	14,294	1.12	01:21	02:48
February _____	33,431	16,575	14,732	1.13	01:19	02:40
March _____	32,755	16,985	14,895	1.14	01:23	02:39
April _____	33,308	16,326	14,286	1.14	01:21	02:49
May _____	28,019	14,930	13,254	1.13	01:22	02:34
June _____	26,438	14,436	12,748	1.13	01:25	02:35
AVERAGE:	31,204	15,865	14,035	1.13	01:22	02:41

*See Paragraph 8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
 This issue is equal to 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	28,506	56.8	22,376	6,130	9,832	7,740	2,641	6,151	2,142	-
Consulting Engineering	13,255	26.4	10,574	2,681	9,302	712	522	1,576	1,143	-
Mechanical, Design/Build or Service Contracting and Control Contracting/Systems Integration	8,439	16.8	7,058	1,381	3,183	1,862	2,221	550	623	-
Other	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,200	100.0	40,008	10,192	22,317	10,314	5,384	8,277	3,908	-
PERCENT	100.0	-	79.7	20.3	44.5	20.5	10.7	16.5	7.8	-

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2010
 This is an analysis of 50,200 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	45,805	91.2	36,934	8,871	25,794	12,193	7,818	-
Recipients who replied: NO	4,395	8.8	3,074	1,321	2,712	1,062	621	-
Non-respondents	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,200	100.0	40,008	10,192	28,506	13,255	8,439	-

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2010
 This is an analysis of 49,434 or 98.5% 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	23,102	46.0	19,084	4,018	11,058	7,182	4,862	-
School/University	25,867	51.5	21,312	4,555	12,425	8,218	5,224	-
Hotel/Motel/Resort	17,373	34.6	14,449	2,924	7,656	5,555	4,162	-
Government/Municipality/Military Building	24,560	48.9	20,017	4,543	11,687	8,128	4,745	-
Restaurant/Fast Food	16,540	32.9	13,918	2,622	7,476	5,130	3,934	-
Supermarket/Convenience Store	12,189	24.3	10,127	2,062	5,583	3,706	2,900	-
Retail/Chain Store/Mall	16,773	33.4	14,049	2,724	7,327	5,269	4,177	-
Manufacturing Facility/Industrial Plant	25,682	51.2	20,613	5,069	12,222	8,139	5,321	-
Commercial Building	30,393	60.5	25,203	5,190	14,304	9,534	6,555	-
Prison/Correctional Facility	12,430	24.8	10,484	1,946	5,572	3,966	2,892	-
Assembly: Arena/Theater/Convention Center	13,940	27.8	11,535	2,405	6,074	4,738	3,128	-
Other	2,125	4.2	1,682	443	1,111	563	451	-

Engineered Systems MAY 2010
ADDITIONAL DATA - Analysis of the question: Are you a manager?

	Total Qualified	Percentage of Total Qualified	Print Version Only (A)	Digital Version Only (B)
Yes	39,240	78.2	31,979	7,261
No	10,960	21.8	8,029	2,931
No Answer	-	-	-	-
TOTAL QUALIFIED	50,200	100.0	40,008	10,192

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010							
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:	40,358	9,842	-	40,008	10,192	50,200	100.0
a. Written	3,024	639	-	3,604	59	3,663	7.3
b. Telecommunication	24,360	7,446	-	26,226	5,580	31,806	63.4
c. Electronic	12,974	1,757	-	10,178	4,553	14,731	29.3
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	40,358	9,842	-	40,008	10,192	50,200	100.0
PERCENT	80.4	19.6	-	79.7	20.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	40,008	10,192	50,200	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,008	10,192	50,200	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010									
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	219	29	248		400-427 Kentucky	407	83	490	
030-038 New Hampshire	235	26	261		370-385 Tennessee	640	150	790	
050-059 Vermont	133	24	157		350-369 Alabama	411	90	501	
010-027 Massachusetts	1,189	203	1,392		386-397 Mississippi	196	30	226	
028-029 Rhode Island	151	29	180		EAST SO. CENTRAL	1,654	353	2,007	4.0
060-069 Connecticut	699	99	798		716-729 Arkansas	246	59	305	
NEW ENGLAND	2,626	410	3,036	6.1	700-714 Louisiana	332	53	385	
100-149 New York	3,160	474	3,634		730-749 Oklahoma	400	75	475	
070-089 New Jersey	1,344	221	1,565		750-799 Texas	2,437	528	2,965	
150-196 Pennsylvania	2,273	354	2,627		WEST SO. CENTRAL	3,415	715	4,130	8.2
MIDDLE ATLANTIC	6,777	1,049	7,826	15.6	590-599 Montana	207	26	233	
430-459 Ohio	1,756	286	2,042		832-838 Idaho	192	39	231	
460-479 Indiana	1,009	154	1,163		820-831 Wyoming	92	11	103	
600-629 Illinois	2,366	397	2,763		800-816 Colorado	763	196	959	
480-499 Michigan	1,425	252	1,677		870-884 New Mexico	192	49	241	
530-549 Wisconsin	1,245	213	1,458		850-865 Arizona	478	99	577	
EAST NO. CENTRAL	7,801	1,302	9,103	18.1	840-847 Utah	291	75	366	
550-567 Minnesota	935	217	1,152		889-898 Nevada	247	60	307	
500-528 Iowa	518	113	631		MOUNTAIN	2,462	555	3,017	6.0
630-658 Missouri	994	157	1,151		995-999 Alaska	115	28	143	
580-588 North Dakota	117	20	137		980-994 Washington	707	165	872	
570-577 South Dakota	157	34	191		970-979 Oregon	375	86	461	
680-693 Nebraska	399	66	465		900-961 California	3,244	715	3,959	
660-679 Kansas	493	90	583		967-968 Hawaii	148	39	187	
WEST NO. CENTRAL	3,613	697	4,310	8.6	PACIFIC	4,589	1,033	5,622	11.2
197-199 Delaware	135	21	156		UNITED STATES	39,804	7,592	47,396	94.4
206-219 Maryland	933	162	1,095		969 & 004-009 U.S. Territories	119	45	164	
200-205 Washington, DC	158	70	228		Canada	30	175	205	
220-246 Virginia	1,057	254	1,311		Mexico	3	93	96	
247-268 West Virginia	156	21	177		Other International	40	2,284	2,324	
270-289 North Carolina	980	205	1,185		AP0/FPO	12	3	15	
290-299 South Carolina	426	94	520		TOTAL QUALIFIED CIRCULATION	40,008	10,192	50,200	100.0
300-319 Georgia	1,033	227	1,260						
320-349 Florida	1,989	424	2,413						
SOUTH ATLANTIC	6,867	1,478	8,345	16.6					

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	57,211	57,210	52,210	52,210	51,953	50,200
Qualified Non-Paid Total	57,187	57,186	52,186	52,187	51,935	50,188
Print Only	57,187	57,186	49,252	46,763	45,984	40,830
Digital Only	-	-	2,934	5,424	5,951	9,358
Qualified Paid Total	24	24	24	23	18	12
Print Only	24	24	22	21	17	10
Digital Only	-	-	2	2	1	2
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. 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.

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	40,840	100.0	40,830	100.0	10	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,840	100.0	40,830	100.0	10	-

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	9,360	100.0	9,358	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,360	100.0	9,358	100.0	2	-

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

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

Are you a manager?

Yes No

Signature _____ Date _____

Print Name _____ Title _____

Company _____

Address _____

City/State/Zip Code _____

Work Phone _____ Work Fax _____

E-mail _____

Please print your email address. It will be used to provide you with the ESMagazine and to send you information about the subscription offers to you. The information will be kept confidential.

To receive free product information or subscribe, visit us online at
www.esmagazine.com or fax this form to 1-888-533-5653.

BAP104

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Rita M. Fomia, Corporate Strategy Director		
Catherine M. Ronan, Corporate Audience Audit 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 15, 2010	
State	Michigan	
County	Oakland	
Revised	July 15, 2010	
Type	PSJ	
ID Number	E045P0J0	