

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2009**

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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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.

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Canadian  
**electronics**

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[www.clbmedia.ca](http://www.clbmedia.ca)

Official Publication of: None  
Established: 1986  
Issues Per Year: 7

**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.

**DEFINITION OF RECIPIENT QUALIFICATION**

Designers, engineers, technologists, technicians, managers, researchers, purchasers as well as senior management and other individuals within the field served. Please see paragraph 3a for further details.

Primary Market C.A.R.D Class 564 Electronics

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	104
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	365
<b>TOTAL</b>	<b>469</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,798	100.0	20,798	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,798</b>	<b>100.0</b>	<b>20,798</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	2,294	-			21,106
March/April _____	234	100			20,972
May _____	794	379			20,557
June/July _____	-	-			20,557

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
May _____	6,964	3,501	3,066	1.14	01:13	02:23
June _____	5,834	3,009	2,586	1.16	01:12	02:20
July _____	7,269	3,706	3,274	1.13	01:10	02:21
<b>AVERAGE:</b>	<b>6,689</b>	<b>3,405</b>	<b>2,975</b>	<b>1.15</b>	<b>01:12</b>	<b>02:21</b>

\*See Paragraph 9

Canadian Electronics / June 2009

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
**This issue is 1.5% or 321 copies below the average of the other 3 issues reported in Paragraph two.**

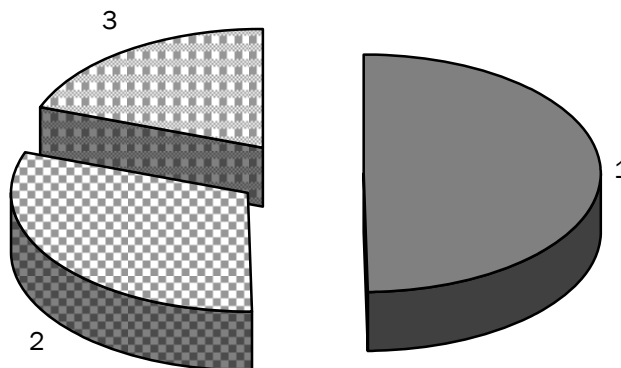
This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 564				
BUSINESS AND INDUSTRY	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>ELECTRONIC ORIGINAL EQUIPMENT MARKET</b>				
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines _____	871	-	871	4.2
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment _____	1,482	-	1,482	7.2
3. Communications Equipment and Systems _____	2,205	-	2,205	10.7
4. Electronic Industrial Controls Equipment and Systems _____	2,053	-	2,053	10.1
5. Electronics, Components and Sub-assemblies _____	901	-	901	4.4
6. Consumer Electronic Appliances; Home Entertainment and Others _____	367	-	367	1.8
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment _____	853	-	853	4.1
8. System Houses integrating Electronic Hardware with Software _____	292	-	292	1.4
9. Industrial Companies within the OEM incorporating Electronic Equipment into their End Product, not elsewhere classified _____	1,186	-	1,186	5.8
<b>USERS OF ELECTRONIC EQUIPMENT</b>				
10. Industrial Companies using Electronic Equipment in their Manufacturing Research Development of Processing Activities _____	5,256	-	5,256	25.6
11. Commercial Users of Electronic Equipment:				
a) Telephone, Satellite and Related Communications _____	249	-	249	1.2
b) Radio, TV, CATV and Related Broadcasting _____	249	-	249	1.2
c) Power Generation Systems and Public Utilities _____	385	-	385	1.9
d) Transportation Services _____	187	-	187	0.9
<b>OTHER</b>				
12. Independent Research, Test and Design Laboratories ; Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment _____	928	-	928	4.5
13. Government Agencies and Military:				
a) Federal _____	326	-	326	1.6
b) Provincial and Municipal _____	190	-	190	0.9
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers: _____	1,045	-	1,045	5.1
15. Education, Hospitals, Libraries _____	812	-	812	3.9
16. Others Allied to the field _____	720	-	720	3.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,557</b>	<b>-</b>	<b>20,557</b>	<b>100.0</b>

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 564 - Cont.				
JOB TITLES	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
1. General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice-Presidents (n.e.c.) _____	5,263	-	5,263	25.6
2. Branch Managers, District Managers, Regional Managers, Supervisors _____	314	-	314	1.5
3. Design and Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specification Writers, Project Managers/Coordinators _____	1,942	-	1,942	9.4
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 ____	4,706	-	4,706	22.9
5. Research, including Vice-Presidents of Research; Research Directors; Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers _____	402	-	402	2.1
6. Manufacturing, Production and Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Manager, Electrical Supervisors _____	2,527	-	2,527	12.3
7. Field Service, Repair and Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives _____	1,980	-	1,980	9.6
8. Purchasing and Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers _____	1,028	-	1,028	5.0
9. Marketing and Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers _____	1,241	-	1,241	6.0
10. Other Qualified Personnel, (n.e.c.) _____	1,154	-	1,154	5.6
11. Copies addressed by Company Name only, including Libraries _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,557</b>	<b>-</b>	<b>20,557</b>	<b>100.0</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

Industry	Total Qualified	Percent
1. Electronic Original Equipment Market _____	10,210	49.7
2. Users of Electronic Equipment _____	6,326	30.8
3. Other, including independent research, govt. agencies, military, distributors, Education, Hospitals, Libraries, Others Allied _____	4,021	19.5
<b>Total Qualified Circulation</b>	<b>20,557</b>	<b>100.0</b>



## 3a. (Continued) BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 564 - Cont.  BUSINESS AND INDUSTRY	TITLES						
	1	2	3	4	5	6	7
<b>ELECTRONIC ORIGINAL EQUIPMENT MARKET</b>							
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines _____	272	8	95	175	17	84	58
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment _____	400	17	154	363	54	156	97
3. Communications Equipment and Systems _____	527	13	275	560	37	280	138
4. Electronic Industrial Controls Equipment and Systems _____	560	25	283	404	39	217	142
5. Electronics, Components and Sub-assemblies _____	265	21	71	188	9	116	47
6. Consumer Electronic Appliances; Home Entertainment and Others _____	104	4	37	99	9	41	32
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment _____	114	13	128	314	10	108	58
8. System Houses integrating Electronic Hardware with Software _____	96	3	39	40	6	29	27
9. Industrial Companies within the OEM incorporating Electronic Equipment into their End Product, not elsewhere classified _____	297	16	155	217	22	204	93
<b>USERS OF ELECTRONIC EQUIPMENT</b>							
10. Industrial Companies using Electronic Equipment in their Manufacturing Research Development or Processing Activities _____	1,307	74	412	1,014	62	1,030	642
11. Commercial Users of Electronic Equipment:							
a) Telephone, Satellite and Related Communications _____	66	8	16	70	3	7	33
b) Radio, TV, CATV and Related Broadcasting _____	39	11	4	143	-	9	29
c) Power Generation Systems and Public Utilities _____	29	11	32	175	22	25	55
d) Transportation Services _____	38	12	16	57	3	11	30
<b>OTHER</b>							
12. Independent Research, Test and Design Laboratories; Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment _____	373	3	126	247	22	31	34
13. Government Agencies and Military:							
a) Federal _____	19	6	26	131	47	5	53
b) Provincial and Municipal _____	18	3	8	61	4	12	60
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers: _____	437	47	15	69	2	61	51
15. Education, Hospitals, Libraries _____	45	11	14	258	28	20	197
16. Others Allied to the field _____	257	8	36	121	6	81	104
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,263</b>	<b>314</b>	<b>1,942</b>	<b>4,706</b>	<b>402</b>	<b>2,527</b>	<b>1,980</b>

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

TITLES				Total Qualified	Percent of Total	JOB TITLES
8	9	10	11			
46	60	56	-	871	4.2	1. General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice-Presidents (n.e.c.)
78	93	70	-	1,482	7.2	2. Branch Managers, District Managers, Regional Managers, Supervisors
129	145	101	-	2,205	10.7	3. Design and Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specification Writers, Project Managers/Coordinators
107	179	97	-	2,053	10.1	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
43	100	41	-	901	4.4	5. Research, including Vice-Presidents of Research; Research Directors; Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers
16	16	9	-	367	1.8	6. Manufacturing, Production and Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Manager, Electrical Supervisors
42	16	50	-	853	4.1	7. Field Service, Repair and Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives
12	23	17	-	292	1.4	8. Purchasing and Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers
85	57	40	-	1,186	5.8	9. Marketing and Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers
320	220	175	-	5,256	25.6	10. Other Qualified Personnel, (n.e.c.)
6	11	29	-	249	1.2	11. Copies addressed by Company Name only, including Libraries
2	2	10	-	249	1.2	
6	3	27	-	385	1.9	
6	2	12	-	187	0.9	
8	15	69	-	928	4.5	
4	2	33	-	326	1.6	
5	4	15	-	190	0.9	
60	263	40	-	1,045	5.1	
18	1	220	-	812	3.9	
35	29	43	-	720	3.5	
<b>1,028</b>	<b>1,241</b>	<b>1,154</b>	<b>-</b>	<b>20,557</b>	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	<b>9,138</b>	<b>9,588</b>	<b>1,831</b>			<b>20,557</b>	<b>100.0</b>
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL</b> - 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>9,138</b>	<b>9,588</b>	<b>1,831</b>			<b>20,557</b>	<b>100.0</b>
<b>PERCENT</b>	<b>44.5</b>	<b>46.6</b>	<b>8.9</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,557	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>20,557</b>	<b>100.0</b>

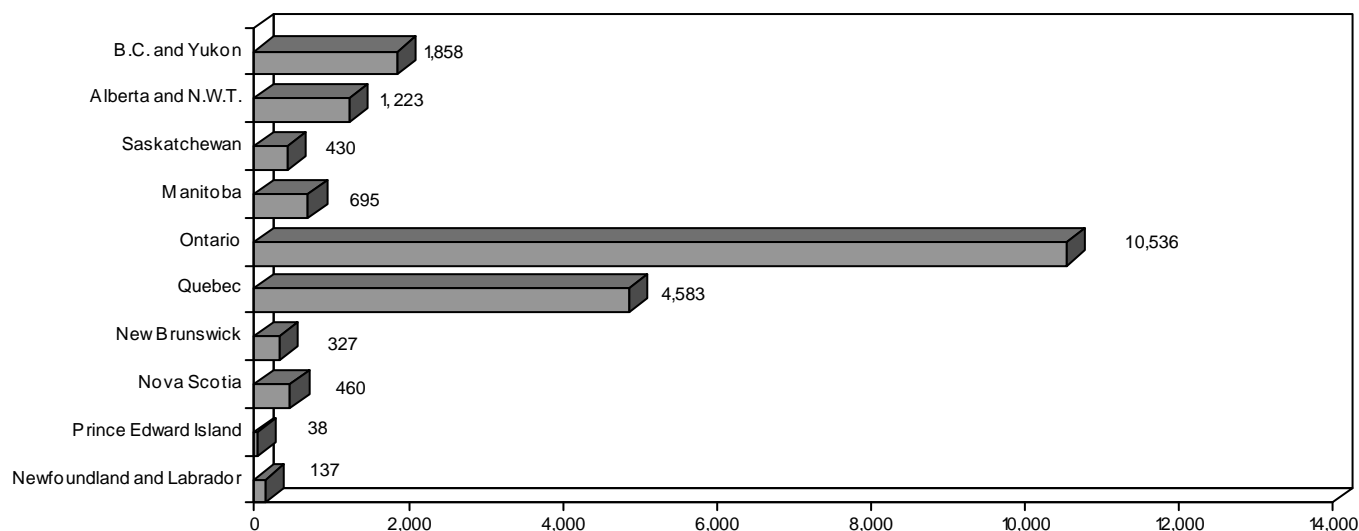
**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

Province	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland and Labrador _____			137	0.7
Prince Edward Island _____			38	0.2
Nova Scotia _____			460	2.2
New Brunswick _____			327	1.6
Quebec _____			4,853	23.6
Ontario _____			10,536	51.3
Manitoba _____			695	3.4
Saskatchewan _____			430	2.1
Alberta, N.W.T. and Nunavut _____			1,223	5.9
B.C. and Yukon _____			1,858	9.0
<b>TOTAL FOR CANADA</b>			<b>20,557</b>	<b>100.0</b>
United States _____			-	-
Other Foreign _____			-	-
<b>TOTAL OUTSIDE CANADA</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>20,557</b>	<b>100.0</b>

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPH 5 AND 6 ARE NOT REQUIRED.

### 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



### 7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	23,613	23,416	23,321	23,587	23,328	20,798
Qualified Non-Paid: _	23,613	23,416	23,321	23,587	23,328	20,798
Qualified Paid: _____	-	-	-	-	-	-
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 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### 9. ADDITIONAL DATA

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

### 8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

### WEBSITE GLOSSARY:

**Unique Browsers:** An identified and unduplicated Cookied 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

### PUBLISHER'S AFFIDAVIT

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

R. Heritage, Publisher  
J. Antoniadis, Circulation 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 29, 2009
City	Aurora
Province	Ontario
Received by BPA Worldwide	July 29, 2009
Type	PD
ID Number	C478P0J9