

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 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.

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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 _____	17
Advertiser and Agency _____	2,045
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,478
TOTAL	3,540

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
July _____	69	69	40,098	10,102	50,200
August _____	90	90	40,150	10,050	50,200
September _____	131	131	40,234	9,966	50,200
October _____	83	83	40,274	9,926	50,200
November _____	83	83	40,269	9,931	50,200
December _____	186	186	40,354	9,846	50,200
TOTAL	642	642			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	26,000	14,302	12,756	1.12	01:23	02:34
August _____	27,658	15,157	13,508	1.12	01:20	02:25
September _____	25,859	14,359	12,832	1.12	01:22	02:29
October _____	24,346	14,025	12,427	1.13	01:28	02:37
November _____	25,061	14,118	12,608	1.12	01:29	02:41
December _____	21,986	12,699	11,572	1.10	01:25	02:29
AVERAGE:	25,152	14,110	12,617	1.12	01:24	02:32

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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 _____	28,241	56.3	22,375	5,866	9,663	7,579	2,547	6,376	2,076	-
Consulting Engineering _____	13,311	26.5	10,646	2,665	9,279	714	529	1,645	1,144	-
Mechanical, Design/Build or Service Contracting and Control Contracting/Systems Integration _____	8,648	17.2	7,248	1,400	3,274	1,892	2,290	575	617	-
Other _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,200	100.0	40,269	9,931	22,216	10,185	5,366	8,596	3,837	-
PERCENT	100.0		80.2	19.8	44.3	20.3	10.7	17.1	7.6	-

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 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 _____	45,839	91.3	37,145	8,694	25,567	12,261	8,011	-	-
Recipients who replied: NO _____	4,361	8.7	3,124	1,237	2,674	1,050	637	-	-
Non-respondents _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50,200	100.0	40,269	9,931	28,241	13,311	8,648	-	-

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2010

This is an analysis of 49,555 or 98.7% 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 _____	23,052	45.9	19,081	3,971	10,849	7,177	5,026	-
School/University _____	25,858	51.5	21,373	4,485	12,232	8,228	5,398	-
Hotel/Motel/Resort _____	17,269	34.4	14,376	2,893	7,439	5,539	4,291	-
Government/Municipality/Military Building _____	24,565	48.9	20,115	4,450	11,542	8,162	4,861	-
Restaurant/Fast Food _____	16,488	32.8	13,920	2,568	7,295	5,143	4,050	-
Supermarket/Convenience Store _____	12,135	24.2	10,131	2,004	5,454	3,686	2,995	-
Retail/Chain Store/Mall _____	16,530	32.9	13,882	2,648	7,071	5,206	4,253	-
Manufacturing Facility/Industrial Plant _____	25,559	50.9	20,614	4,945	12,022	8,109	5,428	-
Commercial Building _____	30,254	60.3	25,198	5,056	14,005	9,494	6,755	-
Prison/Correctional Facility _____	12,359	24.6	10,487	1,872	5,450	3,948	2,961	-
Assembly: Arena/Theater/Convention Center _____	13,846	27.6	11,472	2,374	5,906	4,703	3,237	-
Data Center _____	10,504	20.9	8,502	2,002	4,791	3,438	2,275	-
Other _____	2,176	4.3	1,746	430	1,110	587	479	-

ADDITIONAL DATA FOR ISSUE OF NOVEMBER 2010

Analysis of the question: Are you a manager?

	Total Qualified	Percentage of Total Qualified	Print Version Only (A)	Digital Version Only (B)
Yes _____	39,262	78.2	32,173	7,089
No _____	10,938	21.8	8,096	2,842
No Answer _____	-	-	-	-
TOTAL QUALIFIED	50,200	100.0	40,269	9,931

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	-	40,269	9,931	50,200	100.0
a. Written	3,024	639	-	3,599	64	3,663	7.3
b. Telecommunication	24,360	7,446	-	26,931	4,875	31,806	63.4
c. Electronic	12,974	1,757	-	9,739	4,992	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	-	40,269	9,931	50,200	100.0
PERCENT	80.4	19.6	-	80.2	19.8	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	40,269	9,931	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	40,269	9,931	50,200	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	220	29	249		400-427 Kentucky	407	82	489	
030-038 New Hampshire	235	27	262		370-385 Tennessee	642	145	787	
050-059 Vermont	136	22	158		350-369 Alabama	416	81	497	
010-027 Massachusetts	1,200	204	1,404		386-397 Mississippi	197	29	226	
028-029 Rhode Island	153	29	182		EAST SO. CENTRAL	1,662	337	1,999	4.0
060-069 Connecticut	705	95	800		716-729 Arkansas	249	57	306	
NEW ENGLAND	2,649	406	3,055	6.1	700-714 Louisiana	335	48	383	
100-149 New York	3,165	471	3,636		730-749 Oklahoma	401	70	471	
070-089 New Jersey	1,364	216	1,580		750-799 Texas	2,463	512	2,975	
150-196 Pennsylvania	2,286	350	2,636		WEST SO. CENTRAL	3,448	687	4,135	8.2
MIDDLE ATLANTIC	6,815	1,037	7,852	15.6	590-599 Montana	206	25	231	
430-459 Ohio	1,753	293	2,046		832-838 Idaho	193	38	231	
460-479 Indiana	1,018	143	1,161		820-831 Wyoming	90	13	103	
600-629 Illinois	2,377	377	2,754		800-816 Colorado	776	186	962	
480-499 Michigan	1,422	259	1,681		870-884 New Mexico	196	47	243	
530-549 Wisconsin	1,256	204	1,460		850-865 Arizona	480	100	580	
EAST NO. CENTRAL	7,826	1,276	9,102	18.1	840-847 Utah	305	63	368	
550-567 Minnesota	930	213	1,143		889-898 Nevada	247	58	305	
500-528 Iowa	526	103	629		MOUNTAIN	2,493	530	3,023	6.0
630-658 Missouri	991	160	1,151		995-999 Alaska	115	26	141	
580-588 North Dakota	115	21	136		980-994 Washington	714	162	876	
570-577 South Dakota	161	30	191		970-979 Oregon	369	89	458	
680-693 Nebraska	398	64	462		900-961 California	3,272	708	3,980	
660-679 Kansas	503	85	588		967-968 Hawaii	145	41	186	
WEST NO. CENTRAL	3,624	676	4,300	8.6	PACIFIC	4,615	1,026	5,641	11.3
197-199 Delaware	136	21	157		UNITED STATES	40,042	7,415	47,457	94.5
206-219 Maryland	932	160	1,092		969 & 004-009 U.S. Territories	117	46	163	
200-205 Washington, DC	164	63	227		Canada	29	169	198	
220-246 Virginia	1,075	245	1,320		Mexico	4	90	94	
247-268 West Virginia	159	19	178		Other International	64	2,208	2,272	
270-289 North Carolina	978	203	1,181		AP0/FPO	13	3	16	
290-299 South Carolina	434	89	523		TOTAL QUALIFIED CIRCULATION	40,269	9,931	50,200	100.0
300-319 Georgia	1,040	218	1,258						
320-349 Florida	1,992	422	2,414						
SOUTH ATLANTIC	6,910	1,440	8,350	16.6					

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
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified	57,210	52,210	52,210	51,953	50,200	50,200
Qualified Non-Paid Total	57,186	52,186	52,187	51,935	50,188	50,188
Print Only	57,186	49,252	46,763	45,984	40,830	40,220
Digital Only	-	2,934	5,424	5,951	9,358	9,968
Qualified Paid Total	24	24	23	18	12	12
Print Only	24	22	21	17	10	10
Digital Only	-	2	2	1	2	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 - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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	40,230	100.0	40,220	100.0	10	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,230	100.0	40,220	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	9,970	100.0	9,968	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,970	100.0	9,968	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 _____

E-mail* and fax* are optional. E-mail address is used to notify you when a new issue is published. If you do not wish to receive our e-mail, please check the appropriate box. The information you provide is confidential and will not be shared with third parties. The information you provide is confidential and will not be shared with third parties.

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BAPT04

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/Heater/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	Date signed	January 25, 2011
Rita M. Fomia, Corporate Strategy Director	State	Michigan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Oakland
IMPORTANT NOTE:	Revised	January 25, 2011
This unaudited circulation statement has been checked against the previous audit report.	Type	PSJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	E045P000