

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.

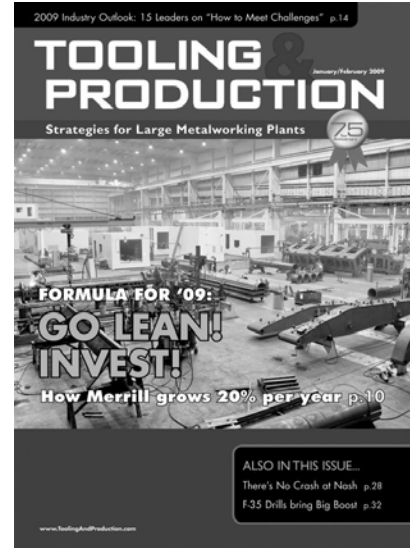
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TOOLING & PRODUCTION

Strategies for Large Metalworking Plants

Nelson Publishing, Inc.
2500 Tamiami Trail North
Nokomis, FL 34275
Tel.: (941) 966-9521
Fax: (941) 966-2590
Email: subscriptions@nelsonpub.com
Website: toolingandproduction.com

Official Publication of: None
Established: 1934
Issues Per Year: 6
(See Paragraph 11)



FIELD SERVED

TOOLING & PRODUCTION MAGAZINE serves the metalworking manufacturing industries. Included are plants performing metalworking operations whose products fall in the North American Industry Classification System (NAICS) 331, 332, 333, 334, 335, 336, 337 and 339. Also served are metals service centers (NAICS 42351) and wholesale industrial machinery and equipment (various 423 codes).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are decision makers such as manufacturing/production engineers/managers, and other company managers/personnel in the metalworking manufacturing industries including aerospace, automotive, medical and other facilities engaged in or supporting high-throughput or tolerance-critical production.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	153
Advertiser and Agency _____	421
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	140
All Other _____	529
TOTAL	1,243

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	56,000	100.0	56,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,000	100.0	56,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	298	298			60,000						
August _____	219	219			60,000	October _____	117	117			60,000
September _____	281	281			60,000	November/ December _____	24,308	4,308			40,000
						TOTAL	25,223	5,223			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008

This issue is 33.3% or 20,000 copies below the average of the other 4 issues reported in Paragraph two. (See Paragraph 11)

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Mgmt.	Manufacturing Production	Manufacturing Engineering	Quality Assurance/Control	Factory Automation	Product Design/R&D	Purchasing	Other
Machined Metal Products _____	9,047	22.6	1,856	2,197	2,997	475	119	1,014	315	74
Transportation Equipment _____	7,127	17.8	1,018	1,611	2,651	537	91	839	313	67
Electrical/Electronic Equipment _____	2,715	6.8	357	527	1,046	147	34	472	78	54
Formed Metal Products _____	6,552	16.4	1,809	1,684	1,838	423	78	453	236	31
Instruments & Related Products _____	3,312	8.3	435	694	1,231	215	35	597	86	19
Primary Metal Products _____	1,329	3.3	239	315	477	123	20	91	55	9
Misc Mfg Metal Products _____	2,456	6.1	429	543	831	170	41	326	100	16
Non-Metal Mfg Products _____	1,729	4.3	338	399	562	109	27	209	62	23
Distributors, VARs _____	2,869	7.2	663	516	820	189	52	482	110	37
Other _____	2,864	7.2	533	556	907	196	42	436	115	79
TOTAL	40,000	100.0	7,677	9,042	13,360	2,584	539	4,919	1,470	409

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	27,512	10,951	-			38,463	96.2
a. Written _____	2,318	344	-			2,662	6.7
b. Telecommunication _____	21,502	10,140	-			31,642	79.1
c. Electronic _____	3,692	467	-			4,159	10.4
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): _____	1,537	-	-			1,537	3.8
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	1,537	-	-			1,537	3.8
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	29,049	10,951	-			40,000	100.0
PERCENT	72.6	27.4	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			40,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			40,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			132		400-427 Kentucky _____			633	
030-038 New Hampshire _____			306		370-385 Tennessee _____			943	
050-059 Vermont _____			130		350-369 Alabama _____			541	
010-027 Massachusetts _____			1,016		386-397 Mississippi _____			267	
028-029 Rhode Island _____			145		EAST SO. CENTRAL			2,384	6.0
060-069 Connecticut _____			894		716-729 Arkansas _____			396	
NEW ENGLAND			2,623	6.6	700-714 Louisiana _____			243	
100-149 New York _____			1,868		730-749 Oklahoma _____			513	
070-089 New Jersey _____			711		750-799 Texas _____			2,160	
150-196 Pennsylvania _____			2,319		WEST SO. CENTRAL			3,312	8.3
MIDDLE ATLANTIC			4,898	12.2	590-599 Montana _____			29	
430-459 Ohio _____			3,294		832-838 Idaho _____			108	
460-479 Indiana _____			1,835		820-831 Wyoming _____			19	
600-629 Illinois _____			3,109		800-816 Colorado _____			334	
480-499 Michigan _____			2,329		870-884 New Mexico _____			114	
530-549 Wisconsin _____			2,282		850-865 Arizona _____			393	
EAST NO. CENTRAL			12,849	32.1	840-847 Utah _____			314	
550-567 Minnesota _____			1,406		889-898 Nevada _____			75	
500-528 Iowa _____			797		MOUNTAIN			1,386	3.5
630-658 Missouri _____			998		995-999 Alaska _____			1	
580-588 North Dakota _____			110		980-994 Washington _____			435	
570-577 South Dakota _____			149		970-979 Oregon _____			356	
680-693 Nebraska _____			375		900-961 California _____			2,729	
660-679 Kansas _____			583		967-968 Hawaii _____			2	
WEST NO. CENTRAL			4,418	11.0	PACIFIC			3,523	8.8
197-199 Delaware _____			53		UNITED STATES			39,974	99.9
206-219 Maryland _____			366		969 & 004-009 U.S. Territories _____			26	
200-205 Washington, DC _____			17		Canada _____			-	
220-246 Virginia _____			670		Mexico _____			-	
247-268 West Virginia _____			112		Other International _____			-	
270-289 North Carolina _____			1,087		APO/FPO _____			-	
290-299 South Carolina _____			615		TOTAL QUALIFIED CIRCULATION			40,000	100.0
300-319 Georgia _____			666						
320-349 Florida _____			995						
SOUTH ATLANTIC			4,581	11.4					

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	70,000	66,667	60,000	60,000	56,000
Qualified Non-Paid: _____	70,000	66,667	60,000	60,000	56,000
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**
 **NC = None Claimed.

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

11. ADDITIONAL DATA

ISSUES PER YEAR:

Effective with the November/December 2008 issue, this publication changed its frequency from 12 to 6 issues per year.

PARAGRAPH 3a:

This issue is 33.3% or 20,000 copies below the average of the other 4 issues reported in Paragraph two.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

QUESTIONNAIRE INCLUDED AT THE PUBLISHER'S OPTION:

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- Please send me information related to my areas of interest.

2 Check one:
 New Subscription Change of Address Renewal

Name _____

Title _____ M.S./Dept.# _____

Company _____ Bldg.# _____

Address _____

City _____ State _____ Zip _____

Business Phone (_____) _____

Fax (_____) _____

3 Fill in below only if your company requires home delivery: (company address must be filled in at left)

Address _____

City _____ State _____ Zip _____

4 What is the major product manufactured at this location? (check one)

- 1 Machined Metal Products (products manufactured primarily by machining, cutting, drilling, boring, tapping, sawing, and welding; such as machinery, parts and tools)
- 2 Transportation Equipment (engines, parts, equipment, and supplies for motor vehicles, trains, ships, aircraft and missiles)
- 3 Electrical/Electronic Equipment (equipment for communications, lighting, household appliances, relays and industrial controls, and other electrical components)
- 4 Formed Metal Products (products fabricated primarily by metalforming, bending, forging, stamping, and plate work, such as hardware, valves, fittings, and sheetmetal construction)
- 5 Instruments and Related Products (analytical, medical, environmental, navigational, and process measuring and controlling instruments, equipment and supplies)
- 6 Primary Metal Products (basic metal products made in mills and foundries and in rolling, drawing and extruding operations)
- 7 Miscellaneous Manufactured Metal Products (not elsewhere covered)
- 8 Non-Metal Manufactured Products (such as textiles, chemicals, petroleum, plastic, glass, others)
- 9 Distributors, VARs, Non-Manufacturing Services (such as R&D, Metal Services, others)
- 10 Other _____

5 What is the primary end product manufactured (or service performed) at this location? (be specific)

6 Number of employees at this location: (check one)

- a 1-10 d 101-250
- b 11-50 e 251-500
- c 51-100 f over 500

7 What is your principal functional responsibility? (check one)

- 1 Corporate Management 5 Factory Automation
- 2 Manufacturing Production 6 Product Design, R&D
- 3 Manufacturing Engineering 7 Purchasing
- 4 Quality Assurance/Control 8 Other _____

8 Which of the following magazines do you subscribe to?

- 1 American Machinist
- 2 Automotive Design & Production
- 3 Manufacturing Engineering
- 4 Modern Machine Shop

T&P090102UAL

PUBLISHER'S AFFIDAVIT

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

Vern Nelson, Group Publisher
 David Welscher, 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 BPAWorldwide.

Date signed February 11, 2009
 State Florida
 County Sarasota
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