

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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INTECH

ISA Services
67 Alexander Drive
Research Triangle Park, NC 27709
Tel.: (919) 549-8411
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Website: www.isa.org

Official Publication of: International Society of Automation
Established: 1953
Issues Per Year: 6
(See Additional Data)

FIELD SERVED

INTECH serves those involved in the following manufacturing industries: Manufacturing, Non-Manufacturing, Engineering & Integration, and Others Allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: System Design, Control Engineering & Integration; Corporate Management; Engineering Management; Plant, Operations & Product Engineering; Research & Development, Measurement, Testing & Quality; Product Design Engineering; Education & Training; Marketing & Sales; and other titled & untitled individuals within the Field Served.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,275
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	473
TOTAL	1,748

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,406	62.3	42,194	62.0	212	0.3
Sponsored Individually Addressed __	-	-	-	-	-	-
*Membership Benefit _____	25,689	37.7	1,385	2.0	24,304	35.7
Multi-Copy Same Addressee _____	22	-	-	-	22	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	68,117	100.0	43,579	64.0	24,538	36.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	4,184	3,501	49,907	14,557	64,464
March/April _____	3,917	3,988	49,777	14,758	64,535
May/June _____	3,498	14,318	57,472	17,883	75,355
TOTAL	11,599	21,807			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**This issue is 16.8% or 10,855 copies above the average of the other 2 issues reported in Paragraph two. (See Additional Data)**

CLASSIFICATION BY BUSINESS	Total	Percent	Print Version Only (A)	Digital Version Only (B)	A	B	C	D	E	F	G	I	J
1300 - Oil & Gas Extraction ___	2,403	3.2	1,695	708	899	349	280	338	75	291	7	70	94
2000 - Food _____	4,114	5.4	3,638	476	511	1,764	381	927	187	133	6	82	123
2100 - Tobacco Products _____	41	0.1	33	8	11	9	5	9	1	3	-	1	2
2200 - Textiles _____	212	0.3	179	33	28	83	25	45	8	12	1	3	7
2600 - Pulp, Paper, & Allied Products _____	1,660	2.2	1,442	218	293	503	207	455	48	83	-	27	44
2800 - Chemicals _____	3,580	4.8	2,799	781	1,048	639	419	737	215	342	7	58	115
2830 - Pharmaceuticals _____	1,924	2.6	1,403	521	539	413	232	345	194	130	4	24	43
2900 - Petroleum Refining & Related Industries _____	3,015	4.0	2,064	951	1,269	274	214	461	95	405	21	129	147
3000 - Rubber & Miscellaneous Plastics _____	2,649	3.5	2,352	297	255	956	438	529	116	242	4	77	32
3200 - Stone, Clay, Glass & Concrete Products _____	645	0.9	562	83	84	259	85	141	22	35	-	9	10
3300 - Primary Metals _____	1,640	2.2	1,397	243	211	562	256	338	61	128	3	42	39
3400 - Valves, Fittings, Fabricated Metal Prods _____	1,920	2.5	1,575	345	184	633	269	268	69	223	5	231	38
3500 - Industrial Machinery & Equipment, including Computers	5,197	6.9	4,302	895	951	1,643	955	522	181	589	18	204	134
3600 - Electronic & Other Electric Equipment _____	3,784	5.0	2,885	899	679	1,056	639	319	166	465	20	208	232
3660 - Communications Equipment _____	23	-	9	14	4	-	-	5	3	1	-	3	7
3670 - Semiconductors & Electronic Components _____	552	0.7	427	125	115	116	87	69	47	67	2	26	23
3700 - Transportation _____	560	0.7	450	110	109	188	100	66	24	37	4	6	26
3710 - Transportation-Automotive _____	818	1.1	671	147	122	233	159	142	44	88	-	12	18
3720 - Transportation-Aircraft _____	224	0.3	181	43	35	49	57	28	25	25	-	1	4
3760 - Transportation-Aerospace _____	583	0.8	470	113	122	111	122	65	51	99	1	1	11
3800 - Instrument/Measurement/Analysis & Ctrl Apparatus _____	3,568	4.7	2,520	1,048	646	819	313	191	206	380	38	596	379
3840 - Medical Instrumentation & Systems _____	1,060	1.4	869	191	143	261	213	161	98	137	6	20	21
Manufacturing	40,172	53.3	31,923	8,249	8,258	10,920	5,456	6,161	1,936	3,915	147	1,830	1,549
1000 - Metal Mining _____	474	0.6	322	152	203	65	47	75	16	28	3	8	29
4600 - Utilities-Pipelines except Natural Gas _____	167	0.2	131	36	58	26	20	38	13	6	-	3	3
4810 - Communications _____	1,247	1.7	1,020	227	220	451	259	152	24	74	2	31	34
4900 - Utilities _____	374	0.5	266	108	162	30	27	87	10	21	3	13	21
4910 - Utilities-Electrical _____	3,206	4.3	2,435	771	820	531	756	684	87	207	14	42	65
4920 - Utilities-Natural Gas _____	431	0.6	327	104	125	64	78	90	25	30	1	6	12
4930 - Utilities-Combo (Nuclear/Fossil Fuel, etc) _____	637	0.8	454	183	224	67	103	134	17	62	7	10	13
4940 - Utilities-Water/Wastewater _____	1,658	2.2	1,299	359	580	327	203	378	28	65	-	27	50
5000 - Instrument & Ctrl Apparatus Sales & Services _____	1,166	1.5	873	293	232	227	65	31	21	53	7	442	88
8200 - Education _____	2,651	3.5	1,049	1,602	174	95	57	56	86	27	715	7	1,434
8730 - Research, Development & Testing _____	1,569	2.1	1,180	389	240	354	218	90	374	216	17	11	49
Non-Manufacturing	13,580	18.0	9,356	4,224	3,038	2,237	1,833	1,815	701	789	769	600	1,798
1700 - Construction _____	1,285	1.7	1,045	240	235	566	179	106	27	93	6	21	52
7370 - Systems Integration _____	1,896	2.5	1,323	573	968	370	227	61	27	91	4	82	66
8710 - Engineering Services _____	9,008	12.0	7,212	1,796	3,329	2,219	1,842	447	170	670	15	128	188
8740 - Management Consulting _____	1,648	2.2	1,344	304	379	772	214	83	27	77	6	51	39
Engineering & Integration	13,837	18.4	10,924	2,913	4,911	3,927	2,462	697	251	931	31	282	345
Other _____	5,971	7.9	3,802	2,169	560	791	360	327	98	184	35	192	3,424
Government _____	1,795	2.4	1,467	328	399	471	379	238	149	103	7	8	41
Others Allied to the field	7,766	10.3	5,269	2,497	959	1,262	739	565	247	287	42	200	3,465
TOTAL QUALIFIED CIRCULATION	75,355	100.0	57,472	17,883	17,166	18,346	10,490	9,238	3,135	5,922	989	2,912	7,157

A. Systems Design, Control Systems Engineering & Integration

B. Corporate Management

C. Engineering Management

D. Plant, Operations & Production Engineering

E. Research & Development, Measurement, Testing and Quality

F. Product Design Engineering

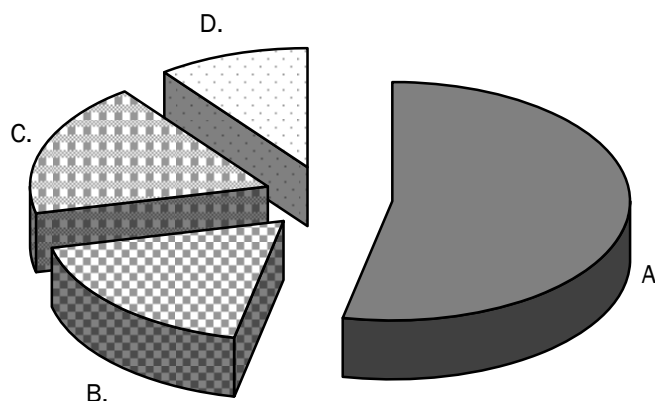
G. Education & Training

I. Marketing & Sales

J. Titled and Non-Titled Personnel

3a. Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Manufacturing_____	40,172	53.3
B. Non-Manufacturing_____	13,580	18.0
C. Engineering & Integration__	13,837	18.4
D. Others Allied to the field ___	7,766	10.3



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	24,541	17,576	4,314	38,883	7,548	46,431	61.6
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	17,944	6,110	1,901	15,773	10,182	25,955	34.5
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,951	7	11	2,816	153	2,969	3.9
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	2,951	7	11	2,816	153	2,969	3.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,436	23,693	6,226	57,472	17,883	75,355	100.0
PERCENT	60.3	31.4	8.3	76.3	23.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	50,917	12,577	63,494	84.3
Individuals by name only _____	6,327	5,306	11,633	15.4
Titles or functions only _____	5	-	5	-
Company names only _____	208	-	208	0.3
Multi-Copy Same Addressee copies _____	15	-	15	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	57,472	17,883	75,355	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA					Slovenia _____	-	-	-	
Bangladesh _____	-	-	-		Spain _____	385	263	648	
Brunei _____	2	4	6		Sweden _____	13	9	22	
Burma _____	-	2	2		Switzerland _____	19	15	34	
Cambodia _____	-	-	-		Ukraine _____	-	3	3	
China _____	10	12	22		United Kingdom _____	77	87	164	
Hong Kong _____	4	2	6		Yugoslavia _____	-	-	-	
India _____	1,046	2,102	3,148		Subtotal	1,033	833	1,866	2.5
Indonesia _____	31	23	54		AFRICA				
Japan _____	51	37	88		Algeria _____	1	2	3	
Korea - South _____	12	11	23		Angola _____	1	-	1	
Malaysia _____	29	25	54		Botswana _____	1	-	1	
Mongolia _____	-	-	-		Burkina Faso _____	1	-	1	
Pakistan _____	17	14	31		Chad _____	-	-	-	
Philippines _____	25	20	45		Comoros _____	-	1	1	
Singapore _____	51	45	96		Congo, Republic of the _____	-	-	-	
Sri Lanka _____	1	-	1		Egypt _____	25	18	43	
Taiwan _____	4	5	9		Ghana _____	-	1	1	
Thailand _____	11	6	17		Kenya _____	1	-	1	
Uzbekistan _____	-	-	-		Liberia _____	-	-	-	
Vietnam _____	4	4	8		Morocco _____	1	1	2	
Subtotal	1,298	2,312	3,610	4.8	Nigeria _____	75	37	112	
MIDDLE EAST					Republic Of South Africa _____	9	22	31	
Bahrain _____	6	9	15		Sudan _____	3	1	4	
Iraq _____	1	-	1		Subtotal	118	83	201	0.2
Israel _____	50	12	62		NORTH AMERICA				
Jordan _____	3	1	4		Canada _____	2,598	1,344	3,942	
Kuwait _____	30	23	53		United States of America _____	49,895	11,661	61,556	
Lebanon _____	3	2	5		Mexico _____	197	258	455	
Libya _____	1	1	2		Subtotal	52,690	13,263	65,953	87.5
Oman _____	12	6	18		CARIBBEAN				
Qatar _____	59	34	93		Aruba _____	-	-	-	
Saudi Arabia _____	109	167	276		Bahamas _____	2	1	3	
Turkey _____	4	4	8		Barbados _____	2	1	3	
United Arab Emirates _____	63	50	113		Bermuda _____	3	3	6	
Yemen _____	-	-	-		Dominican Republic _____	29	6	35	
Subtotal	341	309	650	0.9	Jamaica _____	4	-	4	
EUROPE					Netherlands Antilles _____	2	1	3	
Azerbaijan _____	-	-	-		Trinidad and Tobago _____	24	18	42	
Austria _____	4	2	6		St Christopher & Nevis _____	1	-	1	
Belgium _____	20	21	41		Subtotal	67	30	97	0.1
Bosnia-Herzegovina _____	-	-	-		CENTRAL AMERICA				
Bulgaria _____	1	-	1		Costa Rica _____	4	1	5	
Croatia _____	2	2	4		El Salvador _____	44	5	49	
Cyprus _____	-	1	1		Guatemala _____	2	1	3	
Czech Republic _____	1	2	3		Honduras _____	1	-	1	
Denmark _____	5	11	16		Panama _____	-	1	1	
Estonia _____	-	-	-		Subtotal	51	8	59	0.1
Finland _____	13	8	21		SOUTH AMERICA				
France _____	45	36	81		Argentina _____	33	15	48	
Germany _____	36	22	58		Bolivia _____	5	3	8	
Greece _____	6	2	8		Brazil _____	1,349	696	2,045	
Hungary _____	2	3	5		Chile _____	24	12	36	
Iceland _____	1	2	3		Colombia _____	214	90	304	
Italy _____	53	78	131		Ecuador _____	14	45	59	
Kazakhstan _____	1	1	2		Falkland Islands _____	-	-	-	
Latvia _____	-	-	-		Paraguay _____	2	2	4	
Lithuania _____	1	-	1		Peru _____	84	63	147	
Luxembourg _____	1	4	5		Uruguay _____	4	-	4	
Malta _____	1	-	1		Venezuela _____	24	31	55	
Netherlands _____	132	100	232		Subtotal	1,753	957	2,710	3.6
Norway _____	11	10	21		ASIA PACIFIC				
Poland _____	4	4	8		Australia _____	103	81	184	
Portugal _____	28	10	38		Kiribati _____	-	-	-	
Republic Of Ireland _____	112	112	224		New Zealand _____	18	7	25	
Romania _____	2	1	3		Papua New Guinea _____	-	-	-	
Russian Federation _____	56	22	78		Subtotal	121	88	209	0.3
Serbia _____	-	-	-		TOTAL QUALIFIED CIRCULATION	57,472	17,883	75,355	100.0
Slovak Republic _____	1	2	3						

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	254	34	288		Kentucky _____	603	128	731	
New Hampshire _____	288	48	336		Tennessee _____	841	174	1,015	
Vermont _____	96	16	112		Alabama _____	718	155	873	
Massachusetts _____	1,392	299	1,691		Mississippi _____	289	40	329	
Rhode Island _____	157	24	181		EAST SO. CENTRAL	2,451	497	2,948	3.9
Connecticut _____	740	141	881		Arkansas _____	346	67	413	
NEW ENGLAND	2,927	562	3,489	4.6	Louisiana _____	1,000	276	1,276	
New York _____	2,266	437	2,703		Oklahoma _____	598	192	790	
New Jersey _____	1,635	303	1,938		Texas _____	5,646	1,890	7,536	
Pennsylvania _____	2,927	598	3,525		WEST SO. CENTRAL	7,590	2,425	10,015	13.3
MIDDLE ATLANTIC	6,828	1,338	8,166	10.8	Montana _____	179	31	210	
Ohio _____	2,954	596	3,550		Idaho _____	241	79	320	
Indiana _____	1,323	257	1,580		Wyoming _____	108	24	132	
Illinois _____	2,762	588	3,350		Colorado _____	770	208	978	
Michigan _____	1,727	302	2,029		New Mexico _____	174	48	222	
Wisconsin _____	1,574	315	1,889		Arizona _____	516	148	664	
EAST NO. CENTRAL	10,340	2,058	12,398	16.5	Utah _____	405	93	498	
Minnesota _____	1,293	260	1,553		Nevada _____	179	58	237	
Iowa _____	676	130	806		MOUNTAIN	2,572	689	3,261	4.3
Missouri _____	1,057	276	1,333		Alaska _____	153	61	214	
North Dakota _____	166	44	210		Washington _____	877	276	1,153	
South Dakota _____	108	50	158		Oregon _____	434	108	542	
Nebraska _____	370	75	445		California _____	4,213	1,062	5,275	
Kansas _____	531	118	649		Hawaii _____	52	17	69	
WEST NO. CENTRAL	4,201	953	5,154	6.9	PACIFIC	5,729	1,524	7,253	9.6
Delaware _____	192	44	236		UNITED STATES	49,766	11,593	61,359	81.4
Maryland _____	750	170	920		U.S. Territories _____	125	68	193	
Washington, DC _____	87	17	104		Canada _____	2,598	1,344	3,942	
Virginia _____	990	223	1,213		Mexico _____	197	258	455	
West Virginia _____	289	63	352		Other International _____	4,782	4,620	9,402	
North Carolina _____	1,344	293	1,637		APO/FPO _____	4	-	4	
South Carolina _____	702	137	839		TOTAL QUALIFIED CIRCULATION	57,472	17,883	75,355	100.0
Georgia _____	1,079	295	1,374						
Florida _____	1,695	305	2,000						
SOUTH ATLANTIC	7,128	1,547	8,675	11.5					

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	75,125	71,272	63,708	62,339	62,448	68,117
Qualified Non-Paid Total	48,271	44,495	38,028	37,199	37,852	43,579
Print Version Only	45,439	41,152	34,719	33,123	32,586	37,549
Digital Version Only	2,832	3,343	3,309	4,076	5,266	6,030
Qualified Paid Total	26,854	26,777	25,680	25,140	24,596	24,538
Print Version Only	25,073	21,601	19,524	16,485	15,638	14,836
Digital Version Only	1,781	5,176	6,156	8,655	8,958	9,702
Post Expire Copies included in Total Qualified Circulation	11.7%	11.9%	8.4%	9.9%	9.1%	10.1%
Average Annual Order Price	\$9.01	\$8.74	\$9.72	\$8.77	\$8.26	\$8.04

***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.

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 or 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.

CHANGE IN FREQUENCY:

Effective with the January/February 2010 issue, InTech changed its frequency from 12 to 6 issues per year.

PARAGRAPH 1:

Qualified Paid Benefit of Membership subscriptions averaging 24,304 copies were sold to qualified recipient at the following subscription price: \$8.65. Member's yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 3a:

The May/June 2011 issue is 16.8% or 10,855 copies above the average of the other 2 issues reported in Paragraph two.

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	36,563	69.8	36,351	69.4	212	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	15,800	30.2	1,198	2.3	14,602	27.9
Multi-Copy Same Addressee	22	-	-	-	22	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,385	100.0	37,549	71.7	14,836	28.3

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	5,843	37.1	5,843	37.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	9,889	62.9	187	1.2	9,702	61.7
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,732	100.0	6,030	38.3	9,702	61.7

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 18, 2011
Susan Colwell, Publishing Manager	State	North Carolina
Debbie Enenmoh, Circulation	County	Wake
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 18, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	I316Y0J1