

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

POWER ELECTRONICS TECHNOLOGY serves the manufacturers of aviation; automotive; weapons/electronic warfare systems; computers/computer networks; communications/cellular/broadcast; consumer electronics; ICs & semiconductors; medical; industrial; test equipment; and, other including academic/laboratories/consultants.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are design & development engineering management; design & development engineering; design & development executive operating management; and, others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	168
Advertiser and Agency _____	1,011
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	96
Digital _____	-
All Other _____	2,232
<b>TOTAL</b>	<b>3,507</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,000	100.0	30,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>	<b>30,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	89	89	27,174	2,826			30,000	*November _____	780	780	27,445	2,555			30,000
September _____	24	24	27,185	2,815			30,000	December _____	102	102	27,479	2,521			30,000
								<b>TOTAL</b>	<b>1,217</b>	<b>1,146</b>					

\*Analyzed Issue

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

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY PRIMARY JOB FUNCTION		
					Design & Development Engineering Management	Design & Development Engineering	Design & Development Executive or Operating Mgmt and Others Allied to the Field
Aviation _____	4,745	15.8	4,099	646	1,253	3,375	117
Automotive _____	1,880	6.3	1,837	43	418	1,288	174
Weapons/Electronic Warfare _____	670	2.2	656	14	154	456	60
Computers/Computer Networks _____	1,863	6.2	1,708	155	605	1,046	212
Communications/Cellular/Broadband _____	4,244	14.1	3,821	423	1,311	2,720	213
Consumer Electronics _____	2,958	9.9	2,688	270	962	1,848	148
Ics & Semiconductors _____	440	1.5	432	8	119	259	62
Medical _____	1,964	6.5	1,779	185	584	1,290	90
Industrial _____	6,069	20.2	5,616	453	1,928	3,575	566
Test Equipment _____	1,672	5.6	1,501	171	458	1,159	57
Other includes Academic/Laboratories/Consultants _____	3,495	11.7	3,308	187	856	2,637	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,000</b>	<b>100.0</b>	<b>27,445</b>	<b>2,555</b>	<b>8,648</b>	<b>19,653</b>	<b>1,699</b>
<b>PERCENT</b>	<b>100.0</b>		<b>91.5</b>	<b>8.5</b>	<b>28.8</b>	<b>65.5</b>	<b>5.7</b>

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	29,700	300	-	27,445	2,555			30,000	100.0
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>29,700</b>	<b>300</b>	<b>-</b>	<b>27,445</b>	<b>2,555</b>			<b>30,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>99.0</b>	<b>1.0</b>	<b>-</b>	<b>91.5</b>	<b>8.5</b>			<b>100.0</b>	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	27,445	2,555			30,000	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>27,445</b>	<b>2,555</b>			<b>30,000</b>	<b>100.0</b>

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

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	90	7	97	
030-038 New Hampshire _____	281	18	299	
050-059 Vermont _____	72	19	91	
010-027 Massachusetts _____	1,161	87	1,248	
028-029 Rhode Island _____	114	14	128	
060-069 Connecticut _____	454	39	493	
<b>NEW ENGLAND</b>	<b>2,172</b>	<b>184</b>	<b>2,356</b>	<b>7.9</b>
100-149 New York _____	1,621	139	1,760	
070-089 New Jersey _____	818	80	898	
150-196 Pennsylvania _____	1,282	110	1,392	
<b>MIDDLE ATLANTIC</b>	<b>3,721</b>	<b>329</b>	<b>4,050</b>	<b>13.5</b>
430-459 Ohio _____	1,313	112	1,425	
460-479 Indiana _____	641	67	708	
600-629 Illinois _____	1,474	126	1,600	
480-499 Michigan _____	1,185	93	1,278	
530-549 Wisconsin _____	766	60	826	
<b>EAST NO. CENTRAL</b>	<b>5,379</b>	<b>458</b>	<b>5,837</b>	<b>19.4</b>
550-567 Minnesota _____	716	51	767	
500-528 Iowa _____	305	23	328	
630-658 Missouri _____	368	38	406	
580-588 North Dakota _____	87	3	90	
570-577 South Dakota _____	54	13	67	
680-693 Nebraska _____	145	11	156	
660-679 Kansas _____	268	19	287	
<b>WEST NO. CENTRAL</b>	<b>1,943</b>	<b>158</b>	<b>2,101</b>	<b>7.0</b>
197-199 Delaware _____	53	3	56	
206-219 Maryland _____	621	58	679	
200-205 Washington, DC _____	60	7	67	
220-246 Virginia _____	617	75	692	
247-268 West Virginia _____	90	12	102	
270-289 North Carolina _____	572	60	632	
290-299 South Carolina _____	240	15	255	
300-319 Georgia _____	438	54	492	
320-349 Florida _____	1,147	109	1,256	
<b>SOUTH ATLANTIC</b>	<b>3,838</b>	<b>393</b>	<b>4,231</b>	<b>14.1</b>

  

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky _____	214	23	237	
370-385 Tennessee _____	386	33	419	
350-369 Alabama _____	360	44	404	
386-397 Mississippi _____	116	15	131	
<b>EAST SO. CENTRAL</b>	<b>1,076</b>	<b>115</b>	<b>1,191</b>	<b>4.0</b>
716-729 Arkansas _____	163	12	175	
700-714 Louisiana _____	147	14	161	
730-749 Oklahoma _____	232	29	261	
750-799 Texas _____	1,622	173	1,795	
<b>WEST SO. CENTRAL</b>	<b>2,164</b>	<b>228</b>	<b>2,392</b>	<b>8.0</b>
590-599 Montana _____	58	8	66	
832-838 Idaho _____	124	11	135	
820-831 Wyoming _____	30	2	32	
800-816 Colorado _____	568	49	617	
870-884 New Mexico _____	157	23	180	
850-865 Arizona _____	420	62	482	
840-847 Utah _____	260	38	298	
889-898 Nevada _____	119	12	131	
<b>MOUNTAIN</b>	<b>1,736</b>	<b>205</b>	<b>1,941</b>	<b>6.5</b>
995-999 Alaska _____	25	1	26	
980-994 Washington _____	554	41	595	
970-979 Oregon _____	367	40	407	
900-961 California _____	4,243	390	4,633	
967-968 Hawaii _____	48	2	50	
<b>PACIFIC</b>	<b>5,237</b>	<b>474</b>	<b>5,711</b>	<b>19.0</b>
<b>UNITED STATES</b>	<b>27,266</b>	<b>2,544</b>	<b>29,810</b>	<b>99.4</b>
969 & 004-009 U.S. Territories _____	24	1	25	
Canada _____	128	7	135	
Mexico _____	4	-	4	
Other International _____	21	3	24	
APO/FPO _____	2	-	2	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,445</b>	<b>2,555</b>	<b>30,000</b>	<b>100.0</b>

**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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified	36,637	36,639	36,600	36,651	31,616	30,000
Qualified Non-Paid Total	36,637	36,639	36,600	36,651	31,616	30,000
Print Only	36,637	36,639	36,600	31,256	27,484	27,272
Digital Only	-	-	-	5,395	4,132	2,728
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July-December 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:**

**METHOD OF DISTRIBUTION:**

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.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

**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	27,272	100.0	27,272	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,272</b>	<b>100.0</b>	<b>27,272</b>	<b>100.0</b>	-	-

**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	2,728	100.0	2,728	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,728</b>	<b>100.0</b>	<b>2,728</b>	<b>100.0</b>	-	-

**8. PAID CIRCULATION DATA**

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

**QUESTIONNAIRE PROVIDED AT THE PUBLISHER'S OPTION:**

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**3 Your principal job function:**  
 Design/Development: \_\_\_\_\_  
 Engineering Management  
 Engineering  
 Exec or Operating Management  
 Other (please specify) \_\_\_\_\_



Examples forms cannot be processed or acknowledged. The publisher reserves the right to name only those individuals who meet the publication qualifications.

**4 What is the primary end product manufactured or service provided by your company or division:**  
 40 Automobile  
 41 Aerospace  
 42 Computers/Computer Networks  
 43 Consumer Cellular/Broadband  
 44 Consumer Electronics  
 45 Cosmetics/Beauty  
 46 Medical  
 47 Industrial  
 48 Test Equipment  
 49 Other (please specify) \_\_\_\_\_

**5 Products you buy or specify: (check all that apply)**  
 01 Digital Ics  
 02 Analog Mixed Signal  
 03 Components Interconnect  
 04 Power  
 05 Test & Measurement Equip  
 06 Communications  
 07 ESDA Tools  
 08 Embedded Hardware/Software  
 09 Materials  
 10 None of the Above

CS7001 Model No. 02/09/09

**PUBLISHER'S AFFIDAVIT**

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

Michele Bartlett, Audience Marketing Manager  
 Bill Baumann, Group Publisher

(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 January 30, 2010  
 State Kansas  
 County Johnson  
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