

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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POWER ELECTRONICS TECHNOLOGY

A Penton Media Publication

Penton Media
9800 Metcalf Avenue
Overland Park, KS 66212-2216
Tel.: 913-341-1300
Fax: 913-967-1899
www.powerelectronics.com

Official Publication of: None
Established: 1975
Issues Per Year: 12



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 _____	225
Advertiser and Agency _____	996
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	192
Digital _____	-
All Other _____	749
TOTAL	2,162

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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	30,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	26,226	3,774	30,000
February _____	26,085	3,915	30,000
March _____	27,500	2,500	30,000
April _____	27,498	2,502	30,000
May _____	27,500	2,500	30,000
June _____	27,500	2,500	30,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

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 Management
Aviation _____	2,753	9.2	2,464	289	724	1,712	317
Automotive _____	2,463	8.2	2,339	124	756	1,352	355
Weapons/Electronic Warfare _____	2,071	6.9	1,934	137	515	1,350	206
Computers/Computer Networks _____	2,804	9.3	2,520	284	816	1,294	694
Communications/Cellular/Broadband _____	3,873	12.9	3,536	337	1,073	2,103	697
Consumer Electronics _____	3,001	10.0	2,752	249	853	1,677	471
Ics & Semiconductors _____	1,412	4.7	1,191	221	393	836	183
Medical _____	2,271	7.6	2,058	213	508	1,411	352
Industrial _____	7,643	25.5	7,152	491	2,014	4,414	1,215
Test Equipment _____	1,709	5.7	1,554	155	438	1,046	225
Other includes Academic/Laboratories/Consultants _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	100.0	27,500	2,500	8,090	17,195	4,715
PERCENT	100.0		91.7	8.3	27.0	57.3	15.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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: _____	30,000	-	-	27,500	2,500	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. TOTAL - 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: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,000	-	-	27,500	2,500	30,000	100.0
PERCENT	100.0	-	-	91.7	8.3	100.0	

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	27,500	2,500	30,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,500	2,500	30,000	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	84	-	84	
New Hampshire _____	271	-	271	
Vermont _____	80	-	80	
Massachusetts _____	1,094	-	1,094	
Rhode Island _____	105	-	105	
Connecticut _____	461	-	461	
NEW ENGLAND	2,095	-	2,095	7.0
New York _____	1,566	1	1,567	
New Jersey _____	735	-	735	
Pennsylvania _____	1,188	-	1,188	
MIDDLE ATLANTIC	3,489	1	3,490	11.6
Ohio _____	1,303	-	1,303	
Indiana _____	625	1	626	
Illinois _____	1,353	31	1,384	
Michigan _____	1,045	-	1,045	
Wisconsin _____	783	-	783	
EAST NO. CENTRAL	5,109	32	5,141	17.1
Minnesota _____	692	-	692	
Iowa _____	282	-	282	
Missouri _____	464	10	474	
North Dakota _____	85	-	85	
South Dakota _____	56	-	56	
Nebraska _____	159	4	163	
Kansas _____	282	8	290	
WEST NO. CENTRAL	2,020	22	2,042	6.8
Delaware _____	51	-	51	
Maryland _____	585	-	585	
Washington, DC _____	69	-	69	
Virginia _____	684	-	684	
West Virginia _____	97	-	97	
North Carolina _____	660	-	660	
South Carolina _____	287	-	287	
Georgia _____	528	-	528	
Florida _____	1,230	-	1,230	
SOUTH ATLANTIC	4,191	-	4,191	14.0
Kentucky _____	248	1	249	
Tennessee _____	414	-	414	
Alabama _____	402	-	402	
Mississippi _____	153	-	153	
EAST SO. CENTRAL	1,217	1	1,218	4.1
Arkansas _____	93	32	125	
Louisiana _____	156	35	191	
Oklahoma _____	217	54	271	
Texas _____	1,518	417	1,935	
WEST SO. CENTRAL	1,984	538	2,522	8.4
Montana _____	85	1	86	
Idaho _____	96	17	113	
Wyoming _____	21	9	30	
Colorado _____	521	137	658	
New Mexico _____	173	57	230	
Arizona _____	492	169	661	
Utah _____	237	59	296	
Nevada _____	134	37	171	
MOUNTAIN	1,759	486	2,245	7.5
Alaska _____	17	6	23	
Washington _____	532	137	669	
Oregon _____	346	99	445	
California _____	3,740	1,079	4,819	
Hawaii _____	16	7	23	
PACIFIC	4,651	1,328	5,979	19.9
UNITED STATES	26,515	2,408	28,923	96.4
U.S. Territories _____	87	-	87	
Canada _____	865	87	952	
Mexico _____	16	-	16	
Other International _____	16	4	20	
APO/FPO _____	1	1	2	
TOTAL QUALIFIED CIRCULATION	27,500	2,500	30,000	100.0

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	36,651	31,616	30,000	30,000	30,000	30,000
Qualified Non-Paid Total	36,651	31,616	30,000	30,000	30,000	30,000
Print Only	31,256	27,484	27,272	27,357	26,856	27,052
Digital Only	5,395	4,132	2,728	2,643	3,144	2,948
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
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 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 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.

QUESTIONNAIRE PROVIDED AT THE PUBLISHER'S OPTION:

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	27,052	100.0	27,052	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,052	100.0	27,052	100.0	-	-

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	2,948	100.0	2,948	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,948	100.0	2,948	100.0	-	-

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 02 Aviation
 01 Automobile
 03 Aerospace/Space Warfare
 43 Computers/Computer Networks
 44 Communications/Broadcast
 45 Consumer Electronics
 46 Cox & Semiconductors
 47 Medical
 48 Industrial
 49 Test Equipment
 99 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 EDA Tools
 08 Embedded Hardware/Software
 09 Materials
 10 None of the Above

PUBLISHER'S AFFIDAVIT

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

Bill Baumann, Group Publisher
 Brenda Roode, Manager, Audience Development

(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 27, 2011
 State: Kansas
 County: Johnson
 Received by BPA Worldwide: July 27, 2011
 Type: PJ
 ID Number: P181P011