

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009
(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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Quality

MAGAZINE

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FIELD SERVED

QUALITY serves manufacturing professionals involved in quality related activities in manufacturing industries and others allied to the field, as shown in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled individuals in Corporate Management, Manufacturing Engineering, Manufacturing Management/ Operations, Quality Management, Quality Engineering, Engineering/ Technical, Research & Development and Purchasing as shown in Paragraph 3a.

PURPOSE

Included herein is a supplementary analysis of individuals who buy, specify, recommend or influence the purchase of: coordinate measuring machines (CMMs); automatic gaging equipment; handheld gages; surface analysis equipment; form measurement equipment; linear measurement equipment; non-contact inspection/measurement; materials test; environmental test; non-destructive test (NDT); data collection/acquisition; quality software; registration & certification services; calibration equipment & services; color measurement & appearance equipment; production equipment; vision systems components and/or sensors.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	131
Advertiser and Agency _____	2,099
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,131
TOTAL	3,361

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	56,003	100.0	56,002	100.0	1	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,003	100.0	56,002	100.0	1	-

2a. 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
July _____	127	53	53,446	2,557			56,003
August _____	172	170	53,359	2,642			56,001
September _____	113	116	53,377	2,627			56,004
October _____	175	179	53,382	2,626			56,008
November _____	291	285	53,384	2,618			56,002
Buyer's Guide _____	-	-	53,384	2,618			56,002
December _____	103	103	53,372	2,630			56,002
TOTAL	981	906					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	35,939	19,289	17,119	1.13	01:31	02:49
August _____	33,813	18,335	16,093	1.14	01:38	03:00
September _____	41,078	21,357	18,626	1.15	01:31	02:56
October _____	38,978	20,299	17,738	1.14	01:33	02:58
November _____	34,930	19,425	17,077	1.14	01:36	02:52
December _____	33,053	17,439	15,367	1.13	01:39	03:07
AVERAGE:	36,299	19,357	17,003	1.14	01:35	02:57

*See Paragraph 9

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

This issue is -% or 1 copy below the average of the other 6 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE								
					Corporate Management (A)	Manufacturing/Engineering (B)	Manufacturing/Management/Operations (C)	Quality Management (D)	Quality Engineering (E)	Engineering/Technical (F)	Research & Development (G)	Purchasing (H)	Other
Plastics and Rubber Products Manufacturing	4,013	7.2	3,817	196	621	560	797	1,333	387	222	76	17	-
Primary Metal Manufacturing	3,768	6.7	3,613	155	766	568	812	1,064	323	199	24	12	-
Fabricated Metal Product Manufacturing	9,474	16.9	9,097	377	2,227	1,497	1,719	2,847	921	182	39	42	-
Machinery Manufacturing	10,176	18.2	9,877	299	2,396	1,801	2,124	2,361	1,062	272	92	68	-
Computer & Electronic Product Manufacturing	3,989	7.1	3,673	316	644	914	638	882	536	303	49	23	-
Navigation, Measuring, Electromedical and Control Instruments Manufacturing	928	1.7	857	71	199	185	158	205	97	64	14	6	-
Electrical Equipment, Appliance, and Component Manufacturing	4,763	8.5	4,598	165	710	1,051	828	1,163	644	309	37	21	-
Other Transportation Equipment Manufacturing	1,538	2.7	1,485	53	229	330	304	374	199	67	21	14	-
Motor Vehicle, Body, Trailers, Parts	4,935	8.8	4,727	208	550	1,013	860	1,170	961	290	57	34	-
Aerospace Product/Parts Manufacturing	5,432	9.7	5,077	355	596	994	691	1,675	1,086	319	54	17	-
Medical Equipment and Supplies Manufacturing	4,740	8.5	4,428	312	825	745	633	1,358	743	293	115	28	-
Miscellaneous Manufacturing	1,920	3.4	1,839	81	433	306	381	513	202	52	21	12	-
Furniture & Fixtures	280	0.5	259	21	61	44	57	67	43	4	4	-	-
Energy Industry Manufacturing	46	0.1	37	9	7	8	3	14	8	5	1	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,002	100.0	53,384	2,618	10,264	10,016	10,005	15,026	7,212	2,581	604	294	-
PERCENT	100.0		95.3	4.7	18.3	17.9	17.9	26.8	12.9	4.6	1.1	0.5	-

(A) Corporate Management titles include: CEO, President, Partner, Owner, Sr. Vice President, Vice President, Director, General Manager.

(B) Manufacturing Engineering titles include: Adv Eng, Applications Eng, Assoc Eng, Asst Eng, Auto Eng, Chief Eng, Comp Eng, Components Eng, Control Eng, Dir Eng, Electrical Eng, Eng Admin, Eng Section Head, Eng Specialist, Eng Supv, Engineer, Engineering Mgr, Mgr Equipment Eng, Fac Eng, Field Svc Eng, Ind Eng, Jr Eng, Lead Eng, Materials Eng, Mech Eng, Methods Eng, Mfg Eng, Mgr Ind Eng, Mold Eng, Plant Eng, Prd Eng, Prd Mgr, Principal Engineer, Process Eng, Service Eng, Sr Eng, Staff Eng, Tool Eng, Utilities Eng, VP Eng, & Mfg, VP Eng.

(C) Manufacturing Management/Operations titles include: VP Mfg/Operations/Production, Director Mfg/Operations/Production, Manager Mfg/Operations/Production, Director Mfg Technology, Group Manager, Mfg Manager, Plant/Factory/Works Manager, Production Control Manager, Section Manager, Department Manager/Head, Division Manager/GM, General Foreman.

(D) Quality Management titles include: Continuous Improvement Mgr/Dir/Coordinator, Compliance Dir/Mgr Corporate QA/QC Mgr, Director of QA/QC, Director of Six Sigma, Group Mgr Quality, Inspection Mgr/Coordinator, Inspection Supv/Mgr, Lean Mfg Mgr/Dir, Plant Quality Mgr, Process Mgr, Product Assurance Mgr/Coordinator, QA/QC Coordinator, QA/QC Foreman, QA/QC Leader, QA/QC Mgr, QA/QC Supv, Quality Systems Mgr, Quality Team Leader, Reliability Dir/Mgr, Safety Mgr/Dir, Senior QA/QC Mgmt, Test Mgr/Dir, VP Quality, VP Regulatory Affairs.

(E) Quality Engineering titles include: Advanced Quality Eng, Calibration/Gage Technician, Chief Inspector, CMM Programmer/Technician, Director of Quality Engineering, Inspector, Metallurgical Eng, Metrology Eng, Principal Quality Eng, Prd Assurance/Product Quality Eng, QA/QC Analyst, QA/QC Auditor, QA/QC Consultant, QA/QC Eng, Six Sigma Blackbelt, Test Eng, Validation Eng, VP Quality Engineering.

(F) Engineering/Technical titles include: Advisory Eng, Consulting, Consultant Eng, CTO, Designer, Design Eng, Drafter, Hardware Mgr, Maint Planner, Model Maker, Mold Maker, Software Eng, Tech Coord/Dir/Eng/Leader/Mgr, Technical Specialist, Technician, VP Tech.

(G) Research and Development titles include: R&D VP/Dir/Mgr, R&D Technician, Product Development Dir/Mgr, Research Lab Dir/Mgr.

(H) Purchasing titles include: Purchasing VP/Dir/Mgr/Agent, Procurement Dir/Mgr.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2009

This is an analysis of 51,731 recipients or 92.4% who responded to the question, "Which of the following products do you recommend, specify, and/or buy in your job?" (See questionnaire used to elicit this data on the back of this report). Since any one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

QUALITY BUYING INFLUENCE	Total Qualified	Percent Of Total
Coordinate Measuring Machines (CMMs)	24,803	44.3
Automatic Gaging Equipment	24,759	44.2
Handheld Gages	37,670	67.3
Surface Analysis Equipment	22,675	40.5
Form Measurement Equipment	21,002	37.5
Linear Measurement Equipment	28,767	51.4
Non-contact Inspection/Measurement	23,308	41.6
Materials Test	27,657	49.4
Environmental Test	17,039	30.4
Non-Destructive Test (NDT)	22,078	39.4
Data Collection/Acquisition	28,099	50.2
Quality Software	28,236	50.4
Registration & Certification Services	22,745	40.6
Calibration Equipment & Services	30,908	55.2
Color Measurement & Appearance Equipment	13,467	24.0
Production Equipment	27,598	49.3
Vision Systems/Components	13,238	23.6

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. TOTAL - Direct Request:	34,732	21,270	-	53,384	2,618			56,002	100.0
a. Written	1,786	844	-	2,623	7			2,630	4.7
b. Telecommunication	24,882	16,817	-	41,524	175			41,699	74.5
c. Electronic	8,064	3,609	-	9,237	2,436			11,673	20.8
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):	-	-	-	-	-			-	-
Association rosters and directories	-	-	-	-	-			-	-
Business directories	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-			-	-
Other sources	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	34,732	21,270	-	53,384	2,618			56,002	100.0
PERCENT	62.0	38.0	-	95.3	4.7			100.0	

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	53,384	2,618			56,002	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	53,384	2,618			56,002	100.0

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	161	8	169	
030-038 New Hampshire	414	23	437	
050-059 Vermont	136	10	146	
010-027 Massachusetts	1,638	76	1,714	
028-029 Rhode Island	227	6	233	
060-069 Connecticut	1,247	46	1,293	
NEW ENGLAND	3,823	169	3,992	7.1
100-149 New York	2,568	114	2,682	
070-089 New Jersey	1,165	59	1,224	
150-196 Pennsylvania	2,883	108	2,991	
MIDDLE ATLANTIC	6,616	281	6,897	12.4
430-459 Ohio	4,040	189	4,229	
460-479 Indiana	2,197	106	2,303	
600-629 Illinois	4,265	199	4,464	
480-499 Michigan	3,498	174	3,672	
530-549 Wisconsin	2,415	109	2,524	
EAST NO. CENTRAL	16,415	777	17,192	30.7
550-567 Minnesota	1,688	83	1,771	
500-528 Iowa	728	36	764	
630-658 Missouri	1,073	47	1,120	
580-588 North Dakota	105	5	110	
570-577 South Dakota	148	4	152	
680-693 Nebraska	370	19	389	
660-679 Kansas	602	34	636	
WEST NO. CENTRAL	4,714	228	4,942	8.8
197-199 Delaware	90	4	94	
206-219 Maryland	541	21	562	
200-205 Washington, DC	9	-	9	
220-246 Virginia	767	31	798	
247-268 West Virginia	185	3	188	
270-289 North Carolina	1,421	71	1,492	
290-299 South Carolina	823	44	867	
300-319 Georgia	1,003	40	1,043	
320-349 Florida	1,458	80	1,538	
SOUTH ATLANTIC	6,297	294	6,591	11.8

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky	810	23	833	
370-385 Tennessee	1,059	55	1,114	
350-369 Alabama	704	24	728	
386-397 Mississippi	247	7	254	
EAST SO. CENTRAL	2,820	109	2,929	5.2
716-729 Arkansas	392	14	406	
700-714 Louisiana	251	4	255	
730-749 Oklahoma	497	27	524	
750-799 Texas	2,763	142	2,905	
WEST SO. CENTRAL	3,903	187	4,090	7.3
590-599 Montana	46	2	48	
832-838 Idaho	137	7	144	
820-831 Wyoming	28	-	28	
800-816 Colorado	568	31	599	
870-884 New Mexico	151	7	158	
850-865 Arizona	622	51	673	
840-847 Utah	438	27	465	
889-898 Nevada	128	8	136	
MOUNTAIN	2,118	133	2,251	4.0
995-999 Alaska	20	-	20	
980-994 Washington	682	29	711	
970-979 Oregon	544	28	572	
900-961 California	5,207	311	5,518	
967-968 Hawaii	17	-	17	
PACIFIC	6,470	368	6,838	12.2
UNITED STATES	53,176	2,546	55,722	99.5
969 & 004-009 U.S. Territories	54	6	60	
Canada	145	63	208	
Mexico	1	-	1	
Other International	6	3	9	
APO/FPO	2	-	2	
TOTAL QUALIFIED CIRCULATION	53,384	2,618	56,002	100.0

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	64,017	64,013	63,671	63,005	58,681	56,003
Qualified Non-Paid	64,001	63,998	63,668	63,004	58,680	56,002
Print Version Only	64,001	63,998	63,668	63,004	57,000	53,385
Digital Version Only	-	-	-	-	1,680	2,617
Qualified Paid	16	15	3	1	1	1
Print Version Only	16	15	3	1	1	1
Digital Version 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.

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

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

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	53,386	100.0	53,385	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,386	100.0	53,385	100.0	1	-

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	2,617	100.0	2,617	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,617	100.0	2,617	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

Quality MAGAZINE
 There is no better time than right **NOW!**
 We need to hear from you once a year:
Renew Today!

FREE RENEWAL 911RW

I wish to receive (continue receiving) QUALITY magazine FREE of charge. YES No

How would you like to receive your subscription?
 Digital Version of QUALITY (FREE)
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I would like to receive QUALITY magazine's FREE E-Newsletter. YES No

Signature (Print Name) _____ Date _____ Street Address _____ ZIP Code _____
 City/State/Province _____ City/Postal Code _____
 Please Print Your Last Name _____ Last Name _____ Business Phone _____ Business Fax _____
 Your Title (Optional) - Please Print _____
 Company Name _____

Which of the following products do you recommend, specify and/or buy or your job? (check all that apply)

- 01 Coordinate Measuring Machines (CMMs) - In-line, horizontal and vertical probe systems - 3D and 2D
- 02 Automatic Gaging Equipment - In-process, post-process
- 03 Statistical Analysis - Software, data, 3D probe, software, etc.
- 04 Surface Analysis Equipment, In-process, Post-process
- 05 Force Measurement Equipment, In-process, Post-process
- 06 Laser Interferometry - In-process, Post-process
- 07 Laser Measurement Equipment (LME) - In-process, Post-process
- 08 Machine Tools, Lathes and Mills - In-process, Post-process
- 09 Machine Tools, Lathes and Mills - In-process, Post-process
- 10 Data Collection/Analysis - In-process, Post-process
- 11 Quality Software - In-process, Post-process
- 12 Quality Software - In-process, Post-process
- 13 Calibration Equipment & Services
- 14 Color Measurement & Appearance Equipment
- 15 Production Equipment - Manufacturing machinery
- 16 Other (Specify)

Which BEST describes the business/industry in which you work?
 01 Plastics and Rubber Products Manufacturing
 02 Primary Metal Manufacturing (Iron & Steel Mills, Foundries, etc.)
 03 Fabricated Metal Product Manufacturing (Forging, Casting, etc.)
 04 Machinery Manufacturing (Machining, Drilling, etc.)
 05 Computer and Electronic Product Manufacturing
 06 Other (Specify)

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We hereby make oath and say that all data set forth in this statement are true.	
Christine A. Baloga, Corporate Audience Development Director	Date signed
Catherine M. Ronan, Corporate Audience Audit Manager	State
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County
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This unaudited circulation statement has been checked against the previous audit report.	Type
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