

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**
(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

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Official Publication of: None
Established: 1962
Issues Per Year: 13

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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	158
Advertiser and Agency _____	2,034
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,270
TOTAL	3,462

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	64,013	100.0	63,997	100.0	16	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,013	100.0	63,997	100.0	16	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	198	192			64,012	April _____	212	196			64,001
February _____	278	283			64,017	May _____	14,360	14,375			64,016
March _____	251	251			64,017	June _____	92	91			64,015
						TOTAL	15,391	15,388			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is -% or 4 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE								
			Corporate Management (A)	Manufacturing/Engineering (B)	Manufacturing Management/Operations (C)	Quality Management (D)	Quality Engineering (E)	Engineering/Technical (F)	Research And Development (G)	Purchasing (H)	Other
Plastics and Rubber Products Manufacturing _____	6,159	9.6	1,049	1,029	1,132	1,815	580	351	131	72	-
Primary Metal Manufacturing _____	8,514	13.3	2,247	1,798	1,059	2,349	807	173	46	35	-
Fabricated Metal Product Manufacturing _____	10,573	16.5	2,200	1,752	1,826	3,084	996	461	92	162	-
Machinery Manufacturing _____	8,274	12.9	1,844	1,519	1,596	1,876	684	515	127	113	-
Computer & Electronic Product Manufacturing _____	5,715	8.9	888	1,362	857	1,264	742	458	98	46	-
Navigation, Measuring, Electromedical and Control Instruments Manufacturing _____	1,210	1.9	247	218	198	276	141	94	21	15	-
Electrical Equipment, Appliance, and Component Manufacturing _____	4,769	7.5	747	1,064	717	1,182	605	321	71	62	-
Other Transportation Equipment Manufacturing _____	1,775	2.8	231	406	325	390	244	116	40	23	-
Motor Vehicle, Body, Trailers, Parts _____	5,699	8.9	537	1,324	931	1,263	1,100	387	92	65	-
Aerospace Product/Parts Manufacturing _____	4,305	6.7	395	846	509	1,326	867	264	65	33	-
Medical Equipment and Supplies Manufacturing _____	4,547	7.1	844	716	655	1,325	577	259	116	55	-
Miscellaneous Manufacturing _____	2,082	3.3	566	396	196	593	199	99	18	15	-
Furniture & Fixtures _____	394	0.6	68	80	67	99	54	18	4	4	-
Other _____	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,016	100.0	11,863	12,510	10,068	16,842	7,596	3,516	921	700	-

- (A) Corporate Management titles include: CEO, President, Partner, Owner, Sr. Vice President, Vice President, Director, General Manager.
- (B) Manufacturing Engineering titles include: Advanced 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 MAY 2007

This is an analysis of 59,285 recipients or 92.6% 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) _____	31,621	49.4
Automatic Gaging Equipment _____	33,028	51.6
Handheld Gages _____	44,679	69.8
Surface Analysis Equipment _____	29,430	46.0
Form Measurement Equipment _____	27,362	42.7
Linear Measurement Equipment _____	34,156	53.4
Non-contact Inspection/Measurement _____	28,941	45.2
Materials Test _____	31,591	49.3
Environmental Test _____	22,870	35.7
Non-Destructive Test (NDT) _____	27,061	42.3
Data Collection/Acquisition _____	33,500	52.3
Quality Software _____	34,182	53.4
Registration & Certification Services _____	28,342	44.3
Calibration Equipment & Services _____	35,403	55.3
Color Measurement & Appearance Equipment _____	19,638	30.7
Production Equipment _____	31,725	49.6
Vision Systems/Components _____	14,825	23.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
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: _____	44,815	19,201	-			64,016	100.0
a. Written _____	3,335	1,347	-			4,682	7.3
b. Telecommunication _____	31,249	15,245	-			46,494	72.6
c. Electronic _____	10,231	2,609	-			12,840	20.1
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 _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	44,815	19,201	-			64,016	100.0
PERCENT	70.0	30.0	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			64,016	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			64,016	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007									
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 _____			184		400-427 Kentucky _____			1,010	
030-038 New Hampshire _____			511		370-385 Tennessee _____			1,322	
050-059 Vermont _____			174		350-369 Alabama _____			793	
010-027 Massachusetts _____			1,891		386-397 Mississippi _____			323	
028-029 Rhode Island _____			259		EAST SO. CENTRAL			3,448	5.4
060-069 Connecticut _____			1,449		716-729 Arkansas _____			466	
NEW ENGLAND			4,468	7.0	700-714 Louisiana _____			256	
100-149 New York _____			2,917		730-749 Oklahoma _____			593	
070-089 New Jersey _____			1,397		750-799 Texas _____			3,040	
150-196 Pennsylvania _____			3,434		WEST SO. CENTRAL			4,355	6.8
MIDDLE ATLANTIC			7,748	12.1	590-599 Montana _____			76	
430-459 Ohio _____			4,919		832-838 Idaho _____			173	
460-479 Indiana _____			2,801		820-831 Wyoming _____			42	
600-629 Illinois _____			4,840		800-816 Colorado _____			685	
480-499 Michigan _____			4,575		870-884 New Mexico _____			197	
530-549 Wisconsin _____			2,741		850-865 Arizona _____			789	
EAST NO. CENTRAL			19,876	31.0	840-847 Utah _____			502	
550-567 Minnesota _____			1,930		889-898 Nevada _____			168	
500-528 Iowa _____			895		MOUNTAIN			2,632	4.1
630-658 Missouri _____			1,287		995-999 Alaska _____			16	
580-588 North Dakota _____			124		980-994 Washington _____			780	
570-577 South Dakota _____			159		970-979 Oregon _____			619	
680-693 Nebraska _____			418		900-961 California _____			6,331	
660-679 Kansas _____			701		967-968 Hawaii _____			17	
WEST NO. CENTRAL			5,514	8.6	PACIFIC			7,763	12.1
197-199 Delaware _____			94		UNITED STATES			63,205	98.7
206-219 Maryland _____			648		969 & 004-009 U.S. Territories _____			50	
200-205 Washington, DC _____			10		Canada _____			750	
220-246 Virginia _____			942		Mexico _____			2	
247-268 West Virginia _____			202		Other International _____			9	
270-289 North Carolina _____			1,697		APO/FPO _____			-	
290-299 South Carolina _____			991		TOTAL QUALIFIED CIRCULATION			64,016	100.0
300-319 Georgia _____			1,168						
320-349 Florida _____			1,649						
SOUTH ATLANTIC			7,401	11.6					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2003	2004	2005	*2006	**2007
Total Audit Average Qualified:	64,022	64,008	64,019	64,017	64,013
Qualified Non-Paid: _____	64,022	64,005	64,005	64,001	63,997
Qualified Paid: _____	-	3	14	16	16
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: _____	***NC	***NC	***NC	***NC	***NC

***NOTE: The audited average qualified circulation for January-June 2006 = 64,019. The unaudited average qualified circulation for July-December 2006 = 64,014. Yielding an average qualified circulation of 64,017.**

**2007 data is unaudited.


***NC = None Claimed

10. PAID CIRCULATION DATA	
***NC	Average Annual Subscription Order Price for the Period Required (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)

11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



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

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

- 01 Coordinate Measuring Machines (CMMs): In-line, horizontal arm, window, gage portable, CMM, coordinate and software.
- 02 Automatic Gauging Equipment: In-process, post-process, custom-built, specialty gages.
- 03 Handheld Gages: Micrometers, calipers, dial gages, indicators, etc.
- 04 Surface Finish Equipment: Integrative, filtered, waviness.
- 05 Form Measurement Equipment: Roundness, cylindricity, steps, squareness.
- 06 Linear Measurement Equipment: Distance, height, thickness, gap, tolerance, CMM, etc.
- 07 Non-Contact Inspection/Mechanism: Microscopes, visual inspection systems, borescopes, cameras, CCTV, optical comparators, vision systems, laser measurement, X-ray imaging equipment.
- 08 Materials Test: Ballistics and testing, open, fatigue, hardness, impact, vibration, creep, strain, tensile, compression, metallurgical.
- 16 Environmental Test: Leak testing, temperature, humidity, vibration, sea corrosion.
- 09 Non-Destructive Test (NDT): Acoustic, conductivity, eddy current, infrared, thermal, magnetic, microwave, radiography, ultrasonic.
- 10 Data Collection/Analysis: Data collectors, the webinars, data collection software, chart recorder, data logger, data acquisition, bar-coding equipment.
- 11 Quality Software: SPC, SPC, design of experiments (DOE), document control, flow charting, gage management, ISO/IEC 9000, ISO 14000.
- 12 Registration & Certification Services: ISO 9000, ISO 14000, CE, UK, UL, etc.
- 13 Calibration Equipment & Services
- 14 Color Measurement & Appearance Equipment
- 15 Production Equipment: Measuring or measuring machine tools, assembly plant, molding/pressing, etc.
- 17 Vision Systems Components and/or Sensors
- 18 None of the Above

3 Which best describes the business/industry in which you work? (check one only)

- 01 Plastics and Rubber Products Manufacturing: Film, Sheet, Pipe, Polymeric, Urethane, Foam, Paste, Resin, Tire, Rubber, Hose, Belting, Etc.
- 02 Primary Metal Manufacturing: Iron & Steel Mills, Cast Product, Aluminum Production & Processing, Copper Rolling & Drawing, Foundries, Etc.
- 03 Fabricated Metal Product Manufacturing: Forging, Stamping, Casting, Structural Metals, Bolts, Springs, Hardware, Turned Products, Coating, Structural Metal Working, Etc.
- 04 Machinery Manufacturing: Agriculture, Construction & Mining Equipment, Industrial Machinery, HVAC, Refrigeration, Heat Treating, Engines, Turbines, Compressors, Etc.
- 05 Communications and Electronic Product Manufacturing: Computer Equipment, Communications, Audio/Video Equipment, Semiconductors, Etc.
- 06 Navigation, Research, Electromechanical and Control Instruments Manufacturing: Biomedical Analysis, Guidance, Marine & Control Panels, Etc.
- 07 Electrical Equipment, Appliance, and Component Manufacturing: Lighting, Household Appliances, Electrical Motors, Generators, Battery Cases, Wire & Wiring Devices, Etc.
- 08 Other Transportation Equipment Manufacturing: Railroad, Ship, Boat, Motorcycles, Taxis, Etc.
- 09 Motor Vehicle, Body, Trailer, Parts: Automobiles, Trucks, RVs, Trailers, Engines, Parts, Buses, Seating, Etc.
- 10 Aerospace Products/Parts Manufacturing: Aircraft Products & Parts, Control Panels, Space Vehicles & Parts, Etc.
- 11 Medical Equipment and Supplies Manufacturing: Laboratory, Surgical, Dental & Dental Instruments and Supplies, Etc.
- 12 Miscellaneous Manufacturing: Jewelry, Silverware, Sporting Goods, Toys, Games, Office Supplies (except printing), Musical Instruments, Etc.
- 13 Furniture and Fixtures: Household & Institutional Furniture, Kitchen Cabinets, Office Furniture (including Benches), Etc.
- 18 Other (please specify) _____

PUBLISHER'S AFFIDAVIT	
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 July 11, 2007
Catherine M. Ronan, Audience Audit Manager	State Michigan
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County Oakland
IMPORTANT NOTE:	Received by BPA Worldwide July 11, 2007
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type PJ
	ID Number Q002S0J7