

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

(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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FIELD SERVED

MOTION SYSTEM DESIGN serves individuals in the original equipment market in the following industries: Primary Metal Manufacturing; Fabricated Metal Product Manufacturing; Machinery Manufacturing; Electrical Equip, Appliance & Component Manufacturing; Computer & Electronic Product Manufacturing; Transportation Equipment Manufacturing; Automotive Manufacturing; Aerospace Manufacturing; Medical Equipment & Supplies Manufacturing; Miscellaneous Manufacturing. Also included are other discrete and processing manufacturing industries and Others Allied to the Field as shown in paragraph 3A.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in Corporate Management, Engineering Management, Plant & Manufacturing Management, Purchasing Management and other functions not listed above.

PURPOSE

Included herein is a supplementary analysis of respondents who personally specify, recommend and/or make product selection for components of pt/motion systems.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	79
Advertiser and Agency _____	1,098
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	17
Digital _____	-
All Other _____	-
TOTAL	1,194

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,053	100.0	42,053	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,053	100.0	42,053	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	43	73	34,864	7,446	42,310
February _____	30	95	34,990	7,386	42,376
March _____	214	160	34,913	7,247	42,160
April _____	90	30	34,851	7,071	41,922
May _____	146	79	34,799	7,000	41,799
June _____	96	101	34,792	6,959	41,751
TOTAL	619	538			

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

This issue is 0.7% or 305 copies below the average of the other 5 issues reported in Paragraph two. This is an analysis of 40,042 or 95.8% respondents who personally specify, recommend and/or make product selection for components of pt/motion systems.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Respondents who personally specify, recommend and/or make product selection for components of pt/motion systems	CLASSIFICATION BY TITLE		
						ENGINEERING		CORPORATE & PURCHASING MANAGEMENT
						ENGINEERING MANAGEMENT	PLANT & MANUFACTURING ENGINEERING MANAGEMENT	
						(Note 1)	(Note 2)	(Note 3)
Food, Beverage & Tobacco Product Manufacturing _____	2,520	6.0	2,158	362	2,497	814	850	856
Textile Mills & Apparel Manufacturing _____	2,396	5.7	1,992	404	2,372	1,169	554	673
Lumber & Wood Product Manufacturing _____	449	1.1	389	60	448	93	164	192
Furniture & Fixtures Manufacturing _____	248	0.6	204	44	246	82	95	71
Paper Manufacturing _____	1,392	3.3	1,226	166	1,372	442	505	445
Chemical Product Mfg _____	413	1.0	322	91	407	166	164	83
Petroleum & Refining Mfg _____	211	0.5	173	38	207	104	66	41
Plastics & Rubber Products Manufacturing _____	915	2.2	745	170	902	367	313	235
Nonmetallic Mineral Products Manufacturing _____	205	0.5	170	35	199	91	70	44
Sub-Total : Manufacturing (Discrete & Processing)	8,749	20.9	7,379	1,370	8,650	3,328	2,781	2,640
Primary Metal Manufacturing _____	3,236	7.8	2,837	399	2,969	1,282	1,033	921
Fabricated Metal Product Manufacturing _____	5,217	12.5	4,529	688	4,805	2,074	1,631	1,512
Machinery Manufacturing _____	6,070	14.5	5,185	885	5,680	3,386	1,232	1,452
Electrical Equip, Appliance & Component Manufacturing _____	3,281	7.9	2,630	651	3,073	1,934	692	655
Computer & Electronic Product Mfg _____	2,250	5.4	1,700	550	2,175	1,368	372	510
Transportation Equipment Manufacturing _____	2,106	5.0	1,684	422	2,026	1,420	316	370
Automotive Manufacturing _____	937	2.2	754	183	932	498	304	135
Aerospace Manufacturing _____	2,651	6.3	2,043	608	2,618	1,689	669	293
Medical Equipment & Supplies Mfg _____	1,064	2.5	826	238	1,035	670	191	203
Miscellaneous Manufacturing _____	1,822	4.4	1,822	-	1,764	562	654	606
Sub-Total : Manufacturing (OEM)	28,634	68.5	24,010	4,624	27,077	14,883	7,094	6,657
Wholesaler or Distributer of Durable/Non-Durable Goods _____	836	2.1	682	154	821	221	178	437
System Integrator _____	854	2.0	645	209	853	549	124	181
Professional, Scientific & Technical Services _____	2,726	6.5	2,083	643	2,641	1,726	355	645
Sub-Total :	4,416	10.6	3,410	1,006	4,315	2,496	657	1,263
TOTAL QUALIFIED CIRCULATION	41,799	100.0	34,799	7,000	40,042	20,707	10,532	10,560
PERCENT	100.0		83.3	16.7	95.8	49.5	25.2	25.3

Note 1: Chief Engineers, Director of Engineering, Design, Project, Product, Mechanical, Development Engineers, Electrical Engineers.

Note 2: Process, Plant, Manufacturing, Production and Maintenance Engineers.

Note 3: Corporate Officers, Owners, General Managers, Business Managers, Procurement Managers.

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: _____	36,582	5,217	-	34,799	7,000	41,799	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	36,582	5,217	-	34,799	7,000	41,799	100.0
PERCENT	87.5	12.5	-	83.3	16.7	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 _____	34,799	7,000	41,799	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,799	7,000	41,799	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	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	122	21	143		Kentucky _____	491	88	579	
New Hampshire _____	278	57	335		Tennessee _____	700	142	842	
Vermont _____	111	14	125		Alabama _____	617	138	755	
Massachusetts _____	927	190	1,117		Mississippi _____	248	51	299	
Rhode Island _____	148	26	174		EAST SO. CENTRAL	2,056	419	2,475	5.9
Connecticut _____	697	135	832		Arkansas _____	321	77	398	
NEW ENGLAND	2,283	443	2,726	6.5	Louisiana _____	310	56	366	
New York _____	1,572	289	1,861		Oklahoma _____	420	88	508	
New Jersey _____	803	137	940		Texas _____	2,181	545	2,726	
Pennsylvania _____	1,997	373	2,370		WEST SO. CENTRAL	3,232	766	3,998	9.6
MIDDLE ATLANTIC	4,372	799	5,171	12.4	Montana _____	71	12	83	
Ohio _____	2,375	491	2,866		Idaho _____	195	41	236	
Indiana _____	1,048	192	1,240		Wyoming _____	55	9	64	
Illinois _____	2,131	455	2,586		Colorado _____	434	113	547	
Michigan _____	1,566	288	1,854		New Mexico _____	133	40	173	
Wisconsin _____	1,481	262	1,743		Arizona _____	288	97	385	
EAST NO. CENTRAL	8,601	1,688	10,289	24.6	Utah _____	325	80	405	
Minnesota _____	1,053	227	1,280		Nevada _____	105	20	125	
Iowa _____	524	120	644		MOUNTAIN	1,606	412	2,018	4.8
Missouri _____	748	155	903		Alaska _____	19	4	23	
North Dakota _____	84	12	96		Washington _____	644	158	802	
South Dakota _____	125	16	141		Oregon _____	466	116	582	
Nebraska _____	329	62	391		California _____	3,429	464	3,893	
Kansas _____	484	104	588		Hawaii _____	5	1	6	
WEST NO. CENTRAL	3,347	696	4,043	9.7	PACIFIC	4,563	743	5,306	12.7
Delaware _____	63	17	80		UNITED STATES	34,788	6,986	41,774	99.9
Maryland _____	457	119	576		U.S. Territories _____	10	6	16	
Washington, DC _____	33	5	38		Canada _____	-	8	8	
Virginia _____	632	135	767		Mexico _____	-	-	-	
West Virginia _____	141	37	178		Other International _____	-	-	-	
North Carolina _____	1,079	208	1,287		APO/FPO _____	1	-	1	
South Carolina _____	553	106	659		TOTAL QUALIFIED CIRCULATION	34,799	7,000	41,799	100.0
Georgia _____	721	158	879						
Florida _____	1,049	235	1,284						
SOUTH ATLANTIC	4,728	1,020	5,748	13.8					

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified _____	60,311	52,443	49,459	46,727	42,226	42,053
Qualified Non-Paid Total _____	60,311	52,443	49,459	46,727	42,226	42,053
Print Version Only _____	57,751	50,031	45,723	40,750	35,584	34,868
Digital Version Only _____	2,560	2,412	3,736	5,977	6,642	7,185
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version 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: January - 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 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 USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

Complimentary
 subscription offer



1. Do you wish to receive/continue to receive a complimentary subscription to Motion System Design? YES NO

Signature Requested _____
 Date _____

2. How would you like to receive your copy of Motion System Design? (If you want to receive the digital version of the magazine, we must have your email address)
 Print
 Digital

3. Do you personally specify, recommend and/or make product selection for components of automation systems?
 Yes
 No

4. Which best describes your title? (check only one)
 01 Corporate Mgmt.
 02 Engineering Mgmt.
 03 Fin. & Mktg. Mgmt.
 04 Purchasing Mgmt.
 05 Other

5. What is the primary business activity at this location?
Manufacturing (Discrete & Processing)
 02 Food, Beverage & Tobacco Mfg.
 03 Textile Mills & Apparel Mfg.
 04 Lumber & Wood Product Mfg.
 05 Furniture & Fixtures Mfg.
 06 Paper Mfg. (includes Printing & Related Support Activities)
 07 Chemical Product Mfg.
 08 Plastics & Rubber Products Mfg.
 09 Nonmetallic Mineral Product Mfg.
Manufacturing (OEM)
 11 Primary Metal Mfg.
 12 Fabricated Metal Product Mfg.
 13 Machinery Mfg.
 14 Electrical Equip., Appliances & Component Mfg.
 15 Computer & Electronic Product Mfg.
 16 Transportation Equipment Mfg.
 17 Medical Equipment & Supplies Mfg.
 18 Miscellaneous Mfg.
 19 Automotive Mfg.
 20 Aerospace Mfg.
Supplier, Specifier or System Integrator
 30 Wholesaler or Distributor of Durable or Non-Durable Goods
 31 System Integrator
 32 Professional, Scientific, & Technical Services
 99 Other (please specify) _____

6. How many employees are at this location? (check only one)
 1 1 - 9
 2 10 - 19
 3 20 - 49
 4 50 - 99
 5 100 - 249
 6 250 - 499
 7 500 - 999
 8 1,000 - 2,499
 9 2,500 & over

Please print with a black pen. Allow three to six weeks for processing.
 Print Name _____
 Title _____
 Company _____
 Address _____
 City _____
 State/Province _____ Country _____
 ZIP/Postal Code _____ Phone (____) _____ FAX (____) _____
 E-Mail _____

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7. Which of the following components/products do you use?
Mechanical PT
 01 Ball bearings
 02 Ball drives
 03 Brakes & clutches
 04 Chain drives
 05 Couplings & joints
 06 Gear drives
 07 Locking devices
 08 Lubricants
 09 Flange bearings
 10 Relating rings
 11 Roller bearings
 12 Screw couplings
 13 Servo gearing
 14 Shaft seals
 15 Springs
 16 Thrust bearings
Motors & drives
 17 AC motors
 18 DC motors
 19 Gearmotors
 20 Miniature motors
 21 Servo motors
 22 Step motors
Linear Motion
 23 Ball screws
 24 Electric actuators
 25 Lead screws
 26 Linear bearings
 27 Linear motors
 28 Flange bearings
 29 Pneumatic actuators
 30 Sliders, guides, ways
Motion Controllers
 31 PLC based controllers
 32 PC based controllers
 33 Stand alone controllers
 34 Embedded controllers
Sensors and I/O
 35 Encoders
 36 Industrial I/O
 37 I/Os
 38 Machine vision
 39 Magnetostriktives
 40 Networking solutions
 41 Photoelectric/proximity
 42 Potentiometers
 43 Resolvers
 44 Safety Devices
 45 Synchros
 46 Tachometers

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 _____	34,868	100.0	34,868	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,868	100.0	34,868	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 _____	7,185	100.0	7,185	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,185	100.0	7,185	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Larry Berardinis, Associate Publisher
 Debbie Brady, Audience Development Manager

(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 18, 2011
 State Ohio
 County Cuyahoga
 Received by BPA Worldwide July 18, 2011
 Type PSD
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