

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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**FIELD SERVED**

INDUSTRIAL HEATING serves the thermal processing industry, including production and manufacturing systems involving manufacturers with Captive (In-House) Heat Treating/Thermal Processing, Brazing, Forging, Sintering, Other Thermal Processing; CAPTIVE (IN-HOUSE) Producers of Alloys, Composites, Other Thermal Materials, or Contract/Commercial Companies that provide Heat Treating/Thermal Processing, Brazing, Forging, Sintering, Other Thermal Processing; CAPTIVE (IN-HOUSE) Producers of Primary Ferrous/Non-Ferrous Metals (i.e. Melting, Refining, Reclaiming, Casting); Manufacturers of Furnaces, Ovens, Induction, and/or Other Thermal Processing Equipment; Manufacturers of Refractories, Ceramics, Insulation, Glass; Manufacturers of Thermal Processing Equipment, Components, Controls, Instrumentation, Sub-systems; Manufacturers of Industrial Gases and Other Consumables; Military/Government, R&D, Testing Labs, or Educational Institutions with On-site Thermal Processing; Contracting/Consulting Engineering Firms for the Thermal Processing Industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals in the following functions; Production/Manufacturing Management, Plant Engineering Management, Metallurgical Engineering Management, Instrumentation Engineering Management, Design/Development/R&D, Corporate/General Management, Process Engineering, Ceramics/Refractories Engineering, Environmental Engineering, Consulting Engineering, Marketing & Sales Engineering, Estimating, Purchasing and Other Functions and Functions Not Available.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	7
Advertiser and Agency _____	982
*Rotated or Occasional _____	1,020
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,097
<b>TOTAL</b>	<b>3,106</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,458	99.9	19,332	99.3	126	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	17	0.1	-	-	17	0.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,475</b>	<b>100.0</b>	<b>19,332</b>	<b>99.3</b>	<b>143</b>	<b>0.7</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	66	66	17,398	2,077	19,475
February _____	50	50	17,438	2,037	19,475
March _____	139	139	17,443	2,032	19,475
April _____	63	63	17,439	2,036	19,475
May _____	26	26	17,453	2,022	19,475
June _____	103	103	17,454	2,021	19,475
<b>TOTAL</b>	<b>447</b>	<b>447</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	36,024	18,140	15,422	1.18	01:05	02:12
February _____	35,267	17,804	15,147	1.18	01:01	02:01
March _____	42,390	21,574	18,309	1.18	00:53	01:46
April _____	37,028	19,196	16,267	1.18	01:01	02:01
May _____	37,392	20,153	17,274	1.17	01:07	02:08
June _____	35,832	17,497	14,969	1.17	01:04	02:13
<b>AVERAGE:</b>	<b>37,322</b>	<b>19,061</b>	<b>16,231</b>	<b>1.18</b>	<b>01:02</b>	<b>02:04</b>

\*See Additional Data

**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 JOB/FUNCTION						
					Engineering Management, Instrumentation Engineering Management/ Design, Development, R&D Production/ Manufacturing Management/ Plant Engineering Management/ Metallurgical Engineering Management, Instrumentation Engineering Management/ Design, Development, R&D	Corporate/ General Management	Process Engineering/ Ceramics/ Refractories Engineering/ Environmental Engineering	Consulting Engineering	Marketing & Sales Engineering	Estimating/ Purchasing	Other Functions and Functions not Available
Manufacturers with Captive (In-House) Heat Treating/Thermal Processing, Brazing, Forging, Sintering, Other Thermal Processing, Producer of Alloys, Composites, Other Thermal Materials, or Contract/Commercial Company that Provides Heat Treating/Thermal Processing, Brazing, Forging, Sintering, Other Thermal Processing _____	12,518	64.3	11,319	1,199	5,916	4,731	825	108	671	267	-
Primary Ferrous/Non-Ferrous Metals (i.e. Melting, Refining, Reclaiming, or Castings) _____	2,315	11.9	2,101	214	997	1,044	103	13	97	61	-
Manufacturers of Furnaces, Ovens, Induction, and/or Other Thermal Processing Equipment _____	1,034	5.3	896	138	469	229	53	21	197	65	-
Manufacturers of Refractories, Ceramics, Insulation, and/or Glass _____	417	2.1	366	51	126	151	63	6	59	12	-
Manufacturers of Thermal Processing Equipment, Components, Controls, Instrumentation, and Sub-Systems _____	1,229	6.3	1,084	145	449	484	71	12	184	29	-
Manufacturers of Industrial Gases and Other Consumables _____	231	1.2	193	38	107	76	13	3	27	5	-
Military/Government, R&D, Testing Labs or Educational Institutions with On-site Thermal Processing _____	538	2.8	433	105	351	90	60	20	10	7	-
Contracting/Consulting Engineering Firms for Thermal Processing Industry _____	1,193	6.1	1,061	132	359	443	43	218	105	25	-
Other _____	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,475</b>	<b>100.0</b>	<b>17,453</b>	<b>2,022</b>	<b>8,774</b>	<b>7,248</b>	<b>1,231</b>	<b>401</b>	<b>1,350</b>	<b>471</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>89.6</b>	<b>10.4</b>	<b>45.1</b>	<b>37.2</b>	<b>6.3</b>	<b>2.1</b>	<b>6.9</b>	<b>2.4</b>	<b>-</b>

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 year	3 year				
I. <b>TOTAL</b> - Direct Request: _____	<b>12,162</b>	<b>3,698</b>	<b>1,803</b>	<b>15,641</b>	<b>2,022</b>	<b>17,663</b>	<b>90.7</b>
a. Written _____	897	220	219	1,305	31	1,336	6.9
b. Telecommunication _____	8,927	2,590	1,362	11,578	1,301	12,879	66.1
c. Electronic _____	2,338	888	222	2,758	690	3,448	17.7
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>188</b>	<b>124</b>	-	<b>312</b>	-	<b>312</b>	<b>1.6</b>
a. Written _____	74	7	-	81	-	81	0.4
b. Telecommunication _____	1	-	-	1	-	1	-
c. Electronic _____	113	117	-	230	-	230	1.2
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>1,500</b>	-	-	<b>1,500</b>	-	<b>1,500</b>	<b>7.7</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	1,500	-	-	1,500	-	1,500	7.7
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,850</b>	<b>3,822</b>	<b>1,803</b>	<b>17,453</b>	<b>2,022</b>	<b>19,475</b>	<b>100.0</b>
<b>*See Additional Data</b>	<b>PERCENT</b>	<b>71.1</b>	<b>19.6</b>	<b>89.6</b>	<b>10.4</b>	<b>100.0</b>	

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 _____	17,435	2,022	19,457	99.9
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	18	-	18	0.1
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,453</b>	<b>2,022</b>	<b>19,475</b>	<b>100.0</b>

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 _____	52	3	55		Kentucky _____	231	27	258	
New Hampshire _____	118	14	132		Tennessee _____	336	47	383	
Vermont _____	39	2	41		Alabama _____	246	24	270	
Massachusetts _____	426	50	476		Mississippi _____	90	10	100	
Rhode Island _____	91	5	96		<b>EAST SO. CENTRAL</b>	<b>903</b>	<b>108</b>	<b>1,011</b>	<b>5.2</b>
Connecticut _____	388	26	414		Arkansas _____	132	9	141	
<b>NEW ENGLAND</b>	<b>1,114</b>	<b>100</b>	<b>1,214</b>	<b>6.2</b>	Louisiana _____	141	14	155	
New York _____	697	77	774		Oklahoma _____	184	20	204	
New Jersey _____	383	36	419		Texas _____	1,197	147	1,344	
Pennsylvania _____	1,310	151	1,461		<b>WEST SO. CENTRAL</b>	<b>1,654</b>	<b>190</b>	<b>1,844</b>	<b>9.5</b>
<b>MIDDLE ATLANTIC</b>	<b>2,390</b>	<b>264</b>	<b>2,654</b>	<b>13.6</b>	Montana _____	40	2	42	
Ohio _____	1,561	223	1,784		Idaho _____	50	4	54	
Indiana _____	701	87	788		Wyoming _____	18	3	21	
Illinois _____	1,137	110	1,247		Colorado _____	154	26	180	
Michigan _____	1,240	117	1,357		New Mexico _____	49	7	56	
Wisconsin _____	714	75	789		Arizona _____	171	26	197	
<b>EAST NO. CENTRAL</b>	<b>5,353</b>	<b>612</b>	<b>5,965</b>	<b>30.6</b>	Utah _____	129	9	138	
Minnesota _____	353	34	387		Nevada _____	56	8	64	
Iowa _____	220	19	239		<b>MOUNTAIN</b>	<b>667</b>	<b>85</b>	<b>752</b>	<b>3.9</b>
Missouri _____	353	25	378		Alaska _____	9	2	11	
North Dakota _____	42	1	43		Washington _____	254	21	275	
South Dakota _____	36	3	39		Oregon _____	191	24	215	
Nebraska _____	85	3	88		California _____	1,481	178	1,659	
Kansas _____	137	12	149		Hawaii _____	8	4	12	
<b>WEST NO. CENTRAL</b>	<b>1,226</b>	<b>97</b>	<b>1,323</b>	<b>6.8</b>	<b>PACIFIC</b>	<b>1,943</b>	<b>229</b>	<b>2,172</b>	<b>11.2</b>
Delaware _____	31	2	33		<b>UNITED STATES</b>	<b>17,181</b>	<b>1,889</b>	<b>19,070</b>	<b>98.0</b>
Maryland _____	145	10	155		U.S. Territories _____	8	-	8	
Washington, DC _____	10	4	14		Canada _____	151	62	213	
Virginia _____	206	32	238		Mexico _____	8	11	19	
West Virginia _____	57	6	63		Other International _____	105	60	165	
North Carolina _____	390	42	432		APO/FPO _____	-	-	-	
South Carolina _____	282	31	313		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,453</b>	<b>2,022</b>	<b>19,475</b>	<b>100.0</b>
Georgia _____	308	30	338						
Florida _____	502	47	549						
<b>SOUTH ATLANTIC</b>	<b>1,931</b>	<b>204</b>	<b>2,135</b>	<b>11.0</b>					

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: ___	23,030	20,158	19,475	19,475	19,475	19,475
Qualified Non-Paid: _____	22,864	19,997	19,321	19,319	19,338	19,332
Print Version Only _____	22,864	19,997	18,181	17,480	17,398	17,294
Digital Version Only _____	-	-	1,140	1,839	1,940	2,038
Qualified Paid: _____	166	161	154	156	137	143
Print Version Only _____	166	161	154	156	137	143
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 of data is 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.

**AVERAGE NON-QUALIFIED CIRCULATION:**

Rotated and Occasional average of 1,020 includes 2,040 copies mailed to HEAT TREATING SOCIETY membership in February, April and June 2011.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 1,500 copies or 7.7%.

WEBSITE GLOSSARY:
<b>Unique Browsers:</b> 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
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

**QUESTIONNAIRE INCLUDED AT THE OPTION OF THE PUBLISHER:**

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 _____	17,420	99.9	17,294	99.2	126	0.7
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	17	0.1	-	-	17	0.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,437</b>	<b>100.0</b>	<b>17,294</b>	<b>99.2</b>	<b>143</b>	<b>0.8</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 _____	2,038	100.0	2,038	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,038</b>	<b>100.0</b>	<b>2,038</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

Priority Code: 902RAC

# Industrial Heating

**SUBSCRIBE ONLINE:**  
www.subscribe4free.com

## FREE Subscription Form

**1** Would you like to receive a **FREE** subscription to Industrial Heating?  YES  NO

**Please check your preferred format:**  
 Print Version  Digital Version

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**2** Would you like to receive subscription taxes sent by BHP/BNP Media?  
 YES  NO

**3** What is your primary job function?  
 02 Production/Manufacturing Management  
 03 Plant Engineering Management  
 04 Metallurgical Engineering/Management  
 05 Instrumentation Engineering Management  
 06 Design, Development, R&D  
 07 Process Engineering  
 08 Environmental Engineering  
 09 Ceramics/Refractories Engineering  
 10 Consulting Engineering  
 11 Estimating  
 12 Purchasing  
 13 Marketing, Sales Engineering  
 14 Other (Specify) \_\_\_\_\_

**4** What is your firm's primary business?  
**My firm is a manufacturer with:**  
 15 Captive (in-house) heat treating/thermal processing  
 16 Captive (in-house) brazing, forging, sintering, other thermal processing  
**My firm is a captive (in-house) producer of the following materials:**  
 17 Alloys, composites, other thermal materials  
 18 Primary ferrous/non-ferrous metals (melting, refining, rebaring, casting)  
**My firm is:**  
 19 A contract/commercial provider of heat treating/thermal processing, brazing, forging, sintering, other thermal processing  
 20 Military/government, R&D, testing lab, or educational institution with on-site thermal process  
 21 Contracting/consulting engineer firm for the thermal processing industry  
**My firm manufactures:**  
 22 Furnaces, ovens, induction, and/or other thermal processing equipment  
 23 Refractories, ceramic, insulation, glass  
 24 Thermal processing equipment components, controls, instrumentation, sub-systems  
 25 Thermal process industrial gases and other consumables  
 26 Other thermal processing equipment, components, or supplies (please specify) \_\_\_\_\_

**5** Do you influence the decision to purchase industrial heating equipment, components or supplies?  
 YES  NO

**6** In performance of my work, I recommend, specify, select, or purchase products in the following areas: (check all that apply)

<input type="checkbox"/> 801 Atmosphere furnaces gas fired	<input type="checkbox"/> 913 Industrial Gases
<input type="checkbox"/> 802 Atmosphere furnaces electric	<input type="checkbox"/> 914 Burners
<input type="checkbox"/> 803 Vacuum furnaces and components	<input type="checkbox"/> 915 Electric Elements
<input type="checkbox"/> 804 Induction heating equipment	<input type="checkbox"/> 916 Material characterization/testing equipment
<input type="checkbox"/> 805 Quenching supplies and equipment	<input type="checkbox"/> 917 Furnace Parts/Accessories
<input type="checkbox"/> 806 Process controls	<input type="checkbox"/> 918 Power Supplies
<input type="checkbox"/> 807 Thermocouples	<input type="checkbox"/> 919 Salt Baths
<input type="checkbox"/> 808 Park washers	<input type="checkbox"/> 920 Cryogenic Freezers
<input type="checkbox"/> 809 Ovens/Vitrins	<input type="checkbox"/> 921 Surface Treatment
<input type="checkbox"/> 810 Ceramics, Refractories/Insulation	<input type="checkbox"/> 922 Software
<input type="checkbox"/> 811 Alloys/Inert/Refractory Metals	
<input type="checkbox"/> 812 Instrumentation	

**7** Would you like more information on forging and the forging industry?  
 YES  NO

Copy & FAX this page to 630-739-9700 or Mail to: Industrial Heating 519 E. Briarcliff Rd. Bolingbrook, IL 60440-9931

PUBLISHER'S AFFIDAVIT	
We hereby make oath and say that all data set forth in this statement are true.	Date signed July 6, 2011
Catherine M. Ronan, Corporate Audience Audit Manager	State Michigan
Rita M. Fournia, Corporate Strategy Director	County Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide July 6, 2011
<b>IMPORTANT NOTE:</b>	Type PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number I037Y0J1