

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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Hydraulics & pneumatics

SERVING FLUID POWER AND MOTION CONTROL ENGINEERS WORLDWIDE

Penton Media, Inc.
1300 East 9th Street
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Tel.: (216) 696-7000
Fax: (216) 696-1819
Web Site - <http://www.fpweb.com>
E-Mail - hp@penton.com

Official Publication of: None
Established: 1948
Issues per Year: 12



FIELD SERVED

HYDRAULICS & PNEUMATICS serves the field of design and application of fluid power systems, components, and materials. This field includes industries designing for original equipment, or in manufacturing or maintenance.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include design engineers, manufacturing, and in-plant engineers and management. Other recipients' qualifying titles are described in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	657
Advertiser and Agency _____	1,774
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	150
*Digital _____	290
All Other _____	1
TOTAL	2,872

*See Paragraph 9

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	45,951	100.0	45,951	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,951	100.0	45,951	100.0	-	-

2. 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	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	69	42	42,812	2,921			45,733	October _____	5,127	5,440	41,087	5,067			46,154
August _____	115	146	42,801	2,941			45,742	November _____	11,673	11,550	41,505	4,694			46,199
September _____	84	90	42,763	2,923			45,686	December _____	11	-	41,491	4,697			46,188
								TOTAL	17,079	17,268					

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
This issue is 0.6% or 298 copies above 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 TITLE				
					ENGINEERING		MANAGEMENT	PURCHASING	OTHER
					PRODUCT & EQUIPMENT DESIGN	PLANT & MANUFACTURING	CORPORATE OFFICERS, OWNERS, MANAGERS	VICE PRESIDENTS OF PURCHASING PROCUREMENT, AGENTS, BUYERS, ESTIMATORS	SALES, MARKETING, STUDENTS, PROFESSORS, OTHERS NOT CLASSIFIED ELSEWHERE
					CHIEF ENGINEERS, ENGRS., ENGINEERING DESIGN, PROJECT, PRODUCT, MECHANICAL DEVELOPMENT ENGINEERS	METHODS, TOOL, PROCESS, PLANT & MAINTENANCE ENGRS., WORKS PRODUCTION, PLANT MANAGERS, MASTER MECHANICS, SUPERINTENDENTS			
Food Manufacturing _____	2,344	5.1	2,116	228	654	950	649	77	14
Beverage & Tobacco Manufacturing _____	2,370	5.1	2,121	249	684	768	809	105	4
Textile Mills/Textile Product Mills _____	3,195	6.8	2,790	405	1,534	772	760	127	2
Apparel Manufacturing & Leather and Allied Products Manufacturing _____	1,327	2.9	1,124	203	664	358	244	61	0
Wood Product Manufacturing _____	773	1.7	731	42	141	305	289	36	2
Paper Manufacturing _____	2,027	4.4	1,818	209	695	716	526	83	7
Printing and Related Support Activities _____	1,046	2.3	977	69	190	436	380	38	2
Petroleum and Coal Products Manufacturing _____	378	0.8	334	44	138	73	142	13	12
Chemical Manufacturing _____	854	1.8	770	84	282	246	306	14	6
Plastics & Rubber Products Manufacturing _____	1,371	3.0	1,246	125	467	490	374	22	18
Nonmetallic Mineral Product Manufacturing _____	451	1.0	416	35	121	132	178	13	7
SUB-TOTAL: END USER	16,136	34.9	14,443	1,693	5,570	5,246	4,657	589	74
Primary Metal Manufacturing _____	3,378	7.3	3,099	279	1,111	1,065	1,053	103	46
Fabricated Metal Product Manufacturing _____	5,850	12.7	5,263	587	1,957	1,533	2,070	190	100
Machinery Manufacturing _____	7,693	16.7	6,982	711	3,614	1,081	2,675	190	133
Computer & Electronic Product Manufacturing _____	918	2.0	814	104	440	187	263	20	8
Electrical Equipment, Appliance and Component Manufacturing _____	2,075	4.5	1,897	178	763	360	861	45	46
Transportation Equipment Manufacturing _____	2,268	4.9	2,060	208	1,063	521	606	58	20
Furniture and Related Product Manufacturing _____	248	0.5	227	21	48	87	94	15	4
Miscellaneous Manufacturing _____	2,781	6.0	2,420	361	784	793	945	160	99
SUB-TOTAL: OEM	25,211	54.6	22,762	2,449	9,780	5,627	8,567	781	456
SUB-TOTAL: MANUFACTURING	41,347	89.5	37,205	4,142	15,350	10,873	13,224	1,370	530
Wholesale Trade _____	1,792	3.8	1,610	182	235	193	902	116	346
Professional/Scientific/Technical Services _____	1,462	3.2	1,280	182	663	189	531	36	43
Other Services including Repair & Maintenance _____	916	2.0	825	91	156	140	505	53	62
Others Allied to the Field _____	682	1.5	585	97	313	79	206	6	78
TOTAL QUALIFIED CIRCULATION	46,199	100.0	41,505	4,694	16,717	11,474	15,368	1,581	1,059
PERCENT	100.0		89.8	10.2	36.2	24.8	33.3	3.4	2.3

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. Direct Request: _____	32,293	11,364	-	38,963	4,694			43,657	94.5
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	2,542	-	-	2,542	-			2,542	5.5
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	34,835	11,364	-	41,505	4,694			46,199	100.0
PERCENT	75.4	24.6	-	89.8	10.2			100.0	

Paid Source Information can be reported at the option of the publisher.
 *See Paragraph 9

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 _____	41,505	4,694			46,199	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	41,505	4,694			46,199	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009													
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	220	18			238		400-427 Kentucky _____	661	81			742	
030-038 New Hampshire _____	277	29			306		370-385 Tennessee _____	923	113			1,036	
050-059 Vermont _____	107	16			123		350-369 Alabama _____	580	59			639	
010-027 Massachusetts _____	964	99			1,063		386-397 Mississippi _____	355	28			383	
028-029 Rhode Island _____	158	17			175		EAST SO. CENTRAL	2,519	281			2,800	6.1
060-069 Connecticut _____	642	87			729		716-729 Arkansas _____	361	36			397	
NEW ENGLAND	2,368	266			2,634	5.7	700-714 Louisiana _____	419	47			466	
100-149 New York _____	1,672	169			1,841		730-749 Oklahoma _____	590	72			662	
070-089 New Jersey _____	890	99			989		750-799 Texas _____	2,381	325			2,706	
150-196 Pennsylvania _____	2,494	281			2,775		WEST SO. CENTRAL	3,751	480			4,231	9.2
MIDDLE ATLANTIC	5,056	549			5,605	12.1	590-599 Montana _____	121	16			137	
430-459 Ohio _____	3,248	360			3,608		832-838 Idaho _____	249	26			275	
460-479 Indiana _____	1,452	144			1,596		820-831 Wyoming _____	60	6			66	
600-629 Illinois _____	2,522	280			2,802		800-816 Colorado _____	510	62			572	
480-499 Michigan _____	2,038	206			2,244		870-884 New Mexico _____	100	14			114	
530-549 Wisconsin _____	2,177	227			2,404		850-865 Arizona _____	232	8			240	
EAST NO. CENTRAL	11,437	1,217			12,654	27.4	840-847 Utah _____	350	50			400	
550-567 Minnesota _____	1,478	161			1,639		889-898 Nevada _____	98	14			112	
500-528 Iowa _____	861	113			974		MOUNTAIN	1,720	196			1,916	4.1
630-658 Missouri _____	1,006	116			1,122		995-999 Alaska _____	14	2			16	
580-588 North Dakota _____	135	18			153		980-994 Washington _____	662	85			747	
570-577 South Dakota _____	195	20			215		970-979 Oregon _____	566	66			632	
680-693 Nebraska _____	436	40			476		900-961 California _____	2,877	383			3,260	
660-679 Kansas _____	626	72			698		967-968 Hawaii _____	19	1			20	
WEST NO. CENTRAL	4,737	540			5,277	11.4	PACIFIC	4,138	537			4,675	10.1
197-199 Delaware _____	84	8			92		UNITED STATES	41,246	4,632			45,878	99.3
206-219 Maryland _____	398	51			449		969 & 004-009 U.S. Territories _____	10	-			10	
200-205 Washington, DC _____	6	-			6		Canada _____	244	46			290	
220-246 Virginia _____	648	80			728		Mexico _____	-	1			1	
247-268 West Virginia _____	214	23			237		Other International _____	5	15			20	
270-289 North Carolina _____	1,254	119			1,373		APO/FPO _____	-	-			-	
290-299 South Carolina _____	688	76			764		TOTAL QUALIFIED CIRCULATION	41,505	4,694			46,199	100.0
300-319 Georgia _____	927	100			1,027								
320-349 Florida _____	1,301	109			1,410								
SOUTH ATLANTIC	5,520	566			6,086	13.2							

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
6-Month Period Ended:	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified	50,930	52,077	51,036	51,000	47,570	45,951
Qualified Non-Paid Total	50,930	52,077	51,036	51,000	47,570	45,951
Print Version Only	46,138	43,999	44,383	45,350	43,841	42,077
Digital Version Only	4,792	8,078	6,653	5,650	3,729	3,874
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
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: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

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

9. ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

AVERAGE NON-QUALIFIED:

Digital non-qualified copies are distributed to advertisers and agencies.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) sources include 1 source of circulation for quantities of 2,542 copies or 5.5%.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**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	42,077	100.0	42,077	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,077	100.0	42,077	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	3,874	100.0	3,874	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,874	100.0	3,874	100.0	-	-

GEOGRAPHICAL BREAKOUT OF THE NON-QUALIFIED PAID INTERNATIONAL SUBSCRIPTIONS FOR THE ISSUE OF NOVEMBER 2009

The circulation is in addition to the qualified circulation reported in Paragraphs 1, 2, 3a, 3b and 4.

ASIA											
Hong Kong - SAR				2							3
India				57							8
Japan				27							2
Malaysia				1							1
Philippines				1							10
Singapore				2							
South Korea				4							
Taiwan ROC				3							
Thailand				2							
Subtotal				99							75
MIDDLE EAST											
Israel				6							
Oman				1							
United Arab Emirates				1							
Subtotal				8							
EUROPE											
Belgium				4							
Bulgaria				1							
Czech Rep				1							
Denmark				5							
Finland				2							
France				7							
Germany				5							
Greece				2							
Italy				9							
Netherlands				4							
Norway				4							
Poland				2							
Portugal				1							
Romania				1							
Slovakia				1							
Slovenia				2							
Spain											3
Sweden											8
Switzerland											2
Ukraine											1
United Kingdom											10
Subtotal											75
AFRICA											
Nigeria											1
Republic Of South Africa											1
Subtotal											2
NORTH AMERICA											
Canada											37
Mexico											12
Subtotal											49
SOUTH AMERICA											
Argentina											2
Brazil											7
Chile											1
Colombia											3
Ecuador											2
Peru											3
Uruguay											1
Subtotal											19
ASIA PACIFIC											
Australia											30
New Zealand											5
Subtotal											35
CARIBBEAN											
Trinidad & Tobago											1
Subtotal											1
TOTAL NON-QUALIFIED PAID INTERNATIONAL CIRCULATION											288

PUBLISHER'S AFFIDAVIT

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

Michael Ference, 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 January 26, 2010

State Ohio

County Cuyahoga

Received by BPA Worldwide January 26, 2010

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