

# 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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
Fax No.: (248) 362-0317  
[www.ishn.com](http://www.ishn.com)

Official Publication of: None  
Established: 1967  
Issues per Year: 12

### FIELD SERVED

Industrial Safety & Hygiene News serves those in Mining, Utilities/Waste Management, Construction, Manufacturing (as shown in paragraph 3a), Wholesale Trade/Distributors, Transportation & Warehousing, Professional/Scientific/Technical Services, Education Services, Health Care & Social Assistance, Public Administration/Government, and others.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients work in the industries shown in paragraph 3a and report their specifying and/or buying influence for the following products: Safety Products, Industrial Hygiene, Occupational Health/First Aid, Emergency Response/Homeland Security, Personal Protective Equipment (PPE), Machine/Operations Safety Products, Industrial Hygiene Instruments/Monitors, Safety Software/Training, Incentives/Recognition Programs, Ergonomics, and/or Environmental Compliance.

### PURPOSE

The supplemental data reported herein contains a multiple analysis of respondents who recommend, specify and/or buy the following products: Safety Products, Industrial Hygiene, Occupational Health/First Aid, Emergency Response/Homeland Security, Personal Protective Equipment (PPE), Machine/Operations Safety Products, Industrial Hygiene Instruments/Monitors, Safety Software/Training, Incentives/Recognition Programs, Ergonomics and/or Environmental Compliance.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	1,259
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,631
<b>TOTAL</b>	<b>2,896</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	71,400	100.0	71,384	100.0	16	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>71,400</b>	<b>100.0</b>	<b>71,384</b>	<b>100.0</b>	<b>16</b>	<b>-</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	88	88	61,509	9,891	71,400
February	140	140	61,819	9,581	71,400
March	258	258	61,834	9,566	71,400
April	115	115	61,856	9,544	71,400
May	82	82	61,851	9,549	71,400
June	188	188	60,861	10,539	71,400
<b>TOTAL</b>	<b>871</b>	<b>871</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	32,905	18,701	15,895	1.18	01:29	02:41
February	34,269	19,163	16,010	1.20	01:32	02:47
March	38,012	22,064	18,429	1.20	01:36	02:46
April	29,942	16,769	13,578	1.24	01:40	03:00
May	24,447	13,653	11,119	1.23	01:37	02:55
June	29,496	16,750	13,113	1.28	01:48	03:12
<b>AVERAGE:</b>	<b>31,512</b>	<b>17,850</b>	<b>14,691</b>	<b>1.22</b>	<b>01:37</b>	<b>02:54</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.

This is an analysis of 66,804 or 93.6% respondents who responded to the question "Which of the following products, if any, do you recommend, specify, and/or buy in your job?" (See question #3 on back page.) Since any one recipient may have checked more than one response, the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

BUSINESS AND INDUSTRY		TOTAL QUALIFIED	PERCENT OF TOTAL	Number of Respondents to Supplemental Question Regarding Responsibility for Recommending, Specifying and/or Buying (Note 1)	Print Version Only (A)	Digital Version Only (B)
01	Mining _____	1,343	1.9	1,253	1,210	133
02	Utilities/Waste Management _____	2,793	3.9	2,694	2,338	455
03	Construction _____	8,138	11.4	7,668	7,145	993
Sub-Total 01-03		12,274	17.2	11,615	10,693	1,581
04	Food/Beverage Mfg. _____	6,419	9.0	6,068	5,741	678
05	Textile Mills/Apparel Mfg. _____	1,865	2.6	1,711	1,650	215
06	Wood/Furniture Product Mfg. _____	2,486	3.5	2,332	2,276	210
07	Paper Mfg. _____	2,278	3.2	2,015	2,031	247
08	Printing/Information _____	3,262	4.6	2,887	2,828	434
09	Oil/Gas/Petroleum & Coal Products _____	2,016	2.8	1,918	1,685	331
10	Chemical Mfg. _____	5,781	8.1	5,390	4,864	917
11	Plastics & Rubber Products Mfg. _____	4,208	5.9	3,950	3,676	532
12	Primary Metal Mfg. _____	4,045	5.7	3,856	3,528	517
13	Fabricated Metal Product Mfg. _____	7,216	10.1	6,814	6,299	917
14	Machinery Mfg. _____	5,375	7.5	4,909	4,817	558
15	Computer & Electronic Product Mfg. _____	1,676	2.3	1,521	1,407	269
16	Electrical/Appliance & Component Mfg. _____	1,970	2.7	1,841	1,706	264
17	Transportation Equipment Mfg. _____	3,111	4.4	2,921	2,679	432
Sub-Total Manufacturing 04-17		51,708	72.4	48,133	45,187	6,521
18	Wholesale Trade/Distributors _____	2,063	2.9	1,962	1,847	216
19	Transportation & Warehousing _____	997	1.4	942	824	173
20	Professional/Scientific/Technical Services _____	1,819	2.6	1,709	1,370	449
21	Education Services _____	503	0.7	466	394	109
22	Health Care & Social Assistance _____	727	1.0	711	515	212
23	Public Administration/Government _____	1,309	1.8	1,266	1,021	288
99	Other _____	-	-	-	-	-
Sub-Total 18-99		7,418	10.4	7,056	5,971	1,447
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>71,400</b>	<b>100.0</b>	<b>66,804</b>	<b>61,851</b>	<b>9,549</b>
<b>PERCENT</b>		<b>100.0</b>		<b>93.6</b>	<b>86.6</b>	<b>13.4</b>

Note 1: Specifying and/or buying influence for the following products: Safety products, Industrial Hygiene, Occupational Health/First Aid, Emergency Response/Homeland Security, Personal Protective Equipment (PPE), Machine/Operations Safety products, Industrial Hygiene Instruments/Monitors, Safety Software/Training Incentives/Recognition Programs, Ergonomics, and/or Environmental Compliance.

**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>46,410</b>	<b>24,990</b>	-	<b>61,851</b>	<b>9,549</b>	<b>71,400</b>	<b>100.0</b>
a. Written _____	3,402	1,118	-	4,403	117	4,520	6.3
b. Telecommunication _____	36,184	21,701	-	51,181	6,704	57,885	81.1
c. Electronic _____	6,824	2,171	-	6,267	2,728	8,995	12.6
II. <b>TOTAL</b> - Request from recipient's company:	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
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):	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,410</b>	<b>24,990</b>	-	<b>61,851</b>	<b>9,549</b>	<b>71,400</b>	<b>100.0</b>
<b>PERCENT</b>	<b>65.0</b>	<b>35.0</b>	-	<b>86.6</b>	<b>13.4</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 _____	61,851	9,549	71,400	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>61,851</b>	<b>9,549</b>	<b>71,400</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
Maine _____	367	25	392	
New Hampshire _____	361	42	403	
Vermont _____	183	12	195	
Massachusetts _____	1,467	164	1,631	
Rhode Island _____	252	24	276	
Connecticut _____	936	72	1,008	
<b>NEW ENGLAND</b>	<b>3,566</b>	<b>339</b>	<b>3,905</b>	<b>5.5</b>
New York _____	2,678	237	2,915	
New Jersey _____	1,489	129	1,618	
Pennsylvania _____	3,371	452	3,823	
<b>MIDDLE ATLANTIC</b>	<b>7,538</b>	<b>818</b>	<b>8,356</b>	<b>11.7</b>
Ohio _____	3,782	644	4,426	
Indiana _____	2,059	342	2,401	
Illinois _____	3,641	531	4,172	
Michigan _____	2,276	309	2,585	
Wisconsin _____	2,428	369	2,797	
<b>EAST NO. CENTRAL</b>	<b>14,186</b>	<b>2,195</b>	<b>16,381</b>	<b>22.9</b>
Minnesota _____	1,605	239	1,844	
Iowa _____	1,228	216	1,444	
Missouri _____	1,492	223	1,715	
North Dakota _____	228	43	271	
South Dakota _____	258	53	311	
Nebraska _____	750	144	894	
Kansas _____	864	152	1,016	
<b>WEST NO. CENTRAL</b>	<b>6,425</b>	<b>1,070</b>	<b>7,495</b>	<b>10.5</b>
Delaware _____	183	29	212	
Maryland _____	781	143	924	
Washington, DC _____	73	22	95	
Virginia _____	1,190	213	1,403	
West Virginia _____	371	60	431	
North Carolina _____	1,852	302	2,154	
South Carolina _____	858	146	1,004	
Georgia _____	1,661	276	1,937	
Florida _____	2,202	335	2,537	
<b>SOUTH ATLANTIC</b>	<b>9,171</b>	<b>1,526</b>	<b>10,697</b>	<b>15.0</b>
Kentucky _____	1,157	157	1,314	
Tennessee _____	1,391	231	1,622	
Alabama _____	1,089	168	1,257	
Mississippi _____	419	65	484	
<b>EAST SO. CENTRAL</b>	<b>4,056</b>	<b>621</b>	<b>4,677</b>	<b>6.6</b>
Arkansas _____	756	102	858	
Louisiana _____	961	140	1,101	
Oklahoma _____	767	139	906	
Texas _____	4,311	839	5,150	
<b>WEST SO. CENTRAL</b>	<b>6,795</b>	<b>1,220</b>	<b>8,015</b>	<b>11.2</b>
Montana _____	263	40	303	
Idaho _____	405	57	462	
Wyoming _____	175	17	192	
Colorado _____	802	171	973	
New Mexico _____	218	57	275	
Arizona _____	682	127	809	
Utah _____	555	96	651	
Nevada _____	287	58	345	
<b>MOUNTAIN</b>	<b>3,387</b>	<b>623</b>	<b>4,010</b>	<b>5.6</b>
Alaska _____	113	28	141	
Washington _____	1,005	175	1,180	
Oregon _____	737	128	865	
California _____	4,746	776	5,522	
Hawaii _____	105	24	129	
<b>PACIFIC</b>	<b>6,706</b>	<b>1,131</b>	<b>7,837</b>	<b>11.0</b>
<b>UNITED STATES</b>	<b>61,830</b>	<b>9,543</b>	<b>71,373</b>	<b>100.0</b>
U.S. Territories _____	1	1	2	
Canada _____	2	-	2	
Mexico _____	-	-	-	
Other International _____	6	1	7	
APO/FPO _____	12	4	16	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>61,851</b>	<b>9,549</b>	<b>71,400</b>	<b>100.0</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 _____	71,400	71,400	71,400	71,400	71,400	71,400
Qualified Non-Paid Total __	71,384	71,384	71,384	71,385	71,384	71,384
Print Version Only _____	71,384	69,255	65,224	63,617	61,312	61,606
Digital Version Only _____	-	2,129	6,160	7,768	10,072	9,778
Qualified Paid Total _____	16	16	16	15	16	16
Print Version Only _____	16	15	16	15	14	16
Digital Version Only _____	-	1	-	-	2	-
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's qualification, as reported. Print copies are distributed via postal services and 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.

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 _____	61,622	100.0	61,606	100.0	16	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>61,622</b>	<b>100.0</b>	<b>61,606</b>	<b>100.0</b>	<b>16</b>	<b>-</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 _____	9,778	100.0	9,778	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,778</b>	<b>100.0</b>	<b>9,778</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

WEBSITE GLOSSARY:
<b>Unique Browsers:</b> An identified and unduplicated Cookied 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 USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**



Please answer all questions. Incomplete forms cannot be processed! www.ISHN.com!

Yes, I wish to receive my FREE subscription to ISHN.  no  
 Yes, I would like to receive the ISHN E-Newsletter for FREE.  no  
 Yes, I wish to receive subscription faxes sent by BNP Media/ISHN  no

3) Which of the following products, if any, do you recommend, specify, and/or buy in your job? (Check ALL that apply)

05  Safety Products  
 10  Industrial Hygiene  
 07  Occupational Health/First Aid  
 06  Emergency Response/Homeland Security  
 50  Personal Protective Equipment (PPE)  
 51  Machine/Operations Safety Products  
 52  Industrial Hygiene Instruments/Monitors  
 54  Safety Software/Training  
 55  Incentives/Recognition Programs  
 11  Ergonomics  
 56  Environmental Compliance  
 13  none of the above

4) Please check the categories that describes your job function: (Check ALL that apply)

20  Safety  
 21  Industrial Hygiene  
 27  Purchasing  
 30  Occupational Health/First Aid  
 24  Executive Management  
 22  Environmental  
 26  Engineering  
 29  Other (specify) \_\_\_\_\_

Please indicate your PRIMARY function by writing the corresponding number (00-99) in the box at the left.

2) Number of employees at this location? (Check ONLY one)

01  1-99      03  500-999  
 02  100-499      04  1,000+

Mail this card in FREE or you can Fax this form to: 847.763.9538 901NM

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Catherine M. Ronan, Corporate Audience Audit Manager		
Rita M. Foumia, Corporate Strategy Director		
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		
<b>IMPORTANT NOTE:</b>		
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 6, 2011	
State	Michigan	
County	Oakland	
Received by BPA Worldwide	July 6, 2011	
Type	PSD	
ID Number	1042Y0J1	