



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2011**



**Field Served:**

MACHINERY & EQUIPMENT MRO serves the resource, manufacturing, public utilities industries, industrial distribution, in-house and contract repair shops, and public administration.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 18,117**



**1A AVERAGE QUALIFIED PAID CIRCULATION**

Individual . . . . .	
Association . . . . .	
Sponsored Individually Addressed . . . . .	
Multi-Copy Same Addressee . . . . .	
Single Copy Sales . . . . .	
<b>Total Average Qualified Paid Circulation . . . . .</b>	

**1B AVERAGE QUALIFIED NON-PAID CIRCULATION**

Print Only, See Par. 11(a) . . . . .	14,725
Digital Only, See Par. 11(b) . . . . .	2,091
Print & Digital (Unduplicated), See Par. 11(c) . . . . .	1,301
<b>Total Individual . . . . .</b>	<b>18,117</b>
Association . . . . .	
Multi-Copy Same Addressee . . . . .	
<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>18,117</b>

**1C AVERAGE NON-QUALIFIED CIRCULATION**

Non-Continuous Market Coverage Copies . . . . .	
Allocated For Shows & Conventions . . . . .	117
Miscellaneous, Including Staff Copies, See Par. 11(d) . . . . .	747
<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>864</b>

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2011 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Feb.	17,985		14,819	1,886	1,280	17,985	166	38
Apr.	18,197		14,679	2,204	1,314	18,197	1,582	1,794
June	18,167		14,676	2,183	1,308	18,167	46	16
						<b>Total</b>	<b>1,794</b>	<b>1,848</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE APRIL 2011 ISSUE IN WHICH:  
• QUALIFIED NON-PAID CIRCULATION WAS 0.5% GREATER THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
01-09 AGRICULTURE, FORESTRY, AND FISHING .....	997	5.5	912	60	25
10-14 MINING .....	690	3.8	550	96	44
15-17 CONSTRUCTION.....	418	2.3	344	40	34
20-39 MANUFACTURING .....					
20 Food and Kindred Products.....	1,108	6.1	939	117	52
21 Tobacco Products.....	15	0.1	12	3	
22 Textile Mill Products .....	158	0.9	139	16	3
23 Apparel and Other Finished Products made from Fabrics and Similar Materials.....	145	0.8	122	18	5
24 Lumber and Wood Products, except Furniture.....	689	3.8	583	75	31
25 Furniture and Fixtures.....	372	2.0	312	39	21
26 Paper and Allied Products .....	689	3.8	555	71	63
27 Printing, Publishing, and Allied Industries .....	510	2.8	435	49	26
28 Chemicals and Allied Products.....	515	2.8	425	60	30
29 Petroleum Refining and Related Industries .....	216	1.2	163	31	22
30 Rubber and Miscellaneous Plastics Products .....	1,072	5.9	860	136	76
31 Leather and Leather Products .....	25	0.1	21	2	2
32 Stone, Clay, Glass, and Concrete Products.....	428	2.4	368	44	16
33 Primary Metal Industries .....	558	3.1	457	61	40
34 Fabricated Metal Products, except Machinery and Transportation Equipment .....	2,342	12.9	1,912	266	164
35 Industrial and Commercial Machinery and Computer Equipment.....	1,414	7.8	1,160	166	88
36 Electronic and Other Electrical Equipment and Components, except Computer Equipment .....	752	4.1	575	114	63
37 Transportation Equipment.....	618	3.4	500	77	41
38 Measuring, Analyzing, and Controlling Instruments; Photographic, Medical and Optical Goods; Watches and Clocks .....	177	1.0	140	21	16
39 Miscellaneous Manufacturing Industries .....	1,105	6.1	903	136	66
<b>Sub-Total Manufacturing .....</b>	<b>12,908</b>	<b>70.9</b>	<b>10,581</b>	<b>1,502</b>	<b>825</b>

**BUSINESS/OCCUPATIONAL ANALYSIS (Continued)**

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
40-49 TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS AND SANITARY SERVICES .....	407	2.2	277	82	48
50-51 WHOLESALE TRADE.....					
5063 Electrical Apparatus and Equipment.....	138	0.8	106	12	20
5082 Construction and Mining Machinery .....	63	0.3	46	11	6
5084 Industrial Machinery and Equipment .....	435	2.4	306	61	68
5085 Industrial Supplies.....	495	2.7	350	82	63
Miscellaneous Wholesale Trade N.E.C. ....	245	1.3	210	21	14
<b>Sub-Total Wholesale Trade .....</b>	<b>1,376</b>	<b>7.6</b>	<b>1,018</b>	<b>187</b>	<b>171</b>
52-59 RETAIL TRADE.....	86	0.5	67	13	6
70-89 SERVICES					
76 Miscellaneous Repair Services.....					
762 Electrical Repair Shops .....	146	0.8	118	16	12
7692 Welding Repair .....	95	0.5	78	8	9
7694 Armature Rewinding Shops.....	8	0.0	6	1	1
Miscellaneous Repair Services N.E.C. ....	108	0.6	78	17	13
70-75 Miscellaneous Services N.E.C.....	485	2.7	337	92	56
<b>Sub-Total Services .....</b>	<b>842</b>	<b>4.6</b>	<b>617</b>	<b>134</b>	<b>91</b>
90-97 PUBLIC ADMINISTRATION					
a) Federal.....	86	0.5	46	23	17
b) Provincial .....	86	0.5	57	14	15
c) Municipal.....	92	0.5	64	16	12
<b>Sub-Total Public Administration .....</b>	<b>264</b>	<b>1.5</b>	<b>167</b>	<b>53</b>	<b>44</b>
Others Allied to the Field.....	209	1.1	146	37	26
Other Paid Circulation					
Subscriptions.....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>18,197</b>	<b>100.0</b>	<b>14,679</b>	<b>2,204</b>	<b>1,314</b>

## 3A1

### BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry					
	Executive Management	Administrative Management	Maintenance Management/ Engineering	Purchasing	Plant/ Production Operations
01-17 AGRICULTURE, FORESTRY, AND FISHING, MINING, CONSTRUCTION	699	113	325	177	569
20-39 MANUFACTURING .....	2,364	978	1,450	774	4,877
40-49 TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS AND SANITARY SERVICES .....	68	57	74	8	65
50-51 WHOLESALE TRADE .....	482	362	37	83	190
52-59 RETAIL TRADE .....	28	21	10	2	12
70-89 SERVICES					
76 Miscellaneous Repair Services .....	202	41	15	10	48
70-75 Miscellaneous Services N.E.C. ....	181	60	37	11	49
90-97 PUBLIC ADMINISTRATION .....	13	36	61	3	24
Others Allied to the Field .....	40	37	19	7	38
<b>TOTAL QUALIFIED CIRCULATION ...</b>	<b>4,077</b>	<b>1,705</b>	<b>2,028</b>	<b>1,075</b>	<b>5,872</b>

#### OPTIONAL ANALYSIS OF MULTIPLE JOB FUNCTIONS:

This is a multiple analysis of copies. Since any one recipient may have checked more than one response, the functions should not be added together as the total will exceed the total copies. These data are represented for statistical and marketing purposes.

Classification by Business & Industry					
	TOTAL QUALIFIED CIRCULATION	%	Total Number of Recipients who indicate they perform one or more functions	Mechanical Maintenance	Electrical Maintenance
01-17 AGRICULTURE, FORESTRY, AND FISHING, MINING, CONSTRUCTION	2,105	11.6	1,515	492	350
20-39 MANUFACTURING .....	12,908	70.8	11,106	3,265	2,485
40-49 TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS AND SANITARY SERVICES .....	407	2.2	390	147	122
50-51 WHOLESALE TRADE .....	1,376	7.6	1,298	233	159
52-59 RETAIL TRADE .....	86	0.5	82	19	15
70-89 SERVICES					
76 Miscellaneous Repair Services .....	357	2.0	350	144	117
70-75 Miscellaneous Services N.E.C. ....	485	2.7	461	114	95
90-97 PUBLIC ADMINISTRATION .....	264	1.5	255	123	61
Others Allied to the Field .....	209	1.1	201	59	37
<b>TOTAL QUALIFIED CIRCULATION ...</b>	<b>18,197</b>	<b>100.0</b>	<b>15,658</b>	<b>4,596</b>	<b>3,441</b>

Classification by Title								
Engineering	Materials Management	Logistics	Design Engineering/ Research Development	Transportation and Distribution	Storage and Warehousing	Other Qualified Personnel N.E.C.	Total Qualified	%
136	17	1	28	3	5	32	2,105	11.6
1,528	48	27	515	11	24	312	12,908	70.8
92		2	10	7	2	22	407	2.2
105	1	4	35	3	6	68	1,376	7.6
5			2	1	1	4	86	0.5
26			7		1	7	357	2.0
91			29		1	26	485	2.7
71		2	18	8		28	264	1.5
37	1		8			22	209	1.1
<b>2,091</b>	<b>67</b>	<b>36</b>	<b>652</b>	<b>33</b>	<b>40</b>	<b>521</b>	<b>18,197</b>	<b>100.0</b>

Classification by Job Function			
OPERATIONS ENGINEERING	OPERATIONS MANAGEMENT	PURCHASING	OTHER
305	732	455	365
3,203	5,628	3,613	2,733
116	141	115	100
235	664	461	420
14	40	28	24
79	185	156	93
173	206	134	169
75	89	73	54
56	86	56	69
<b>4,256</b>	<b>7,771</b>	<b>5,091</b>	<b>4,027</b>

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:								
Total Direct request from recipient:	<b>12,656</b>	<b>2,200</b>	<b>1,314</b>	<b>14,575</b>	<b>1,595</b>		<b>16,170</b>	<b>88.8</b>
Written.....	553	11	18	530	52		582	3.2
Telecommunication .....	9,799	1,130	339	10,099	1,169		11,268	61.9
Internet and E-mail.....	2,304	1,059	957	3,946	374		4,320	23.7
Total Direct request from recipient's company:								
Written .....								
Telecommunication .....								
Internet and E-mail.....								
Total Communication other than request:	<b>884</b>	<b>4</b>		<b>882</b>	<b>6</b>		<b>888</b>	<b>4.9</b>
Written.....	11	1		8	4		12	0.1
Telecommunication .....	873	2		873	2		875	4.8
Internet and E-mail.....		1		1			1	0.0
Association .....								
Business Directories, See Par. 11(e).....	612			489	123		612	3.4
Lists, See Par. 11(f) .....	407				407		407	2.2
Acquired Circulation .....								
Other Sources, See Par. 11(g) .....	120			103	17		120	0.7
<b>Total Qualified Non-Paid Circulation .....</b>	<b>14,679</b>	<b>2,204</b>	<b>1,314</b>	<b>16,049</b>	<b>2,148</b>		<b>18,197</b>	<b>100.0</b>
<b>Percent .....</b>	<b>80.7</b>	<b>12.1</b>	<b>7.2</b>	<b>88.2</b>	<b>11.8</b>		<b>100.0</b>	
Paid Subscription Circulation.....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>18,197</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation .....	18,134	99.7	14,631	2,194	1,309
Individual by name only .....	63	0.3	48	10	5
Title or occupation only .....					
Company name only .....					
Multi-Copy Same Addressee .....					
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>18,197</b>	<b>100.0</b>	<b>14,679</b>	<b>2,204</b>	<b>1,314</b>
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>18,197</b>				

**4 GEOGRAPHIC ANALYSIS**

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Newfoundland/Labrador ....	174	1.0	157	7	10
Nova Scotia .....	427	2.3	362	36	29
Prince Edward Island.....	60	0.3	52	3	5
New Brunswick.....	460	2.5	370	50	40
Quebec.....	4,762	26.2	3,804	661	297
Ontario.....	8,109	44.6	6,432	988	689
Manitoba.....	483	2.7	383	64	36
Saskatchewan .....	450	2.5	370	54	26
Alberta .....	1,698	9.3	1,415	188	95
British Columbia .....	1,535	8.4	1,308	141	86
Northwest Territories.....	8	0.0	7	1	
Nunavut .....	4	0.0	4		
Yukon Territory .....	11	0.1	11		
Canadian Unclassified.....					
<b>Total Canada</b>	<b>18,181</b>	<b>99.9</b>	<b>14,675</b>	<b>2,193</b>	<b>1,313</b>
British Commonwealth.....					
United States .....	12	0.1	3	8	1
Military or Civilian Personnel Overseas .....					
Other International.....	4	0.0	1	3	
<b>Total International</b>	<b>16</b>	<b>0.1</b>	<b>4</b>	<b>11</b>	<b>1</b>
E-Mail Address Only.....					
Other Unclassified .....					
<b>Grand Total</b>	<b>18,197</b>	<b>100.0</b>	<b>14,679</b>	<b>2,204</b>	<b>1,314</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2011**

**5 PRICE DATA** Reporting not required

**7 SALES CHANNELS** Reporting not required

**6 TERM DATA** Reporting not required

**8 PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Reporting not required

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**

Reporting not required

**11 EXPLANATORY**

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 14,725 copies per issue, represent copies served to individuals receiving the print version only of MACHINERY & EQUIPMENT MRO.

(b) Digital Only Individual subscriptions, averaging 2,091 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of MACHINERY & EQUIPMENT MRO is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 1,301 copies per issue, represent copies served to individuals receiving the print and digital versions of MACHINERY & EQUIPMENT MRO. The digital version is made available to subscribers through an e-mail notice with a link to the issue, sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotion copies, averaging 57 copies per issue, served to advertisers and agencies.

(e) Business Directories represent copies served to subscribers obtained from members of Scotts Directory.

(f) Lists represent copies served to subscribers obtained from recognized lists.

(g) Other Sources represent copies served to names obtained from questionnaires, trade show attendee lists and to individuals in the field served as selected by the publisher.

**Definition of Recipient Qualification:**

Qualified recipients are: personnel engaged in mechanical maintenance, electrical maintenance, operations engineering, operations management, engineering, plant management, plant engineering and other related titles.

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**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules**

Parent Company: Business Information Group

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Publisher

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