



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2014
(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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a subsidiary of EH Publishing
(See Additional Data)
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DESKTOP ENGINEERING is a multi-media B2B brand intended for design engineers and the management that supports them. Desktop Engineering's editorial mission is to help people optimize their product and system designs through the deployment of computing technologies, services and best workflow practices.

FIELD SERVED

DESKTOP ENGINEERING serves firms that perform design engineering or related functions for the industries of electronic products & equipment, communications systems & equipment, industrial machinery & products, automotive or transportation, aerospace, consumer products, medical products & equipment, power or energy, materials, government or military, research & development, construction and other related industries as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients participate in product or system design engineering, engineering analysis, industrial design, corporate management, engineering or IT management, testing/measurement/quality inspection, research & development and other qualified functions as listed in paragraph 3a. Also qualified are recipients who evaluate, recommend, specify, buy, or authorize the purchase of computers, hardware or software.

PURPOSE

Included herein is a supplementary analysis of engineering functions performed by the respondent and the industries for which they perform design engineering or related functions.

CHANNELS

DESKTOP ENGINEERING



November 2014 / deskeng.com
Public vs. Private Cloud ...
New Processor Power ...
Remote Workstations ...

6 Issues in the period
60,000 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
DESKTOP ENGINEERING MAGAZINE (6 issues in the period)	60,000	-	60,000
a. Print	51,003	-	51,003
b. Digital	8,997	-	8,997
1. Requested	8,997	-	8,997
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency Allocated for Trade Shows and Conventions	952
Allocated for Trade Shows and Conventions	121
All Other	698
TOTAL	1,792

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,000	100.0	60,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,000	100.0	60,000	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	51,003	100.0	51,003	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,003	100.0	51,003	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,997	100.0	8,997	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,997	100.0	8,997	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
July	51,005	8,995	60,000
August	51,002	8,998	60,000
September	51,001	8,999	60,000
October	51,003	8,997	60,000
November	51,004	8,996	60,000
December	51,004	8,996	60,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

PRIMARY FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print		Digital		Total Qualified	Respondents who indicated that they evaluate, recommend, specify, buy or authorize the purchase of computers, hardware or software
			Copies	Percent	Copies	Percent		
Product or System Design Engineering	18,832	31.4	15,813	83.9	3,019	15.9	18,832	
Industrial Design	3,709	6.2	3,175	85.6	534	14.4	3,709	
Research & Development	8,999	15.0	7,525	83.6	1,474	16.4	8,999	
Engineering Analysis	4,547	7.5	3,808	83.8	739	16.3	4,547	
Testing/Measurement/Quality Inspection	5,283	8.8	4,428	83.6	855	16.2	5,283	
DESIGN ENGINEERING STAFF SUB TOTAL	41,370	68.9	34,749	83.9	6,621	16.0	41,370	
Engineering or IT Management	8,872	14.8	7,566	85.3	1,306	14.7	8,872	
Corporate Management	9,598	16.0	8,550	89.1	1,048	10.9	9,598	
MANAGEMENT SUB TOTAL	18,470	30.8	16,116	87.3	2,354	12.7	18,470	
Other Qualified Personnel	160	0.3	139	86.9	21	13.1	160	
TOTAL QUALIFIED CIRCULATION	60,000	100.0	51,004	85.0	8,996	15.0	60,000	
PERCENT								

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2014

This is an analysis of 60,000 or 100.0% of respondents who specified the engineering functions they perform. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

ENGINEERING FUNCTIONS	Total Responses	Percent of Total
Product or System Design Engineering	37,192	62.0
Engineering Analysis	25,573	42.6
Industrial Design	16,849	28.1
Corporate Management	15,369	25.6
Engineering or IT Management	20,477	34.1
Testing/Measurement/Quality Inspection	25,614	42.7
Research & Development	27,708	46.2
Other	851	1.4
TOTAL QUALIFIED CIRCULATION	60,000	100.0

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2014

This is an analysis of 60,000 or 100.0% of respondents who specified the industries for which they perform design engineering or related functions. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

INDUSTRIES	Total Responses	Percent of Total
Electronic Products & Equipment	18,470	30.8
Communications Systems & Equipment	12,253	20.4
Industrial Machinery & Products	22,914	38.2
Automotive or Transportation	13,266	22.1
Consumer Products	12,903	21.5
Medical Products & Equipment	11,222	18.7
Power or Energy (oil, gas, electricity, solar)	12,368	20.6
Materials	10,434	17.4
Aerospace	12,146	20.2
Government or Military	13,837	23.1
Research and Development	13,898	23.2
Construction	8,304	13.8
Other Industries	1,048	1.7
TOTAL QUALIFIED CIRCULATION	60,000	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	48,050	11,950	-	51,004	8,996	60,000	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	48,050	11,950	-	51,004	8,996	60,000	100.0
PERCENT	80.1	19.9	-	85.0	15.0	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	184	34	218		Kentucky	577	92	669	
New Hampshire	431	73	504		Tennessee	877	145	1,022	
Vermont	143	20	163		Alabama	613	108	721	
Massachusetts	1,671	311	1,982		Mississippi	219	34	253	
Rhode Island	243	37	280		EAST SO. CENTRAL	2,286	379	2,665	4.4
Connecticut	891	155	1,046		Arkansas	307	54	361	
NEW ENGLAND	3,563	630	4,193	7.0	Louisiana	332	50	382	
New York	2,881	497	3,378		Oklahoma	488	81	569	
New Jersey	1,439	228	1,667		Texas	3,066	576	3,642	
Pennsylvania	2,574	434	3,008		WEST SO. CENTRAL	4,193	761	4,954	8.3
MIDDLE ATLANTIC	6,894	1,159	8,053	13.4	Montana	131	25	156	
Ohio	2,958	499	3,457		Idaho	231	35	266	
Indiana	1,418	245	1,663		Wyoming	62	6	68	
Illinois	2,608	411	3,019		Colorado	743	141	884	
Michigan	2,310	395	2,705		New Mexico	290	72	362	
Wisconsin	1,796	258	2,054		Arizona	798	166	964	
EAST NO. CENTRAL	11,090	1,808	12,898	21.5	Utah	470	99	569	
Minnesota	1,563	277	1,840		Nevada	225	43	268	
Iowa	632	134	766		MOUNTAIN	2,950	587	3,537	5.9
Missouri	887	165	1,052		Alaska	68	8	76	
North Dakota	145	19	164		Washington	971	211	1,182	
South Dakota	141	22	163		Oregon	688	125	813	
Nebraska	364	70	434		California	6,229	1,193	7,422	
Kansas	584	107	691		Hawaii	75	11	86	
WEST NO. CENTRAL	4,316	794	5,110	8.5	PACIFIC	8,031	1,548	9,579	16.0
Delaware	125	21	146		UNITED STATES	50,944	8,982	59,926	99.9
Maryland	896	181	1,077		U.S. Territories	60	14	74	
Washington, DC	117	30	147		Canada	-	-	-	
Virginia	1,131	190	1,321		Mexico	-	-	-	
West Virginia	186	30	216		Other International	-	-	-	
North Carolina	1,423	216	1,639		APO/FPO	-	-	-	
South Carolina	675	126	801						
Georgia	1,061	170	1,231						
Florida	2,007	352	2,359						
SOUTH ATLANTIC	7,621	1,316	8,937	14.9					
					TOTAL QUALIFIED CIRCULATION	51,004	8,996	60,000	100.0

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 of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN OWNERSHIP:

Effective with the October 2014 issue, DESKTOP ENGINEERING was sold to Peerless Media, LLC, a subsidiary of EH Publishing.

PUBLISHER'S AFFIDAVIT

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

Brian Ceraolo, President
Michelle McKeon, Senior Audience Marketing 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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