

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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POLLUTION EQUIPMENT NEWS

Rimbach Publishing Inc.
8650 Babcock Boulevard
Pittsburgh, PA 15237-5821
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Official Publication of: None
Established: 1968
Issues Per Year: 6

FIELD SERVED

POLLUTION EQUIPMENT NEWS serves Municipal Water/Wastewater; Industrial Water & Wastewater; Manufacturing Industries; Government: Local, National; Utilities; Research/Labs; Contractors/Service Firms; and Other Services

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Environmental; Emergency Management/HazMat; Engineering; Scientific; Corporate and Operations Management; and Other Job Functions

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	4,355
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	530
TOTAL	4,885

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	85,680	100.0	85,680	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	85,680	100.0	85,680	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
February/March _____	5,056	5,056	78,623	7,052	85,675
April/May _____	2,405	2,410	78,510	7,170	85,680
June/July _____	13,431	13,436	77,324	8,361	85,685
TOTAL	20,892	20,902			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2011 (See Additional Data)

This issue is -% or 7 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Environmental (Note 1)	Emergency Management/ Hazmat (Note 2)	Corporate & Operations Management (Note 3)	Engineering (Note 4)	Scientific (Note 5)	Other Job Function (Note 6)
Water & Wastewater (Municipal & Industrial) _____	13,888	16.2	12,998	890	8,336	121	4,000	1,046	296	89
Manufacturing Industries _____	35,913	41.9	33,475	2,438	13,259	419	16,271	4,503	1,168	293
Government: Local / National _____	10,752	12.6	9,257	1,495	3,695	530	4,521	1,283	561	162
Utilities _____	5,092	5.9	4,571	521	1,358	89	2,600	861	149	35
Contractors / Service Firms _____	14,380	16.8	12,457	1,923	3,251	190	8,319	2,161	353	106
Research / Labs _____	1,957	2.3	1,658	299	608	34	647	219	433	16
Other Services _____	3,703	4.3	2,908	795	552	148	1,926	560	174	343
TOTAL QUALIFIED CIRCULATION	85,685	100.0	77,324	8,361	31,059	1,531	38,284	10,633	3,134	1,044
PERCENT	100.0		90.2	9.8	36.2	1.8	44.7	12.4	3.7	1.2

Note 1: Environmental Includes: Environmental Engineer; Pollution Engineer; Environmental Specialist; Env Health/Safety Mgr; Compliance Mgr; Industrial Hygienist; Treatment Plant Operator

Note 2: Emergency Mgmt/Hazmat Includes: Emergency Management Dir; HazMat Manager; Public Safety Director; Public Health Officer

Note 3: Corporate & Operations Management Includes: Admin/Dir; Exec/Pres/CEO; Manager; Project Manager; Superintendent; Supervisor; Buyer/Purchasing Agent; Human Resource Mgr; Security Dir/Mgr

Note 4: Engineering Includes: Chemical Eng; Chief Eng; Civil Eng; Design Eng; Instrument Eng; Plant Eng; Process Eng; Sanitary Eng; Engineer; Consultant; Architect

Note 5: Scientific Includes: Bacteriologist; Biologist; Chemist; Geologist; Hydrogeologist; Other Lab Title; Meteorologist; Other Research Title; Scientist; Toxicologist; Technician; Analyst; Specialist

Note 6: Other Includes: Educator; Other Job Functions

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2011 (See Additional Data)							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 years				
I. Request: _____	44,739	25,533	-	61,911	8,361	70,272	82.0
II. *Other Than Request: _____	15,413	-	-	15,413	-	15,413	18.0
III. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,152	25,533	-	77,324	8,361	85,685	100.0
PERCENT	70.2	29.8	-	90.2	9.8	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/JULY 2011 (See Additional Data)									
Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Regions	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
MIDDLE ATLANTIC	10,642	967	11,609	13.5	969 & 004-009 U.S. Territories	212	30	242	0.3
EAST NO. CENTRAL	11,473	1,177	12,650	14.8	CANADA	2,673	689	3,362	3.9
WEST NO. CENTRAL	4,798	462	5,260	6.1	MEXICO	1	19	20	-
SOUTH ATLANTIC	14,842	1,280	16,122	18.8	OTHER INTERNATIONAL	-	411	411	0.5
EAST SO. CENTRAL	3,528	347	3,875	4.5	APO/FPO	7	1	8	-
WEST SO. CENTRAL	10,327	1,048	11,375	13.3	EMAIL ONLY	-	36	36	0.1
MOUNTAIN	4,391	499	4,890	5.7	TOTAL QUALIFIED CIRCULATION	77,324	8,361	85,685	100.0
PACIFIC	11,070	1,076	12,146	14.2					

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a 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.

PARAGRAPHS 3a, 3b, and 4:

The publisher states that statistics are not available for the April/May 2011 issue, therefore, the June/July 2011 issue has been analyzed herein.

PARAGRAPH 3b:

Other sources include 21 sources of circulation for quantities of 19 copies or -% to 3,394 copies or 4.0%.

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 _____	78,152	100.0	78,152	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	78,152	100.0	78,152	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 _____	7,528	100.0	7,528	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,528	100.0	7,528	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 25, 2011
Raquel Rimbach, Assistant Publisher	State	Pennsylvania
Karen Galante, Circulation Manager	City	Pittsburgh
(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 25, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	P099P0J1
It will be included in the annual audit made by BPA Worldwide.		