

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.



Metropolis Business Media  
6th Floor Davis House  
2 Robert Street  
Croyden, Surrey CRO 1QQ  
United Kingdom  
Tel. No.: 0208 253 8652  
Fax No.: 0208 253 4603  
www.metropolis.co.uk

**ABOUT ELECTRONICS WEEKLY**

**ELECTRONICS WEEKLY** is a B2B brand intended for individuals with broad-based interests in the electronics industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

**FIELD SERVED**

**ELECTRONICS WEEKLY** serves the electronics industry including manufacturers, suppliers and users of electronic components, sub-assemblies, instruments and related systems, software and services.

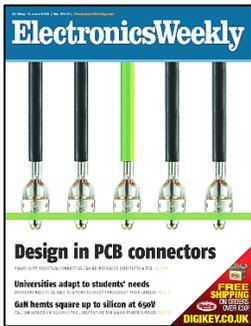
**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified Recipients are individuals with any of the following job functions: Overall Technical Management; Senior Engineering/General Management; Executive Management/Board Director; Design/Development Engineering; Test & Measurement Engineering; Research & Development; Production Engineering/Quality Control; Purchasing; Sales/Marketing; Service/Maintenance and other functions not specified.

**PURPOSE**

Included herein is a supplementary analysis of secondary end product manufactured or designed; secondary job functions performed; types of design involved in; products purchased, specified or designed in influence.

**Channels Include:**



**Electronics Weekly Magazine**  
22 issues in the period  
30,219 average circulation  
Pages 2 - 6



**Electronics Weekly Website**  
126,438 average unique browsers  
Page 7

**EXECUTIVE SUMMARY**

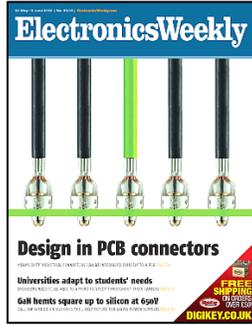
Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Electronics Weekly Magazine (22 Issues in the period) _____	30,145	74	30,219
a. Print _____	12,049	74	12,123
b. Digital _____	18,096	-	18,096
1. Requested _____	18,096	-	18,096
2. Non-Requested _____	-	-	-
Electronics Weekly Website (Monthly Unique Browsers with 321,187 average Page Impressions - Note 1) _____	126,438	-	126,438

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**CHANNEL PROFILE  
MAGAZINE**  
(Including Supplementary Data)



Official Publication of: None  
Established: 1960  
Issues Per Year: 40

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	79
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	5
Digital _____	-
All Other _____	196
<b>TOTAL</b>	<b>280</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,219	100.0	30,145	99.8	74	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,219</b>	<b>100.0</b>	<b>30,145</b>	<b>99.8</b>	<b>74</b>	<b>0.2</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,123	100.0	12,049	99.4	74	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,123</b>	<b>100.0</b>	<b>12,049</b>	<b>99.4</b>	<b>74</b>	<b>0.6</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,096	100.0	18,096	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,096</b>	<b>100.0</b>	<b>18,096</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2013 Issue	Print	Digital	Total Qualified
January 16	12,138	17,908	30,046
January 23	12,138	17,907	30,045
January 30	12,135	17,921	30,056
February 6	12,134	17,915	30,049
February 13	12,134	17,922	30,056
February 20	12,134	18,768	30,902
February 27	12,131	18,695	30,826
March 6	12,129	18,674	30,803
March 13	12,125	18,641	30,766
March 20	12,124	18,637	30,761
March 27	12,118	18,580	30,698
April 10	12,118	18,478	30,596
April 17	12,119	18,386	30,505
April 24	12,115	18,324	30,439
May 1	12,118	18,302	30,420
May 8	12,117	18,318	30,435
May 15	12,117	18,119	30,236
<b>*May 22</b>	<b>12,113</b>	<b>17,992</b>	<b>30,105</b>
June 5	12,116	17,919	30,035
June 12	12,116	16,876	28,992
June 19	12,115	16,933	29,048
June 26	12,116	16,905	29,021

\*Analyzed Issue

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## CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

### 3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 22, 2013

This issue is 0.4% or 120 copies below the average of the other 21 issues reported in Paragraph two. (See Additional Data)

This is an analysis of 30,039 respondents or 100% that responded to Question 3 on the questionnaire indicating their primary end product manufactured or designed, of which 7,235 or 24.1% responded with a secondary product. Since any one respondent may have indicated more than one product, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

PRIMARY END PRODUCT MANUFACTURED OR DESIGNED	TOTAL PRIMARY PRODUCT	PERCENT OF TOTAL	PRIMARY PRODUCT		SECONDARY PRODUCT		TOTAL SECONDARY PRODUCT	TOTAL ALL END PRODUCTS
			Print	Digital	Print	Digital		
<b>COMMUNICATION SYSTEMS</b>								
Telecommunications systems & equipment _____	1,086	3.6	437	649	222	483	705	1,791
Mobile network equipment _____	101	0.3	48	53	88	300	388	489
Mobile handsets _____	106	0.4	44	62	75	233	308	414
RF and microwave systems _____	285	1.0	105	180	196	412	608	893
Data networking systems (inc.WANs, LANs) _____	151	0.5	52	99	129	312	441	592
Wireless access systems (inc. WLANs) _____	73	0.2	29	44	117	311	428	501
Telecoms software _____	142	0.5	54	88	83	218	301	443
Embedded communications systems _____	182	0.6	67	115	231	435	666	848
Other communications systems _____	239	0.8	94	145	109	250	359	598
<b>Sub total</b>	<b>2,365</b>	<b>7.9</b>	<b>930</b>	<b>1,435</b>	<b>1,250</b>	<b>2,954</b>	<b>4,204</b>	<b>6,569</b>
<b>AUTOMOTIVE &amp; CONSUMER ELECTRONICS</b>								
Automotive and in-car telematics _____	683	2.3	294	389	126	376	502	1,185
Transport systems & equipment _____	406	1.3	191	215	111	245	356	762
Consumer electronics (inc.video, audio, games appliances) _____	1,975	6.6	852	1,123	168	423	591	2,566
<b>Sub total</b>	<b>3,064</b>	<b>10.2</b>	<b>1,337</b>	<b>1,727</b>	<b>405</b>	<b>1,044</b>	<b>1,449</b>	<b>4,513</b>
<b>CONTROLS, TEST &amp; MEDICAL EQUIPMENT</b>								
Industrial controls, systems equipment & robotics _____	3,356	11.1	1,440	1,916	265	641	906	4,262
Test & measurement instruments, ATE systems _____	1,171	3.9	476	695	248	538	786	1,957
Medical electronic equipment _____	667	2.2	275	392	133	346	479	1,146
<b>Sub total</b>	<b>5,194</b>	<b>17.2</b>	<b>2,191</b>	<b>3,003</b>	<b>646</b>	<b>1,525</b>	<b>2,171</b>	<b>7,365</b>
<b>AVIONICS, MILITARY &amp; SECURITY</b>								
Avionics, marine, space & military electronics _____	1,533	5.1	751	782	181	379	560	2,093
Electronics security equipment _____	955	3.2	418	537	235	444	679	1,634
<b>Sub total</b>	<b>2,488</b>	<b>8.3</b>	<b>1,169</b>	<b>1,319</b>	<b>416</b>	<b>823</b>	<b>1,239</b>	<b>3,727</b>
<b>DIGITAL BROADCAST</b>								
Digital TV/radio systems and services _____	336	1.1	134	202	99	261	360	696
Professional audio and video equipment _____	362	1.2	139	223	80	220	300	662
<b>Sub total</b>	<b>698</b>	<b>2.3</b>	<b>273</b>	<b>425</b>	<b>179</b>	<b>481</b>	<b>660</b>	<b>1,358</b>
<b>COMPUTERS, SYSTEMS &amp; PERIPHERALS</b>								
Computers/servers and workstations _____	589	2.0	193	396	131	381	512	1,101
PCs, laptops, PDAs and other mobile computers _____	149	0.5	37	112	137	374	511	660
Computer add-on boards and peripherals _____	177	0.6	58	119	147	329	476	653
EDA systems (hardware & software) _____	368	1.2	115	253	84	197	281	649
CADCAM systems and other software _____	215	0.7	89	126	78	163	241	456
Office equipment _____	123	0.4	37	86	70	174	244	367
Real time and embedded systems _____	425	1.4	147	278	255	476	731	1,156
EPOS systems/ATMs _____	62	0.2	24	38	28	92	120	182
<b>Sub total</b>	<b>2,108</b>	<b>7.0</b>	<b>700</b>	<b>1,408</b>	<b>930</b>	<b>2,186</b>	<b>3,116</b>	<b>5,224</b>
<b>COMPONENTS</b>								
Passive components _____	401	1.3	97	304	124	367	491	892
E-mech components _____	138	0.5	33	105	81	263	344	482
ICs & semiconductors _____	1,113	3.7	320	793	155	447	602	1,715
Other components, materials, hardware _____	694	2.3	261	433	134	369	503	1,197
Electronic subassemblies (boards,modules, hybrids) _____	780	2.6	294	486	210	537	747	1,527
Power supplies & batteries _____	393	1.3	135	258	126	389	515	908
<b>Sub total</b>	<b>3,519</b>	<b>11.7</b>	<b>1,140</b>	<b>2,379</b>	<b>830</b>	<b>2,372</b>	<b>3,202</b>	<b>6,721</b>
<b>DESIGN &amp; MANUFACTURING SERVICES</b>								
Other manufacturers incorporating electronic equipment in their end product _____	3,086	10.2	1,373	1,713	113	284	397	3,483
Design and engineering contractor/consultant _____	4,514	15.0	1,960	2,554	320	546	866	5,380
Contract manufacturing _____	2,108	7.0	803	1,305	205	307	512	2,620
Other _____	895	3.0	171	724	26	90	116	1,011
<b>Sub total</b>	<b>10,603</b>	<b>35.2</b>	<b>4,307</b>	<b>6,296</b>	<b>664</b>	<b>1,227</b>	<b>1,891</b>	<b>12,494</b>
Other _____	-	-	-	-	-	-	-	-
<b>OTHER PAID CIRCULATION</b>								
Subscriptions _____	66	0.2	66	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,105</b>	<b>100.0</b>	<b>12,113</b>	<b>17,992</b>				

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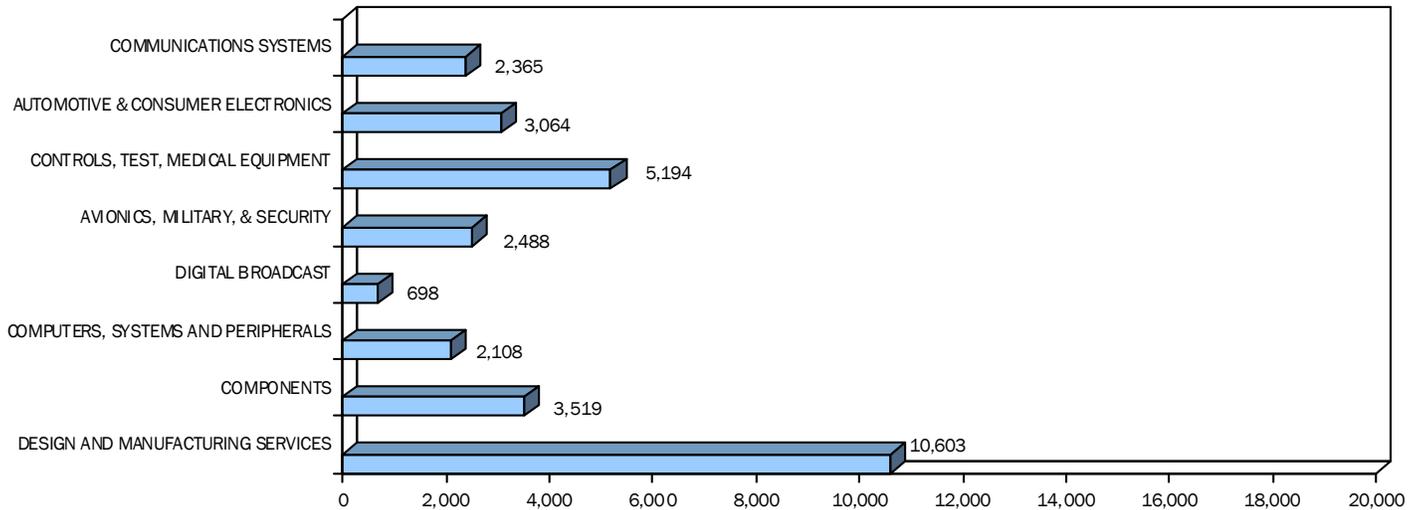
**CHANNEL PROFILE (CONTINUED)  
MAGAZINE (CONTINUED)**

**SUPPLEMENTARY DATA OF RESPONDENTS BY PRIMARY AND SECONDARY JOB FUNCTIONS PERFORMED**

See questionnaire used to elicit these data on the back of this report. This is an analysis of 30,039 respondents or 100% that responded to question 5 on the questionnaire indicating their Primary job functions of which 13,987 or 46.6% responded with a secondary job function. Since any one respondent may have indicated more than one job function, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

Business	PRIMARY JOB FUNCTIONS	PRIMARY PRODUCT		SECONDARY PRODUCT		SECONDARY JOB FUNCTIONS	ALL JOB FUNCTIONS
		Print	Digital	Print	Digital		
<b>TOTAL QUALIFIED NON-PAID</b>							
Executive Management/Board Director _____	6,650	2,541	4,109	221	417	638	7,288
Overall Technical Management _____	4,288	1,329	2,959	809	1,081	1,890	6,178
Senior Engineering/General Management _____	4,796	1,496	3,300	666	1,001	1,667	6,463
Design & Development Engineering _____	5,714	5,260	454	667	1,909	2,576	8,290
Test & Measurement Engineering _____	656	92	564	812	862	1,674	2,330
Service/Maintenance _____	797	153	644	502	675	1,177	1,974
Research & Development _____	1,123	130	993	1,733	1,976	3,709	4,832
Production Engineering/Quality Control/Other Engineering _____	1,051	218	833	488	638	1,126	2,177
Purchasing _____	1,375	269	1,106	2,296	3,056	5,352	6,727
Marketing/Sales _____	3,132	516	2,616	1,553	2,343	3,896	7,028
Other _____	457	43	414	591	949	1,540	1,997
<b>OTHER PAID CIRCULATION</b>							
Subscriptions _____	66						
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>30,105</b>					

**3a: BREAKOUT OF QUALIFIED CIRCULATION BY BUSINESS/OCCUPATION**  
(Please refer to Paragraph 3a for complete description)



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## CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

### SUPPLEMENTARY DATA OF TYPES OF DESIGN INVOLVEMENT FOR THE RESPONDENTS FOR THE ISSUE OF MAY 22, 2013

See questionnaire used to elicit these data on the back of this report. This is an analysis of 16,848 respondents or 56.1% of the Total Qualified that responded to question 4 on the questionnaire indicating their design involvement. Since any one respondent may have indicated more than one type of design, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

DESIGN INVOLVEMENT	TOTAL RESPONSES	Print	Digital
ASIC _____	1,140	419	721
DSP _____	1,434	531	903
FPGA and Programmable Logic _____	1,770	749	1,021
Logic _____	3,669	1,691	1,978
Software Design Integration _____	4,758	2,172	2,586
Systems Integration _____	4,046	1,718	2,328
Real-time/C++ Programming _____	2,021	859	1,162
Embedded _____	3,848	1,680	2,168
Analogue _____	5,637	2,593	3,044
RF System _____	2,305	871	1,434
Networking _____	2,489	1,039	1,450
Telecoms _____	1,665	622	1,043
Mobile Comms _____	1,184	404	780
Digital TV _____	1,877	853	1,024
Wireless systems _____	2,670	936	1,734
Automotive _____	1,687	626	1,061
Defence & Security _____	1,871	752	1,119
Optoelectronics _____	2,049	792	1,257
Board Systems _____	2,620	1,015	1,605
Other _____	710	128	582

YEARS WORKED IN ELECTRONICS INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
1 - 5 _____	2,682	8.9	958	1,724
6 - 10 _____	4,100	13.6	1,698	2,402
More than 10 _____	21,083	70.1	8,638	12,445
Information Not Available _____	2,174	7.2	753	1,421
Other Paid Circulation: Subscriptions _____	66	0.2	66	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,105</b>	<b>100.0</b>	<b>12,113</b>	<b>17,992</b>

NUMBER OF YEARS IN YOUR PRESENT JOB	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Under one year _____	240	0.8	84	156
One year _____	1,759	5.9	589	1,170
Two years _____	1,369	4.5	459	910
Three years _____	1,121	3.7	383	738
Four years _____	971	3.2	326	645
Five years _____	1,723	5.7	640	1,083
More than 5 years _____	20,881	69.4	8,869	12,012
Information Not Available _____	1,975	6.6	697	1,278
Other Paid Circulation: Subscriptions _____	66	0.2	66	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,105</b>	<b>100.0</b>	<b>12,113</b>	<b>17,992</b>

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**CHANNEL PROFILE (CONTINUED)**  
**MAGAZINE (CONTINUED)**

**SUPPLEMENTARY DATA OF PRODUCTS FOR WHICH RESPONDENTS HAVE PURCHASING, SPECIFYING, OR DESIGN-IN INFLUENCE FOR ISSUE OF MAY 22, 2013**  
This is an analysis of 29,666 respondents or 98.8% of the Total Qualified that responded to question 10 on the questionnaire indicating the products for which they have purchasing, specifying or design-in influence. Since any one respondent may have indicated more than one product, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

PRODUCT PURCHASING INFLUENCE	TOTALRESPONSES	Print	Digital
<b>Semiconductors</b>			
Microprocessors	6,105	2,587	3,518
Microcontrollers	5,621	2,381	3,240
Memories	4,466	1,869	2,597
Digital Signal Processors	3,144	1,271	1,873
Other Digital ICs	4,069	1,804	2,265
Analogue ICs	4,785	2,112	2,673
Mixed Signal ICs	3,553	1,576	1,977
Power Semiconductors	3,962	1,735	2,227
Board Level Products	3,090	1,385	1,705
IP Cores/Cell Libraries	1,279	635	644
Embedded Development Tools	2,982	1,212	1,770
FPGA's	2,588	1,119	1,469
PLD's	2,143	973	1,170
Standard Cell	1,466	733	733
Custom ASIC	1,183	543	640
Communications IC's	2,217	986	1,231
Memory Modules	2,245	917	1,328
Video Compression/Decompression ICs	1,121	517	604
Other Semiconductors	2,264	1,009	1,255
<b>Components</b>			
Resistors and capacitors	12,550	5,541	7,009
Relays, switches & keyboards	10,770	4,734	6,036
RF/Microwave devices	3,908	1,730	2,178
Fans/Motors	8,718	3,843	4,875
<b>Power Sources</b>			
Power Supplies	14,412	6,062	8,350
Batteries	11,186	4,706	6,480
<b>Interconnection and Packaging</b>			
Connectors	10,935	4,592	6,343
Enclosures/sockets and backplanes	5,925	2,521	3,404
Printed Circuit Boards	4,738	2,132	2,606
<b>Test &amp; Measurement</b>			
Automatic Test Equipment	7,189	2,886	4,303
Oscilloscopes	4,095	1,677	2,418
Logic Analysers	3,569	1,612	1,957
Signal/Function Generators	3,332	1,387	1,945
Digital Multimeters	4,625	1,883	2,742
<b>Other</b>			
Displays	3,833	1,428	2,405
Optoelectronic/fibre optic components	1,497	601	896
CAE/EDA Systems	1,234	513	721
Computer Hardware & Peripherals	6,107	2,236	3,871
Computer Software	9,148	3,409	5,739
Office Equipment Services	6,934	2,391	4,543
Buying/Leasing Company Cars	556	192	364
Business travel and entertainment	1,027	301	726
Financial Services	1,252	501	751
Training Services, books & videos	1,403	418	985
Conferences/Exhibitions	933	265	668
None of the Above	2,090	736	1,354

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 22, 2013**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3+ year				
<b>I. TOTAL - Direct Request:</b>	<b>20,553</b>	<b>8,534</b>	<b>949</b>	<b>12,044</b>	<b>17,992</b>	<b>30,036</b>	<b>99.8</b>
a. Written	19	4	-	22	1	23	0.1
b. Telecommunication	15,033	6,722	395	10,210	11,940	22,150	73.6
c. Electronic	5,501	1,808	554	1,812	6,051	7,863	26.1
<b>II. TOTAL - Request from recipient's company:</b>	<b>61</b>	<b>8</b>	<b>-</b>	<b>69</b>	<b>-</b>	<b>69</b>	<b>0.2</b>
a. Written	61	8	-	69	-	69	0.2
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>VI. TOTAL - Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,614</b>	<b>8,542</b>	<b>949</b>	<b>12,113</b>	<b>17,992</b>	<b>30,105</b>	<b>100.0</b>
<b>PERCENT</b>	<b>68.5</b>	<b>28.4</b>	<b>3.2</b>	<b>40.2</b>	<b>59.8</b>	<b>100.0</b>	

\*See Additional Data

**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 2010	January - June 2011	July-December 2011	January - June 2012	July - December 2012	January - June 2013*
Total Audit Average Qualified	32,645	29,346	25,619	29,115	26,481	30,219
Qualified Non-Paid Total	32,511	29,222	25,513	29,018	26,388	30,145
Print	12,041	12,045	11,859	12,048	12,049	12,049
Digital	20,470	17,177	13,654	16,970	14,339	18,096
Qualified Paid Total	134	124	106	97	93	74
Print	134	124	106	97	93	74
Digital	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	£122.75	£118.90	£124.23	£116.02	£136.37	£139.04

\*NOTE: January - June 2013 data is unaudited. With each successive year, new data will be added until 6 six-month periods of data are displayed.

\*\*NC = None Claimed.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE (CONTINUED)****WEBSITE\***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	382,767	201,146	150,264	1.34	01:02	02:01
February _____	320,327	178,409	134,305	1.33	01:09	02:05
March _____	332,110	181,098	132,798	1.36	01:05	02:00
April _____	268,066	150,549	111,469	1.35	01:10	02:06
May _____	313,708	156,673	116,600	1.34	05:10	05:11
June _____	310,142	152,864	113,189	1.35	03:49	03:55
<b>AVERAGE:</b>	<b>321,187</b>	<b>170,123</b>	<b>126,438</b>	<b>1.35</b>	<b>02:14</b>	<b>02:53</b>

\*See Additional Data

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.
<b>Page Impressions:</b> A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.
<b>User Sessions:</b> A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site.
<b>Unique Browser Frequency:</b> Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.
<b>User Session Duration:</b> The average time visitors remain on a site per session.
<b>Page Duration:</b> The average time spent viewing any page on a web site.

**GEOGRAPHIC DISTRIBUTION\***

Region	Electronics Weekly for Issue of May 22, 2013				Region	Electronics Weekly Magazine for Issue of May 22, 2013			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
<b>NORTHERN</b>					<b>SOUTH WEST</b>				
<b>REGION:</b>	370	521	891	3.0	<b>REGION:</b>	1,396	1,745	3,141	10.4
Cleveland _____	52	68	120	0.4	Channel Islands _____	23	21	44	0.1
Cumbria _____	69	95	164	0.5	Cornwall _____	62	81	143	0.5
Durham _____	68	109	177	0.6	Devon _____	205	262	467	1.6
Northumberland _____	35	47	82	0.3	Dorset _____	240	304	544	1.8
Tyne & Wear _____	146	202	348	1.2	Gloucestershire _____	271	283	554	1.8
					Isles of Scilly _____	-	-	-	-
<b>YORKSHIRE</b>					Somerset _____	388	486	874	2.9
<b>REGION:</b>	730	991	1,721	5.7	Wiltshire _____	207	308	515	1.7
East Yorkshire _____	76	90	166	0.5					
North Yorkshire _____	123	199	322	1.1	<b>TOTAL ENGLAND CIRCULATION</b>	10,561	14,383	24,944	82.9
South Yorkshire _____	187	267	454	1.5	<b>WALES</b>	479	623	1,102	3.6
West Yorkshire _____	344	435	779	2.6	Clwyd _____	88	100	188	0.6
					Dyfed _____	40	66	106	0.3
<b>NORTH WEST</b>					Gwent _____	126	169	295	1.0
<b>REGION:</b>	1,020	1,242	2,262	7.5	Gwynedd _____	26	30	56	0.2
Cheshire _____	295	403	698	2.3	Mid Glamorgan _____	56	80	136	0.4
Isle of Man _____	13	16	29	0.1	Powys _____	34	42	76	0.3
Lancashire _____	574	681	1,255	4.2	Glamorgan _____	60	64	124	0.4
Merseyside _____	138	142	280	0.9	West Glamorgan _____	49	72	121	0.4
					<b>SCOTLAND</b>	781	970	1,751	5.8
<b>EAST ANGLIA</b>					Borders _____	17	32	49	0.2
<b>REGION:</b>	690	968	1,658	5.5	Central _____	42	50	92	0.3
Cambridgeshire _____	378	581	959	3.2	Dumfries & Galloway _____	17	10	27	0.1
Norfolk _____	163	187	350	1.2	Fife _____	80	92	172	0.6
Suffolk _____	149	200	349	1.1	Grampian _____	94	97	191	0.6
					Highlands & Islands _____	28	45	73	0.2
<b>EAST MIDLANDS</b>					Lothian _____	186	217	403	1.3
<b>REGION:</b>	912	1,256	2,168	7.2	Strathclyde _____	271	384	655	2.2
Derbyshire _____	168	232	400	1.3	Tayside _____	46	43	89	0.3
Leicestershire _____	216	306	522	1.8					
Lincolnshire _____	133	196	329	1.1	<b>NORTHERN IRELAND</b>	201	220	421	1.4
Northamptonshire _____	193	267	460	1.5	Antrim _____	99	101	200	0.7
Nottinghamshire _____	202	255	457	1.5	Armagh _____	13	17	30	0.1
					County Down _____	28	42	70	0.2
<b>MIDLANDS</b>					County Tyrone _____	28	18	46	0.1
<b>REGION:</b>	1,029	1,343	2,372	7.9	Fermanagh _____	11	7	18	0.1
Herefordshire & Worcestershire _____	182	233	415	1.4	Londonderry _____	22	35	57	0.2
Shropshire _____	79	102	181	0.6					
Staffordshire _____	204	239	443	1.5	<b>TOTAL UK CIRCULATION</b>	12,022	16,196	28,218	93.7
Warwickshire _____	104	159	263	0.9	<b>OTHER EUROPE</b>	73	551	624	2.1
West Midlands _____	460	610	1,070	3.5	<b>INTERNATIONAL</b>	18	1,245	1,263	4.2
<b>LONDON</b>	359	597	956	3.2	<b>TOTAL</b>	<b>12,113</b>	<b>17,992</b>	<b>30,105</b>	<b>100.0</b>
<b>SOUTH EAST</b>									
<b>REGION:</b>	4,055	5,720	9,775	32.5					
Bedfordshire _____	213	305	518	1.7					
Berkshire _____	403	627	1,030	3.4					
Buckinghamshire _____	320	422	742	2.5					
East Sussex _____	141	199	340	1.1					
Essex _____	500	607	1,107	3.7					
Hampshire _____	639	862	1,501	5.0					
Hertfordshire _____	416	562	978	3.3					
Isle of Wight _____	42	44	86	0.3					
Kent _____	379	531	910	3.0					
Middlesex _____	216	352	568	1.9					
Oxfordshire _____	190	282	472	1.6					
Surrey _____	343	570	913	3.0					
West Sussex _____	253	357	610	2.0					

\*See Additional Data

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