

**Purpose:** This sworn statement serves as an additional source of information regarding the circulation coverage of *Welding Magazine*.

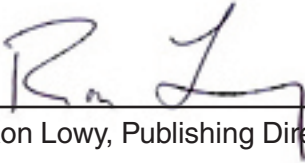
**Field Served:** *Welding* serves the field of welding design, fabrication shops, plant and production lines, infrastructure, construction, repair or maintenance, field work, distributors of welding supplies and educational facilities.

**Definition of Audience Circulation:** Recipients are corporate executives, management, operation titles, engineering titles and other personnel and companies in industries including distributors of welding supplies or gases, and educational facilities.

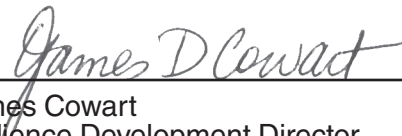
The combined total of controlled circulation and paid circulation for *Welding Magazine* is 23,692 subscribers. The source for the information on this sworn statement has been provided by the Penton Media Audience Marketing Department and is represented as publishers own data.

### PUBLISHER'S AFFIDAVIT

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



Ron Lowy, Publishing Director



James Cowart  
Audience Development Director

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<b>BUSINESS/OCCUPATIONAL BREAKOUT OF AUDIENCE CIRCULATION (BASED ON THE MAY 2009 ISSUE)</b>						<b>Total Circulation</b>	<b>Percent of Circulation</b>
	<b>Corporate Management</b>	<b>Production &amp; Maintenance Management Supervision, Welding &amp; Cutting</b>	<b>Engineering &amp; Design</b>	<b>Purchasing</b>	<b>Libraries, Company Copies, Students &amp; Other Qualified Personnel</b>		
Welding & Fabrication Shop	10,204	3,023	2,148	206	249	15,830	66.7%
Plant Production Line	618	702	897	44	62	2,323	9.8%
Infrastructure/Construction	2,139	494	257	10	72	2,972	12.5%
Distributor of Welding Supplies	704	602	63	31	129	1,529	6.5%
College/School/University	48	189	27	—	226	490	2.1%
Other Allied to the Field	284	117	165	10	3	579	2.4%
<b>Total Qualified Circulation</b>	<b>13,997</b>	<b>5,127</b>	<b>3,557</b>	<b>301</b>	<b>741</b>	<b>23,723</b>	<b>100%</b>

**Definition of Audience Circulation:** Recipients are corporate executives, management, operation titles, engineering titles and other personnel and companies in industries including distributors of welding supplies or gases, libraries, and educational facilities.

New England		
Maine	152	
New Hampshire	187	
Vermont	94	
Massachusetts	507	
Rhode Island	84	
Connecticut	316	
<b>Total</b>	<b>1,340</b>	<b>5.6%</b>
Middle Atlantic		
New York	1,013	
New Jersey	508	
Pennsylvania	1,464	
<b>Total</b>	<b>2,985</b>	<b>12.6%</b>
South Atlantic		
Delaware	62	
Maryland	266	
Washington D.C.	7	
Virginia	504	
West Virginia	124	
North Carolina	726	
South Carolina	367	
Georgia	529	
Florida	949	
<b>Total</b>	<b>3,544</b>	<b>14.9%</b>
East North Central		
Ohio	1,531	
Indiana	661	
Illinois	1,149	
Michigan	911	
Wisconsin	923	
<b>Total</b>	<b>5,175</b>	<b>21.8%</b>
East South Central		
Kentucky	361	
Tennessee	432	
Alabama	330	
Mississippi	183	
<b>Total</b>	<b>1,306</b>	<b>5.5%</b>

West North Central		
Minnesota	675	
Iowa	470	
Missouri	529	
North Dakota	112	
South Dakota	127	
Nebraska	289	
Kansas	161	
<b>Total</b>	<b>2,563</b>	<b>10.8%</b>
West South Central		
Arkansas	251	
Louisiana	291	
Oklahoma	381	
Texas	1,407	
<b>Total</b>	<b>2,330</b>	<b>9.8%</b>
Mountain		
Montana	158	
Idaho	204	
Wyoming	106	
Colorado	391	
New Mexico	121	
Arizona	254	
Utah	249	
Nevada	131	
<b>Total</b>	<b>1,614</b>	<b>6.8%</b>
Pacific		
Alaska	58	
Washington	524	
Oregon	386	
California	1,844	
Hawaii	22	
<b>Total</b>	<b>2,834</b>	<b>11.9%</b>

<b>United States</b>	<b>23,691</b>	<b>99.9%</b>
<b>U.S. Territories</b>	<b>22</b>	
<b>Canada</b>	<b>3</b>	
<b>Mexico</b>	<b>—</b>	
<b>Other Intl.</b>	<b>5</b>	
<b>APO/FPO</b>	<b>2</b>	
<b>Total</b>	<b>32</b>	<b>.1%</b>
<b>Total</b>	<b>23,723</b>	<b>100%</b>