

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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.

Canadian Circulations Audit Board
L'Office canadien de verification de la diffusion
1 Concorde Gate, Suite 800
Toronto, Ontario Canada M3C 3N6
Telephone: +1 416.487.2418
Fax: +1 416.487.6405
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Canadian electronics

Annex Business Media
(See Additional Data)
240 Edward Street
Aurora, Ontario, L4G 3S9
Tel. No.: (905) 727-0077
Fax No.: (905) 727-0017
www.annexweb.com
rheritage@annexweb.com

Official Publication of: None
Established: 1986
Issues Per Year: 6
(See Additional Data)

FIELD SERVED

Private companies or other private and public sector organizations which either manufacture electronic equipment, systems or components (OEMs), use electronic equipment in their operations (end users) or incorporate electronics into end products.

DEFINITION OF RECIPIENT QUALIFICATION

Designers, engineers, technologists, technicians, managers, researchers, purchasers as well as senior management and other individuals within the field served. Please see paragraph 3a for further details.



Primary Market C.A.R.D. Class 564 Electronics

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	372
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	853
TOTAL	1,225

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,073	100.0	18,073	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,073	100.0	18,073	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Total Qualified
February/March _____	18,151
April _____	18,156
May _____	18,135
June/July _____	17,848

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	4,121	2,381	2,035	1.17	01:32	02:44
February _____	4,822	2,624	2,226	1.18	01:22	02:41
March _____	7,255	4,393	3,887	1.13	01:26	02:25
April _____	5,865	3,886	3,534	1.10	01:22	02:06
May _____	7,505	4,881	4,215	1.16	01:12	01:56
June _____	5,609	3,195	2,726	1.17	01:21	02:22
AVERAGE:	5,863	3,560	3,104	1.15	01:22	02:22

*See Additional Data

Canadian Electronics / June 2011

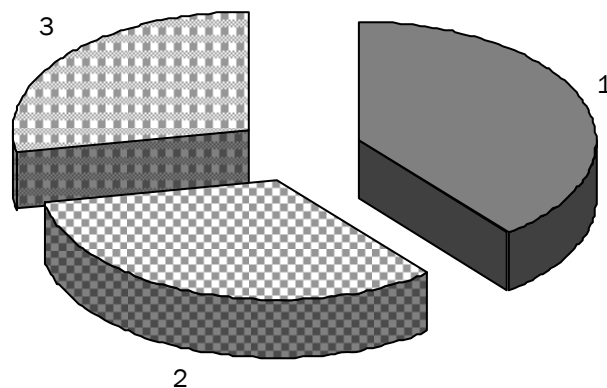
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 0.5% or 83 copies above the average of the other 3 issues reported in Paragraph two.

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 564				
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CANADA	OUTSIDE CANADA
ELECTRONIC ORIGINAL EQUIPMENT MARKET				
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines _____	717	3.9	717	-
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment _____	724	4.0	724	-
3. Communications Equipment and Systems _____	862	4.7	862	-
4. Electronic Industrial Controls Equipment and Systems _____	1,395	7.7	1,395	-
5. Electronics, Components and Sub-assemblies _____	1,237	6.8	1,237	-
6. Consumer Electronic Appliances; Home Entertainment and Others _____	304	1.7	304	-
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment _____	884	4.9	884	-
8. System Houses integrating Electronic Hardware with Software _____	175	1.0	175	-
9. Industrial Companies within the OEM incorporating Electronic Equipment into their End Product, not elsewhere classified _____	827	4.6	827	-
USERS OF ELECTRONIC EQUIPMENT				
10. Industrial Companies using Electronic Equipment in their Manufacturing Research Development of Processing Activities _____	4,900	27.0	4,900	-
11. Commercial Users of Electronic Equipment:				
a) Telephone, Satellite and Related Communications _____	222	1.2	222	-
b) Radio, TV, CATV and Related Broadcasting _____	275	1.5	275	-
c) Power Generation Systems and Public Utilities _____	270	1.5	270	-
d) Transportation Services _____	333	1.8	333	-
OTHER				
12. Independent Research, Test and Design Laboratories ; Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment _____	1,435	7.9	1,435	-
13. Government Agencies and Military:				
a) Federal _____	174	1.0	174	-
b) Provincial and Municipal _____	230	1.3	230	-
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers: _____	1,686	9.3	1,686	-
15. Education, Hospitals, Libraries _____	671	3.7	671	-
16. Others Allied to the field _____	814	4.5	814	-
TOTAL QUALIFIED CIRCULATION	18,135	100.0	18,135	-
	100.0		100.0	-

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 564 - Cont.				
JOB TITLES	TOTAL QUALIFIED	PERCENT OF TOTAL	CANADA	OUTSIDE CANADA
1. General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice-Presidents (n.e.c.) _____	5,900	32.5	5,900	-
2. Branch Managers, District Managers, Regional Managers, Supervisors _____	327	1.8	327	-
3. Design and Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specification Writers, Project Managers/Coordinators _____	1,466	8.1	1,466	-
4. Engineering Services, including Vice-Presidents of Engineering, Directors of Engineering, Chief Engineers, Consulting Engineers, Evaluation Engineers, Value Engineers, Test Engineers, Quality Control Engineers, Standards Engineers, Controls Specialists Quality Assurance Specialists/Supervisors, and related technical personnel ____	3,383	18.7	3,383	-
5. Research, including Vice-Presidents of Research; Research Directors; Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers _____	332	1.8	332	-
6. Manufacturing, Production and Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Manager, Electrical Supervisors _____	2,406	13.3	2,406	-
7. Field Service, Repair and Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives _____	1,347	7.4	1,347	-
8. Purchasing and Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers _____	686	3.8	686	-
9. Marketing and Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers _____	946	5.2	946	-
10. Other Qualified Personnel, (n.e.c.) _____	1,342	7.4	1,342	-
11. Copies addressed by Company Name only, including Libraries _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,135	100.0	18,135	-

3a. Breakout of Qualified Circulation of Business and Industry

Industry	Total Qualified	Percent
1. Electronic Original Equipment Market _____	7,125	39.3
2. Users of Electronic Equipment _____	6,000	33.0
3. Other, including independent research, govt. agencies, military, distributors, Education, Hospitals, Libraries, Others Allied _____	5,010	27.7
Total Qualified Circulation	18,135	100.0



3a. (Continued) BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 564 - Cont.	Total Qualified	Percent	TITLES											
			1	2	3	4	5	6	7	8	9	10	11	
BUSINESS AND INDUSTRY														
ELECTRONIC ORIGINAL EQUIPMENT MARKET														
1. Computers, Data Processing and Peripheral Equipment, Office and Business Machines _____	717	3.9	318	17	50	102	5	61	47	25	36	56	-	
2. Test and Measurement Instrumentation Equipment: Medical and Scientific Equipment ____	724	4.0	243	9	59	144	23	90	52	29	46	29	-	
3. Communications Equipment and Systems _____	862	4.7	282	5	101	189	13	97	50	30	47	48	-	
4. Electronic Industrial Controls Equipment and Systems _____	1,395	7.7	479	20	151	264	21	163	70	56	93	78	-	
5. Electronics, Components and Sub-assemblies ____	1,237	6.8	437	21	95	217	19	147	51	55	124	71	-	
6. Consumer Electronic Appliances; Home Entertainment and Others _____	304	1.7	104	2	25	57	12	42	19	14	12	17	-	
7. Navigation, Aerospace, Ground Support and Guidance Controls and Equipment, Avionics and Marine Equipment _____	884	4.9	175	20	120	254	26	121	61	28	24	55	-	
8. System Houses integrating Electronic Hardware with Software _____	175	1.0	67	1	21	29	5	10	14	7	6	15	-	
9. Industrial Companies within the OEM incorporating Electronic Equipment into their End Product, not elsewhere classified _____	827	4.6	252	10	107	130	11	108	62	55	47	45	-	
USERS OF ELECTRONIC EQUIPMENT														
10. Industrial Companies using Electronic Equipment in their Manufacturing Research Development or Processing Activities _____	4,900	27.0	1,348	76	398	770	64	1,241	415	224	138	226	-	
11. Commercial Users of Electronic Equipment:	222	1.2	89	4	13	51	2	8	23	4	5	23	-	
a) Telephone, Satellite and Related Communications _____	275	1.5	72	8	4	118	3	10	32	4	3	21	-	
b) Radio, TV, CATV and Related Broadcasting____	270	1.5	42	10	18	112	11	12	34	5	4	22	-	
c) Power Generation Systems and Public Utilities	333	1.8	112	7	19	77	8	16	33	5	5	51	-	
d) Transportation Services _____	-	-	-	-	-	-	-	-	-	-	-	-	-	
OTHER														
12. Independent Research, Test and Design Laboratories; Engineering Firms and Individual Consulting Engineers designing, specifying and/or utilizing electronic equipment _____	1,435	7.9	617	11	159	353	41	57	52	14	27	104	-	
13. Government Agencies and Military:														
a) Federal _____	174	1.0	18	4	11	50	14	6	35	1	2	33	-	
b) Provincial and Municipal _____	230	1.3	71	4	8	44	3	12	39	8	17	24	-	
14. Distribution - including Manufacturers' Representatives, Jobbers, Distributors, Importers:	1,686	9.3	638	76	43	157	18	105	73	82	281	213	-	
15. Education, Hospitals, Libraries _____	671	3.7	119	11	30	164	25	29	127	11	4	151	-	
16. Others Allied to the field _____	814	4.5	417	11	34	101	8	71	58	29	25	60	-	
TOTAL QUALIFIED CIRCULATION	18,135	100.0	5,900	327	1,466	3,383	332	2,406	1,347	686	946	1,342	-	

JOB TITLES

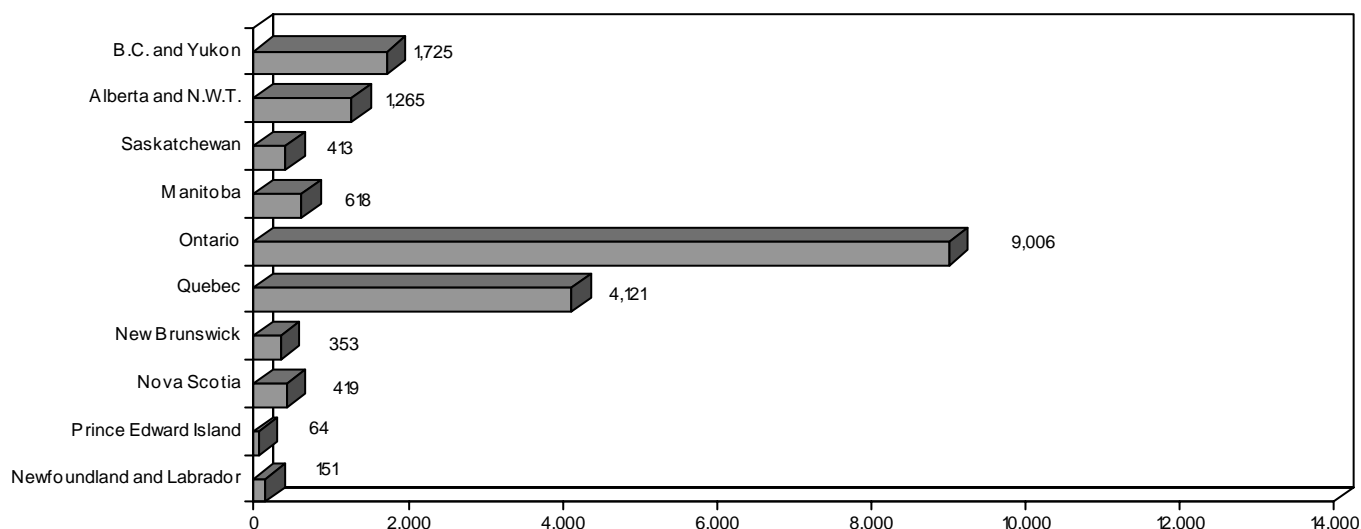
1. General and Corporate Management, including Board Chairmen, Presidents, Owners, General Managers, Managing Directors, Secretary-Treasurers, Comptrollers, Vice-Presidents (n.e.c.)
2. Branch Managers, District Managers, Regional Managers, Supervisors
3. Design and Development, including Design Engineers, Development Engineers, Chief Draftsmen, Designers, Specification Writers, Project Managers/Coordinators
4. Engineering Services, including Vice-Presidents of Engineering, Directors of Engineering, Chief Engineers, Consulting Engineers, Evaluation Engineers, Value Engineers, Test Engineers, Quality Control Engineers, Standards Engineers, Controls Specialists Quality Assurance Specialists/Supervisors, and related technical personnel
5. Research, including Vice-Presidents of Research; Research Directors; Research Scientists, Technologists, Instrument Technicians, Technical Representatives, Technicians or Engineers
6. Manufacturing, Production and Assembly, including Vice-Presidents of Manufacturing, Automation Managers, Plant Managers, Plant Superintendents, Factory Managers, Production Managers, General Foremen, Industrial Engineers, Plant Engineers, Operations Manager, Electrical Supervisors
7. Field Service, Repair and Maintenance, including Service Engineers, Field Engineers, Maintenance Engineers, Service Representatives
8. Purchasing and Procurement, including Directors of Purchasing, Purchasing Managers, Purchasing Agents, Buyers, Procurement Officers
9. Marketing and Sales, including Vice-Presidents of Marketing, Vice-Presidents of Sales, Directors of Marketing/Sales, Marketing Managers, Sales Managers, Sales Engineers, Product Managers
10. Other Qualified Personnel, (n.e.c.)
11. Copies addressed by Company Name only, including Libraries

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	10,609	4,280	3,246	18,135	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	10,609	4,280	3,246	18,135	100.0
PERCENT	58.5	23.6	17.9	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	18,135	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	18,135	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
Province	Total Qualified	Percent
Newfoundland and Labrador _____	151	0.8
Prince Edward Island _____	64	0.4
Nova Scotia _____	419	2.3
New Brunswick _____	353	1.9
Quebec _____	4,121	22.7
Ontario _____	9,006	49.7
Manitoba _____	618	3.4
Saskatchewan _____	413	2.3
Alberta, N.W.T. and Nunavut _____	1,265	7.0
B.C. and Yukon _____	1,725	9.5
TOTAL FOR CANADA	18,135	100.0
United States _____	-	-
Other Foreign _____	-	-
TOTAL OUTSIDE CANADA	-	-
TOTAL QUALIFIED CIRCULATION	18,135	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



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 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	23,328	20,798	20,633	20,990	20,518	18,073
Qualified Non-Paid: _	23,328	20,798	20,633	20,990	20,518	18,073
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

CHANGE IN COMPANY NAME:

Effective July 2011, the publishing company has changed its name from Annex Publishing & Printing Inc. to Annex Business Media.

CHANGE IN FREQUENCY:

Effective with the September/October 2010 issue, Canadian Electronics changed its frequency from 7 to 6 issues per year

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PUBLISHER'S AFFIDAVIT

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

Nigel Bishop, Publisher
Urszula Grzyb, Circulation Analyst

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 13, 2011
City	Aurora
Province	Ontario
Received by BPA Worldwide	July 13, 2011
Type	PD
ID Number	C478P0J1