

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://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.

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(See Additional Data)

BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel.: (248) 362-3700  
Fax: (248) 362-0317  
[www.snipsmag.com](http://www.snipsmag.com)

Official Publication of: None  
Established: 1932  
Issues Per Year: 12

**FIELD SERVED**

SNIPS serves sheet metal/HVAC contractors, wholesalers, manufacturers, manufacturer's representatives/agents and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients perform the following job functions in the field served: management, service, sales, engineering/technical and other functions allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	26
Advertiser and Agency _____	536
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,030
<b>TOTAL</b>	<b>1,592</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,000	100.0	19,931	99.7	69	0.3
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>19,931</b>	<b>99.7</b>	<b>69</b>	<b>0.3</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	11	11	18,163	1,837	20,000
February _____	132	132	18,136	1,864	20,000
March _____	230	230	17,932	2,068	20,000
April _____	2,144	2,144	17,713	2,287	20,000
May _____	1,838	1,838	17,689	2,311	20,000
June _____	21	21	17,661	2,339	20,000
<b>TOTAL</b>	<b>4,376</b>	<b>4,376</b>			

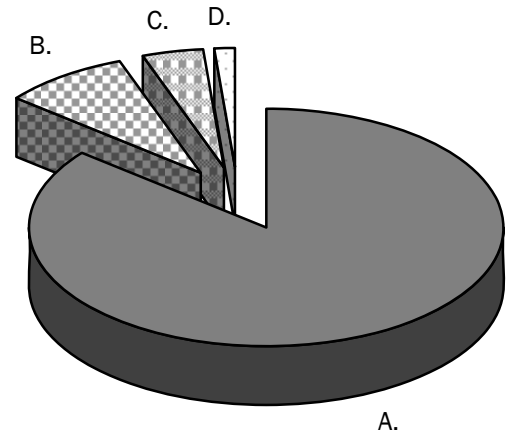
2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	9,407	5,624	5,205	1.08	00:57	01:33
February _____	8,982	4,852	4,477	1.08	01:02	01:57
March _____	8,957	5,591	5,092	1.10	01:08	01:53
April _____	9,369	5,575	5,081	1.10	01:06	01:48
May _____	10,915	5,778	5,248	1.10	01:05	02:07
June _____	12,820	6,017	5,469	1.10	00:56	02:06
<b>AVERAGE:</b>	<b>10,075</b>	<b>5,573</b>	<b>5,095</b>	<b>1.09</b>	<b>01:02</b>	<b>01:54</b>

\*See Additional Data

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011</b>									
<b>This issue is equal to the average of the other 5 issues reported in Paragraph two.</b>									
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	JOB FUNCTION				
					Management	Service	Sales	Engineering/ Technical	Other Functions Allied to the Field
Contractor _____	17,200	86.0	15,283	1,917	12,992	2,196	892	1,120	-
Wholesaler _____	1,700	8.5	1,519	181	1,013	48	582	57	-
Manufacturer _____	850	4.3	687	163	649	39	89	73	-
Manufacturer's Rep/Agent _____	250	1.2	200	50	135	6	96	13	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>17,689</b>	<b>2,311</b>	<b>14,789</b>	<b>2,289</b>	<b>1,659</b>	<b>1,263</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>88.4</b>	<b>11.6</b>	<b>73.9</b>	<b>11.5</b>	<b>8.3</b>	<b>6.3</b>	<b>-</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Contractor _____	17,200	86.0
B. Wholesaler _____	1,700	8.5
C. Manufacturer _____	850	4.3
D. Manufacturer's Rep/Agent _____	250	1.2
E. Others Allied to the Field _____	-	-
<b>TOTAL</b>	<b>20,000</b>	<b>100.0</b>



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct Request: _____	<b>14,000</b>	<b>6,000</b>	<b>-</b>	<b>17,689</b>	<b>2,311</b>	<b>20,000</b>	<b>100.0</b>
a. Written _____	4,221	1,494	-	5,610	105	5,715	28.6
b. Telecommunication _____	4,009	2,103	-	5,189	923	6,112	30.5
c. Electronic _____	5,770	2,403	-	6,890	1,283	8,173	40.9
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>6,000</b>	<b>-</b>	<b>17,689</b>	<b>2,311</b>	<b>20,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	<b>-</b>	<b>88.4</b>	<b>11.6</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	17,689	2,311	20,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,689</b>	<b>2,311</b>	<b>20,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	74	9	83		Kentucky _____	229	30	259	
New Hampshire _____	98	8	106		Tennessee _____	319	43	362	
Vermont _____	54	10	64		Alabama _____	270	28	298	
Massachusetts _____	358	47	405		Mississippi _____	101	11	112	
Rhode Island _____	61	8	69		<b>EAST SO. CENTRAL</b>	<b>919</b>	<b>112</b>	<b>1,031</b>	<b>5.2</b>
Connecticut _____	320	36	356		Arkansas _____	143	13	156	
<b>NEW ENGLAND</b>	<b>965</b>	<b>118</b>	<b>1,083</b>	<b>5.4</b>	Louisiana _____	164	24	188	
New York _____	966	127	1,093		Oklahoma _____	192	30	222	
New Jersey _____	551	64	615		Texas _____	1,136	170	1,306	
Pennsylvania _____	918	106	1,024		<b>WEST SO. CENTRAL</b>	<b>1,635</b>	<b>237</b>	<b>1,872</b>	<b>9.4</b>
<b>MIDDLE ATLANTIC</b>	<b>2,435</b>	<b>297</b>	<b>2,732</b>	<b>13.7</b>	Montana _____	96	6	102	
Ohio _____	845	99	944		Idaho _____	89	8	97	
Indiana _____	541	56	597		Wyoming _____	37	2	39	
Illinois _____	1,427	164	1,591		Colorado _____	343	55	398	
Michigan _____	740	92	832		New Mexico _____	126	10	136	
Wisconsin _____	679	62	741		Arizona _____	225	35	260	
<b>EAST NO. CENTRAL</b>	<b>4,232</b>	<b>473</b>	<b>4,705</b>	<b>23.5</b>	Utah _____	117	24	141	
Minnesota _____	401	40	441		Nevada _____	97	16	113	
Iowa _____	352	26	378		<b>MOUNTAIN</b>	<b>1,130</b>	<b>156</b>	<b>1,286</b>	<b>6.4</b>
Missouri _____	503	65	568		Alaska _____	49	5	54	
North Dakota _____	76	9	85		Washington _____	256	33	289	
South Dakota _____	64	7	71		Oregon _____	169	20	189	
Nebraska _____	209	15	224		California _____	1,147	153	1,300	
Kansas _____	223	33	256		Hawaii _____	96	17	113	
<b>WEST NO. CENTRAL</b>	<b>1,828</b>	<b>195</b>	<b>2,023</b>	<b>10.1</b>	<b>PACIFIC</b>	<b>1,717</b>	<b>228</b>	<b>1,945</b>	<b>9.7</b>
Delaware _____	63	13	76		<b>UNITED STATES</b>	<b>17,647</b>	<b>2,206</b>	<b>19,853</b>	<b>99.3</b>
Maryland _____	337	36	373		U.S. Territories _____	-	3	3	
Washington, DC _____	7	1	8		Canada _____	32	96	128	
Virginia _____	380	50	430		Mexico _____	-	2	2	
West Virginia _____	89	5	94		Other International _____	9	4	13	
North Carolina _____	469	68	537		APO/FPO _____	1	-	1	
South Carolina _____	186	30	216		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,689</b>	<b>2,311</b>	<b>20,000</b>	<b>100.0</b>
Georgia _____	374	52	426						
Florida _____	881	135	1,016						
<b>SOUTH ATLANTIC</b>	<b>2,786</b>	<b>390</b>	<b>3,176</b>	<b>15.9</b>					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	22,050	20,758	20,000	20,000	20,000	20,000
Qualified Non-Paid: ____	21,940	20,658	19,916	19,926	19,930	19,931
Print Version Only ____	21,940	20,658	19,916	18,778	18,167	17,814
Digital Version Only ____	-	-	-	1,148	1,763	2,117
Qualified Paid: _____	110	100	84	74	70	69
Print Version Only ____	110	100	84	73	69	68
Digital Version Only ____	-	-	-	1	1	1
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: July 2010 – 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**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services and 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.

**CHANGE IN PUBLICATION NAME**

Effective with the September 2010 issue, snips MAGAZINE changed its name to SNIPS. There has been no change in ownership.

WEBSITE GLOSSARY:	
<b>Unique Browsers:</b>	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
<b>Page Impressions:</b>	The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b>	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
<b>Unique Browser Frequency:</b>	The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b>	The average time a browser remained on the site per session
<b>Page Duration:</b>	The average time a browser spent viewing any page(s) on the site

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 _____	17,882	100.0	17,814	99.6	68	0.4
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,882</b>	<b>100.0</b>	<b>17,814</b>	<b>99.6</b>	<b>68</b>	<b>0.4</b>

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 _____	2,118	100.0	2,117	100.0	1	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,118</b>	<b>100.0</b>	<b>2,117</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 8, 2011
Catherine M. Ronan, Corporate Audience Audit Manager	State	Michigan
Rita M. Fomia, Corporate Strategy Director	County	Oakland
(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	June 8, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S261Y0J1