

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT USA 06484-6259  
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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



Initial Publications Inc.  
1867 West Market Street  
Akron, OH 44313  
Tel. No.: (330) 864-2122  
FAX No.: (330) 864-5298  
[www.fastenertech.com](http://www.fastenertech.com)

Official Publication of: None  
Established: 1977  
Issues Per Year: 6

**FIELD SERVED**

FASTENER TECHNOLOGY INTERNATIONAL serves the manufacturing, distribution and application of mechanical fasteners and custom-formed parts.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are involved in general management, operations management, technical/production/engineering/quality, purchasing, sales and marketing in companies producing, distributing and using fasteners. Also included are a limited number of consulting and design engineering firms, governmental agencies, libraries and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	8
Advertiser and Agency _____	558
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	317
*Digital _____	1,505
All Other _____	537
<b>TOTAL</b>	<b>2,925</b>

\*See Paragraph 8

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,041	100.0	13,041	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,041</b>	<b>100.0</b>	<b>13,041</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
February/March _____	311	270	13,050	-	-	13,050
April/May _____	1,609	1,567	12,159	606	243	13,008
June/July _____	202	258	11,486	840	738	13,064
<b>TOTAL</b>	<b>2,122</b>	<b>2,095</b>				

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**  
**This issue is 0.4% or 49 copies below 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)	Both Print & Digital Version (Unduplicated) (C)	PRIMARY JOB FUNCTION					
						General Management (A)	Operations Management (B)	Technical/Production/Engineering/Quality (C)	Purchasing (D)	Sales and Marketing (E)	Other Functions (F)
Fastener Manufacturer _____	4,219	32.4	3,927	186	106	1,327	450	1,120	192	1,066	64
Formed Parts/Cold Heading, Manufacturer _____	578	4.4	509	44	25	171	75	224	14	91	3
Fastener User Direct OEM and Component Supplier _____	703	5.4	633	61	9	128	45	378	94	48	10
Fastener Distributor _____	4,665	35.8	4,497	124	44	1,820	320	281	844	1,368	32
Service Center _____	7	0.1	7	-	-	2	-	2	-	3	-
Government _____	72	0.6	66	4	2	6	1	54	3	3	5
Machinery Supplier _____	662	5.0	601	45	16	244	35	108	11	254	10
Tooling Supplier _____	437	3.4	402	24	11	172	37	71	5	151	1
Accessory Supplier _____	594	4.6	552	36	6	226	28	84	9	233	14
Wire/Rod Supplier _____	308	2.4	286	16	6	81	17	64	9	132	5
Consulting, Design Engineering Firms, Libraries and Others Allied to the Field __	763	5.9	679	66	18	236	30	229	8	103	157
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,008</b>	<b>100.0</b>	<b>12,159</b>	<b>606</b>	<b>243</b>	<b>4,413</b>	<b>1,038</b>	<b>2,615</b>	<b>1,189</b>	<b>3,452</b>	<b>301</b>
<b>PERCENT</b>	<b>100.0</b>		<b>93.5</b>	<b>4.6</b>	<b>1.9</b>	<b>34.0</b>	<b>8.0</b>	<b>20.1</b>	<b>9.1</b>	<b>26.5</b>	<b>2.3</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	6,271	1,512	982	7,945	592	228	8,765	67.4
II. Request from recipient's company: _____	474	507	406	1,379	-	8	1,387	10.7
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	27	-	-	27	-	-	27	0.2
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	1,473	1,356	-	2,808	14	7	2,829	21.7
Association rosters and directories _____	-	-	-	-	-	-	-	-
*Business directories _____	452	227	-	673	4	2	679	5.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	1,021	1,129	-	2,135	10	5	2,150	16.5
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,245</b>	<b>3,375</b>	<b>1,388</b>	<b>12,159</b>	<b>606</b>	<b>243</b>	<b>13,008</b>	<b>100.0</b>
<b>PERCENT</b>	<b>63.4</b>	<b>25.9</b>	<b>10.7</b>	<b>93.5</b>	<b>4.6</b>	<b>1.9</b>	<b>100.0</b>	

\*See Paragraph 8

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	11,887	605	243	12,735	97.9
Individuals by name only _____	206	-	-	206	1.6
Titles or functions only _____	66	1	-	67	0.5
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,159</b>	<b>606</b>	<b>243</b>	<b>13,008</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	15	1	-	16	
030-038 New Hampshire _____	39	3	-	42	
050-059 Vermont _____	11	1	-	12	
010-027 Massachusetts _____	206	7	1	214	
028-029 Rhode Island _____	53	1	-	54	
060-069 Connecticut _____	201	7	1	209	
<b>NEW ENGLAND</b>	<b>525</b>	<b>20</b>	<b>2</b>	<b>547</b>	<b>4.2</b>
100-149 New York _____	306	7	6	319	
070-089 New Jersey _____	252	6	3	261	
150-196 Pennsylvania _____	456	13	7	476	
<b>MIDDLE ATLANTIC</b>	<b>1,014</b>	<b>26</b>	<b>16</b>	<b>1,056</b>	<b>8.1</b>
430-459 Ohio _____	1,065	22	12	1,099	
460-479 Indiana _____	254	14	9	277	
600-629 Illinois _____	1,138	33	13	1,184	
480-499 Michigan _____	869	29	16	914	
530-549 Wisconsin _____	259	7	3	269	
<b>EAST NO. CENTRAL</b>	<b>3,585</b>	<b>105</b>	<b>53</b>	<b>3,743</b>	<b>28.8</b>
550-567 Minnesota _____	165	4	1	170	
500-528 Iowa _____	94	6	1	101	
630-658 Missouri _____	141	2	2	145	
580-588 North Dakota _____	7	-	-	7	
570-577 South Dakota _____	7	1	-	8	
680-693 Nebraska _____	28	-	1	29	
660-679 Kansas _____	40	-	-	40	
<b>WEST NO. CENTRAL</b>	<b>482</b>	<b>13</b>	<b>5</b>	<b>500</b>	<b>3.8</b>
197-199 Delaware _____	7	-	1	8	
206-219 Maryland _____	65	-	1	66	
200-205 Washington, DC _____	4	-	-	4	
220-246 Virginia _____	79	5	2	86	
247-268 West Virginia _____	11	-	-	11	
270-289 North Carolina _____	142	4	1	147	
290-299 South Carolina _____	71	2	-	73	
300-319 Georgia _____	117	3	2	122	
320-349 Florida _____	258	4	3	265	
<b>SOUTH ATLANTIC</b>	<b>754</b>	<b>18</b>	<b>10</b>	<b>782</b>	<b>6.0</b>
400-427 Kentucky _____	77	2	-	79	
370-385 Tennessee _____	90	5	1	96	
350-369 Alabama _____	85	5	1	91	
386-397 Mississippi _____	15	-	-	15	
<b>EAST SO. CENTRAL</b>	<b>267</b>	<b>12</b>	<b>2</b>	<b>281</b>	<b>2.2</b>
716-729 Arkansas _____	39	-	2	41	
700-714 Louisiana _____	26	2	-	28	
730-749 Oklahoma _____	42	-	-	42	
750-799 Texas _____	504	10	7	521	
<b>WEST SO. CENTRAL</b>	<b>611</b>	<b>12</b>	<b>9</b>	<b>632</b>	<b>4.9</b>
590-599 Montana _____	10	-	-	10	
832-838 Idaho _____	21	1	-	22	
820-831 Wyoming _____	2	-	-	2	
800-816 Colorado _____	82	2	1	85	
870-884 New Mexico _____	11	1	-	12	
850-865 Arizona _____	132	4	1	137	
840-847 Utah _____	54	-	1	55	
889-898 Nevada _____	56	1	-	57	
<b>MOUNTAIN</b>	<b>368</b>	<b>9</b>	<b>3</b>	<b>380</b>	<b>2.9</b>
995-999 Alaska _____	1	-	-	1	
980-994 Washington _____	98	6	2	106	
970-979 Oregon _____	66	4	-	70	
900-961 California _____	1,026	20	9	1,055	
967-968 Hawaii _____	3	1	-	4	
<b>PACIFIC</b>	<b>1,194</b>	<b>31</b>	<b>11</b>	<b>1,236</b>	<b>9.5</b>
<b>UNITED STATES</b>	<b>8,800</b>	<b>246</b>	<b>111</b>	<b>9,157</b>	<b>70.4</b>
969 & 004-009 U.S. Territories _____	10	-	1	11	
Canada _____	519	24	12	555	
Mexico _____	134	8	2	144	
Other International _____	2,696	328	117	3,141	
APO/FPO _____	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,159</b>	<b>606</b>	<b>243</b>	<b>13,008</b>	<b>100.0</b>

## 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2010

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
<b>ASIA</b>						Slovenia	9	1	-	10	
China	102	26	6	134		Spain	37	5	2	44	
Hong Kong - SAR	25	4	2	31		Sweden	22	5	-	27	
India	481	63	36	580		Switzerland	15	1	-	16	
Indonesia	45	3	1	49		Turkey	81	8	4	93	
Japan	74	4	1	79		Ukraine	3	2	-	5	
Korea, Republic Of	58	12	3	73		United Kingdom	223	26	3	252	
Malaysia	61	6	-	67		Subtotal	895	113	21	1,029	7.9
Pakistan	26	3	5	34		<b>AFRICA</b>					
Philippines	13	-	-	13		Algeria	1	-	-	1	
Singapore	92	5	3	100		Egypt	9	1	-	10	
Sri Lanka	1	-	1	2		Ghana	3	-	-	3	
Taiwan	207	24	12	243		Kenya	1	-	-	1	
Thailand	31	2	-	33		Madagascar	1	-	-	1	
Vietnam	3	-	-	3		Malawi	1	-	-	1	
Subtotal	1,219	152	70	1,441	11.0	Mauritius	-	1	-	1	
<b>MIDDLE EAST</b>						Morocco	2	-	-	2	
Bahrain	3	-	-	3		Nigeria	3	-	1	4	
Iran	60	8	2	70		South Africa	14	2	-	16	
Israel	30	3	1	34		Tunisia	1	-	-	1	
Jordan	2	-	-	2		Zambia	1	-	-	1	
Kuwait	-	2	-	2		Zimbabwe	8	-	-	8	
Lebanon	2	-	-	2		Subtotal	45	4	1	50	0.4
Saudi Arabia	16	2	1	19		<b>NORTH AMERICA</b>					
Syrian Arab Republic	1	-	1	2		Canada	519	24	12	555	
United Arab Emirates	28	3	-	31		United States	8,810	246	112	9,168	
Subtotal	142	18	5	165	1.3	Mexico	134	8	2	144	
<b>EUROPE</b>						Subtotal	9,463	278	126	9,867	75.9
Austria	4	1	-	5		<b>CARIBBEAN</b>					
Belarus	1	1	-	2		Trinidad and Tobago	1	-	-	1	
Belgium	25	-	2	27		Subtotal	1	-	-	1	-
Bulgaria	4	2	-	6		<b>CENTRAL AMERICA</b>					
Cyprus	1	-	-	1		Costa Rica	6	-	-	6	
Czech Republic	5	1	-	6		El Salvador	1	-	-	1	
Denmark	10	3	1	14		Guatemala	1	-	-	1	
Finland	7	-	-	7		Honduras	3	-	-	3	
France	58	9	2	69		Panama	1	-	1	2	
Germany	146	10	3	159		Subtotal	12	-	1	13	0.1
Greece	3	-	1	4		<b>SOUTH AMERICA</b>					
Hungary	9	2	-	11		Argentina	31	1	2	34	
Iceland	1	-	-	1		Brazil	147	17	9	173	
Ireland	1	-	-	1		Chile	20	1	1	22	
Italy	111	24	1	136		Colombia	29	1	2	32	
Liechtenstein	1	-	-	1		Ecuador	5	2	-	7	
Luxembourg	2	-	-	2		Peru	4	-	1	5	
Macedonia	1	-	-	1		Uruguay	1	-	-	1	
Netherlands	37	1	1	39		Venezuela	30	2	-	32	
Norway	5	2	1	8		Subtotal	267	24	15	306	2.4
Poland	25	3	-	28		<b>ASIA PACIFIC</b>					
Portugal	13	3	-	16		Australia	90	12	4	106	
Ireland	1	-	-	1		New Zealand	25	5	-	30	
Romania	6	1	-	7		Subtotal	115	17	4	136	1.0
Russian Federation	21	1	-	22		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,159</b>	<b>606</b>	<b>243</b>	<b>13,008</b>	<b>100.0</b>
Serbia	7	-	-	7							
Slovakia	1	1	-	2							

**7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January-June 2008	July-December 2008	January-June 2009	July-December 2009*	January-June 2010*
Total Audit Average Qualified _____	13,103	13,046	13,272	13,038	13,092	13,041
Qualified Non-Paid _____	13,103	13,046	13,272	13,038	13,092	13,041
Print Version Only _____	13,103	13,046	13,272	13,038	13,092	12,232
Digital Version Only _____	-	-	-	-	-	482
Both Print & Digital Version (Unduplicated) _____	-	-	-	-	-	327
Qualified Paid _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Both Print & Digital Version (Unduplicated) _____	-	-	-	-	-	-
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 2009 - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

\*\*NC=None Claimed.

**8. ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

Print copies are distributed via postal service 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.

**AVERAGE NON-QUALIFIED CIRCULATION:**

Show copy distribution includes 700 copies for WIRE 2010 held in Dusseldorf, Germany on April 12-16, 2010.

100 copies for the All American Show held in Branson, MO on May 6-7, 2010.

150 copies for NIFS East held in Cleveland, OH on May 25-26, 2010.

Digital conforms to the Definition of Recipient Qualification and is comprised of Others Allied to the Field.

**PARAGRAPH 3b:**

Business directories include 2 sources of circulation for quantities of 227 copies or 1.7% to 452 copies or 3.5%.

Other Sources include 3 sources of circulation for quantities of 206 copies or 1.6% to 1,021 copies or 7.8%.

**Paragraphs 3c and 7 are reported at the option of the publisher.**

**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 _____	12,232	100.0	12,232	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,232</b>	<b>100.0</b>	<b>12,232</b>	<b>100.0</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 _____	482	100.0	482	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>482</b>	<b>100.0</b>	<b>482</b>	<b>100.0</b>	-	-

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	327	100.0	327	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>327</b>	<b>100.0</b>	<b>327</b>	<b>100.0</b>	-	-

**PUBLISHER'S AFFIDAVIT**

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

Job Lippincott, President

Richard Jarrett, Circulation Director

(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 30, 2010

State Ohio

County Summit

Received by BPA Worldwide July 30, 2010

Type PJ

ID Number F016P0J0