



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011
(INCLUDING SUPPLEMENTARY DATA)**

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.

No. 999/06-11

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
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.

Industrial WaterWorld®

PennWell Corporation
1421 S. Sheridan Road
Tulsa, OK 74112 - 6600
Tel. No.: (918) 835-3161
Fax No: (918) 831-9804
www.industrialww.com

Official Publication of: None
Established: 2001
Issues per Year: 6

FIELD SERVED

Industrial WaterWorld serves the industrial process water/wastewater industry as defined in paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals in executive/administrative management, engineering and operations management, environmental and safety management, engineering and design, scientific and research, operations, purchasing/marketing/sales and other functions as shown in paragraph 3a herein.

PURPOSE

The supplementary data reported herein contains an analysis of all the products or systems the recipients recommend, specify, purchase or approve purchase.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,335
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	367
Digital _____	-
All Other _____	795
TOTAL	3,497

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,001	100.0	26,001	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,001	100.0	26,001	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	388	386	19,109	6,892	26,001
March/April _____	112	111	19,017	6,983	26,000
May/June _____	4,269	4,272	18,742	7,261	26,003
TOTAL	4,769	4,769			

INDUSTRIAL WATERWORLD / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**This issue is -% or 2 copies above 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)	Executive/Administrative Management	Engineering & Operations Mgmt	Environmental & Safety Mgmt	Engineering & Design	Scientific & Research	Operations	Purchasing/Marketing/Sales	Other Titled Personnel
Beverages and Food & Kindred Products _____	5,553	21.3	4,552	1,001	3,155	1,044	174	106	383	408	283	-
Utility (Power/Gas/Water) _____	6,009	23.1	4,317	1,692	2,556	2,017	266	286	99	658	119	8
Chemicals and Allied Products _____	2,761	10.6	2,051	710	1,294	564	173	185	218	133	193	1
Petroleum Refining and Related Industries _____	2,180	8.4	1,579	601	993	580	71	207	72	118	133	6
Paper and Allied Products _____	434	1.7	337	97	113	157	48	43	17	43	12	1
Manufacturing Facility/Industrial Systems, Water Wholesalers, Waste Treatment & Disposal, Recycling, Service Firms _____	2,257	8.7	1,546	711	928	618	152	192	47	177	143	-
Consultants/Contractors/Engineers _____	4,071	15.7	2,547	1,524	1,948	894	136	803	70	101	119	-
Manufacturer/Supplier of Water & Wastewater Equipment & Supplies _____	1,110	4.3	745	365	498	178	15	101	23	41	252	2
Primary and Fabricated Metal Products/Processing _____	228	0.9	163	65	86	48	10	27	8	16	31	2
Mining _____	82	0.3	51	31	22	30	7	7	5	6	5	-
Agriculture, Feedlot & Animal Processing _____	244	0.9	175	69	129	34	9	7	27	19	19	-
Pharmaceuticals _____	418	1.6	281	137	106	96	28	30	118	32	6	2
Microelectronics _____	94	0.4	60	34	35	15	4	19	3	12	6	-
Research/Analytical Laboratories _____	191	0.7	103	88	32	40	5	20	78	10	5	1
Federal, State & County Agencies _____	371	1.4	235	136	87	131	39	63	5	45	1	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,003	100.0	18,742	7,261	11,982	6,446	1,137	2,096	1,173	1,819	1,327	23
PERCENT	100.0		72.1	27.9	46.1	24.8	4.4	8.0	4.5	7.0	5.1	0.1

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY/JUNE 2011

This is an analysis of the 24,002 or 92.3% recipients who responded to the question "Please check below all products or systems that you recommend, specify, purchase or approve purchase. Since any one respondent may have checked more than one response, the totals for each of these categories may exceed the total circulation. These data are presented for statistical and marketing purposes.

Products	Total	Percent Of Total
Boilers, feed water treatment equipment, supplies and services _____	6,598	25.4
Chemicals and handling equipment _____	11,456	44.1
Computer hardware and software _____	7,339	28.2
Cooling towers, heat exchangers and related equipment _____	6,551	25.2
Corrosion control systems and materials _____	8,401	32.3
Desalination/Brackish Water _____	4,742	18.2
Detectors, monitors, records _____	9,631	37.0
Disinfection equipment _____	6,933	26.7
Electrical and mechanical equipment _____	10,069	38.7
Engineering, construction services and equipment _____	10,239	39.4
Filtration equipment _____	9,743	37.5
Flow, pressure and level measuring equipment and accessories _____	11,413	43.9
Laboratory and analyzing equipment, instrumentation, supplies & services _____	8,933	34.4
Membranes _____	6,820	26.2
Meters and meter reading equipment _____	9,828	37.8
Odor control _____	6,695	25.7
Operational and maintenance services and equipment _____	10,646	40.9
Piping, fittings and related products _____	12,011	46.2
Pollution control and abatement equipment _____	7,618	29.3
Process Systems & Control Equipment _____	12,470	48.0
Pumps _____	13,093	50.4
Safety equipment _____	10,092	38.8
Sample collection equipment and supplies _____	10,056	38.7
SCADA (Supervisory Control & Data Acquisition) _____	7,478	28.8
Sludge dewatering, processing and application/disposal _____	7,025	27.0
Stormwater equipment and services _____	8,463	32.5
Structures, storage facilities, tanks and related products _____	10,473	40.3
Valves, seals, packing and related products _____	8,216	31.6
Wastewater treatment equipment _____	9,060	34.8
Water well drilling, maintenance and monitoring _____	5,472	21.0
Water treatment equipment _____	9,885	38.0
None of the Above _____	2,199	8.5
TOTAL QUALIFIED CIRCULATION	26,003	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	20,828	2,600	-	16,167	7,261	23,428	90.1
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): _____	2,575	-	-	2,575	-	2,575	9.9
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	2,575	-	-	2,575	-	2,575	9.9
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,403	2,600	-	18,742	7,261	26,003	100.0
PERCENT	90.0	10.0	-	72.1	27.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	18,742	7,261	26,003	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,742	7,261	26,003	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	96	19	115	
New Hampshire _____	90	32	122	
Vermont _____	51	16	67	
Massachusetts _____	398	145	543	
Rhode Island _____	59	16	75	
Connecticut _____	236	70	306	
NEW ENGLAND	930	298	1,228	4.7
New York _____	819	255	1,074	
New Jersey _____	620	205	825	
Pennsylvania _____	825	301	1,126	
MIDDLE ATLANTIC	2,264	761	3,025	11.7
Ohio _____	793	256	1,049	
Indiana _____	385	133	518	
Illinois _____	874	290	1,164	
Michigan _____	474	156	630	
Wisconsin _____	452	149	601	
EAST NO. CENTRAL	2,978	984	3,962	15.2
Minnesota _____	403	140	543	
Iowa _____	234	78	312	
Missouri _____	385	142	527	
North Dakota _____	69	19	88	
South Dakota _____	68	12	80	
Nebraska _____	166	46	212	
Kansas _____	252	73	325	
WEST NO. CENTRAL	1,577	510	2,087	8.0
Delaware _____	51	22	73	
Maryland _____	247	72	319	
Washington, DC _____	37	33	70	
Virginia _____	343	135	478	
West Virginia _____	117	29	146	
North Carolina _____	474	167	641	
South Carolina _____	237	82	319	
Georgia _____	491	182	673	
Florida _____	835	296	1,131	
SOUTH ATLANTIC	2,832	1,018	3,850	14.8
Kentucky _____	284	72	356	
Tennessee _____	353	127	480	
Alabama _____	284	94	378	
Mississippi _____	157	39	196	
EAST SO. CENTRAL	1,078	332	1,410	5.4
Arkansas _____	181	65	246	
Louisiana _____	409	123	532	
Oklahoma _____	353	90	443	
Texas _____	2,078	877	2,955	
WEST SO. CENTRAL	3,021	1,155	4,176	16.1
Montana _____	81	18	99	
Idaho _____	111	38	149	
Wyoming _____	76	22	98	
Colorado _____	314	140	454	
New Mexico _____	101	45	146	
Arizona _____	217	78	295	
Utah _____	175	65	240	
Nevada _____	93	37	130	
MOUNTAIN	1,168	443	1,611	6.2
Alaska _____	64	30	94	
Washington _____	310	129	439	
Oregon _____	239	73	312	
California _____	1,770	709	2,479	
Hawaii _____	83	40	123	
PACIFIC	2,466	981	3,447	13.3
UNITED STATES	18,314	6,482	24,796	95.4
U.S. Territories _____	56	54	110	
Canada _____	369	368	737	
Mexico _____	-	14	14	
Other International _____	2	343	345	
APO/FPO _____	1	-	1	
TOTAL QUALIFIED CIRCULATION	18,742	7,261	26,003	100.0

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	25,361	25,468	25,705	26,002	26,004	26,001
Qualified Non-Paid Total	25,361	25,468	25,705	26,002	26,004	26,001
Print Version Only	20,983	20,384	19,065	19,499	18,495	18,956
Digital Version Only	4,378	5,084	6,640	6,503	7,509	7,045
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
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

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 or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 1 source for a quantity of 2,575 copies or 9.9%.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



Industrial WaterWorld

FREE SUBSCRIPTION FORM

Do you want to receive (continue receiving) FREE issues of Industrial WaterWorld? YES NO

Name _____ Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Country _____
 Phone _____
 Fax _____
 E-mail _____

PLEASE answer all questions. Incomplete forms cannot be processed.

1. What is the nature of your organization?
 a. Manufacturing b. Wholesale c. Retail d. Service e. Other _____

2. What is your primary business?
 a. Water Treatment b. Wastewater Treatment c. Water Distribution d. Other _____

3. Please check all that apply to your organization's primary business:
 a. Municipal b. Industrial c. Commercial d. Residential e. Other _____

4. How many employees do you employ?
 a. 1-25 b. 26-50 c. 51-100 d. 101-500 e. 501-1000 f. 1000+ _____

5. Please check all the communities you serve in your service area:
 a. Municipal b. Industrial c. Commercial d. Residential e. Other _____

6. Please indicate the number of employees at your entire company: _____

For fast service, FAX this form to 847-291-4816!

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	18,956	100.0	18,956	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,956	100.0	18,956	100.0	-	-

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	7,045	100.0	7,045	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,045	100.0	7,045	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Timm Dower, Group Publisher, Water & Solid Waste	Date signed	June 24, 2011
Emily Martin, Audience Development Manager	State	Oklahoma
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Tulsa
IMPORTANT NOTE:	Received by BPA Worldwide	June 24, 2011
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PSD
	ID Number	I309Y0J1