



EVALUATION ENGINEERING

Established 1962
Issues Per Year: 12
Issues This Report: 12



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PUBLICATION DESCRIPTION

EVALUATION ENGINEERING has published in-depth technical information to the engineering test market for more than 50 years, serving engineers, engineering managers, and corporate managers responsible for test and quality of electronic products and systems. EE is a multimedia resource delivering a monthly magazine and digital edition, weekly e-newsletters, e-product showcases, special reports, trade show events, and a comprehensive website to buyers and specifiers of test equipment in semiconductors, medical, communication, RF, microwave, and wireless applications.

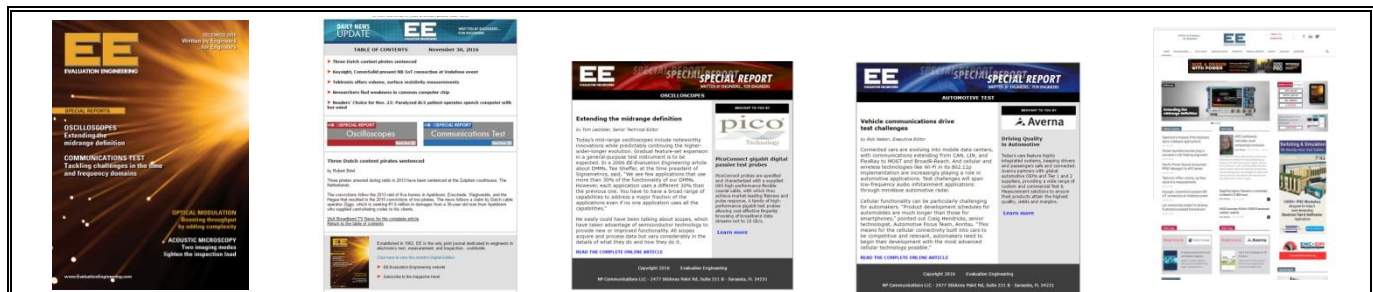
FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

EVALUATION ENGINEERING serves companies that test/evaluate, design, develop and manufacture electronic products, equipment and systems. In addition, also served are companies that use electronic equipment in their end products.

Qualified recipients are management and non-management individuals who are involved in the evaluation, QC/QA, testing, production, product assurance/reliability, design, development, support and maintenance of the above field.



AUDIENCE REACH: JANUARY 1, 2016 – DECEMBER 31, 2016



Magazine	E-Newsletter: EE News	E-Newsletter: Special Report	E-Newsletter: Special Report	Website
12 Issues per year	EE News	Special Report: Test Applications	Special Report: Test Instruments	www.evaluationengineering.com
Average Monthly Qualified Unduplicated Magazine Distribution: 49,131	Average Newsletter Recipient: 39,616	Average Newsletter Recipient: 39,562	Average Newsletter Recipient: 39,437	Average Monthly Visitors: 107,725 Average Monthly Page Views: 463,296
Qualified Print: 45,454 Qualified Digital: 3,677				

Average audience reach calculated by combining average monthly qualified unduplicated magazine distribution, total average e-Newsletter recipients, and total average monthly visitors. Average monthly qualified unduplicated calculated by dividing the total qualified print, digital, and print and digital distribution for the period January 1, 2016 – December 31, 2016 by 12. Average e-Newsletter recipients calculated by combining the averages of three e-Newsletters for the period January 1, 2016 – December 31, 2016 (may include duplicate recipients). Average monthly visitors calculated by dividing the total visitors for the period January 1, 2016 – December 31, 2016 by 12.

Please see the following pages for Annual Audit Report: Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Supplemental Data, Geographical Distribution, Additions and Removals, Qualified Circulation by Issue, Explanation, Audit of Internal Records and Affidavit; Digital Activity Report: Newsletter Activity, Web Activity.

RECIPIENT CLASSIFICATION

RECIPIENT	Renewed, Requested, or Updated Within		Total Qualified Unduplicated	Percent
	Print	Digital		
Individual by Name and Title and/or Company	45,524	3,689	49,213	100.0%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	-	-	-	-
Total Qualified Circulation	45,524	3,689	49,213	100.0%

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Renewed, Requested, or Updated Within		Renewed, Requested, or Updated Within				Total Qualified Unduplicated	Percent
	Print	Digital	1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	38,055	3,113	12,571	18,383	10,214	-	41,168	83.7%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	7,469	576	-	370	-	7,675	8,045	16.3%
Total Qualified Circulation	45,524	3,689	12,571	18,753	10,214	7,675	49,213	100.0%

PRIMARY JOB FUNCTION

Primary Job Responsibility	Print	Digital	Total Qualified Unduplicated	Percent
Corporate or General Management	15,022	918	15,940	32.4%
Engineering/Technical Management	14,955	1,285	16,240	33.0%
Engineering/Technical Staff	14,442	1,343	15,785	32.1%
Other	1,105	143	1,248	2.5%
Total Qualified Circulation	45,524	3,689	49,213	100.0%

PRIMARY END PRODUCT OR SERVICE BY JOB FUNCTION

Primary End Product or Service	Print	Digital	Production/ Manufacturing Test Manufacturing/ Production Engineering	QC/QA/Reliability/ Evaluation; Calibration/ Standards; Failure Analysis	Design/ Development Engineering; R&D/Scientific; Design for Test; Verification/ Validation	Field Service	Corp. Mgmt.	Other	Total Qualified Unduplicated	
									Unduplicated	Percent
Computers, Peripherals, Software and Office/Business Equipment	2,806	250	510	235	1,257	90	943	21	3,056	6.2%
Communications Systems and Equipment	4,215	396	806	314	1,969	280	1,197	45	4,611	9.4%
Aircraft, Space, Marine, Government & Military Systems/Equipment; Government or Military	7,423	567	1,513	754	4,035	253	1,348	87	7,990	16.2%
ICs, Semiconductors, Other Components or Subassemblies; Materials, Hardware, Packaging	3,298	255	953	290	1,316	66	903	25	3,553	7.2%
Test/Measurement Instruments and Systems; Industrial Controls, Systems, Equipment & Robotics	6,969	558	1,592	439	3,404	195	1,854	43	7,527	15.3%
Medical Electronic Equipment	3,613	344	860	494	1,681	100	791	31	3,957	8.0%
Consumer Electronic Equipment & Appliances; Automotive & Other Ground Transportation	5,672	444	1,420	409	2,349	130	1,770	38	6,116	12.4%
Contract Manufacturers/Electronic Manufacturing Services	3,781	241	1,119	243	1,110	78	1,441	31	4,022	8.2%
Systems Integrators; Independent Laboratories & Consulting Firms	3,226	252	348	221	1,562	70	1,247	30	3,478	7.1%
Commercial/Industrial users of Electronic Equipment	3,182	255	764	233	1,153	183	1,048	56	3,437	7.0%
Schools, Universities and Libraries	1,033	116	94	58	695	34	210	58	1,149	2.3%
Other	306	11	77	23	104	10	67	36	317	0.6%
Total Qualified Circulation	45,524	3,689	10,056	3,713	20,635	1,489	12,819	501	49,213	100.0%

SUPPLEMENTAL ANALYSIS: PRODUCTS RECOMMEND, SPECIFY OR BUY

Parts/Products/Services	Total	Parts/Products/Services	Total
Data Acquisition/Remote Monitoring & Control		Medical Electronics Test	
Sensors/Transducers	22,170	Medical Device Test Equipment	5,690
Remote Monitoring & Control	20,639	Contract Medical Device Testing Services	4,846
Wireless Sensor Networks & Components	19,879	Medical Electronic Component Test	5,088
Wearable Electronics	18,210	Medical Device Automation/Robotics	4,727
Data Acquisition Boards	21,242	Medical Device Testing Services	4,796
Data Acquisition Software	21,906	Medical Device Test Standards	4,745
Data Acquisition Systems	21,647	Test Services/Software	
ATE/QA/Production Test		Environmental Test Services	12,032
Board Testers	14,257	IC/Component Test Services	10,965
Continuity Testers, Cable/Harness/Board	14,919	EMI/RFI Test Services	11,760
Switching Systems	14,084	Failure Analysis Services	11,429
Handlers	12,607	Board/Subassembly Test Services	10,852
IC Testers	13,145	Calibration/Maintenance Services	12,627
Wafer Probers	8,725	Communications/RF/Microwave Test	
Environmental Test Equipment	10,665	Data Communications Test Equipment	11,186
Software		Wireless/RF/Microwave Test Equipment	11,757
Test Data Analysis Software	19,939	Electro-Optic/Fiber-Optic Testers	10,348
Test Development Software	19,389	Test Instruments	
Design for Manufacturability Software	18,158	Counters/Timers	17,902
Simulation Software	19,298	DMMs/Multimeters	19,348
Design-for-Test Software	18,220	EMI/RFI Test Equipment	16,930
Instrument Architecture/Communications		Frequency Synthesizers	14,047
LXI	15,228	Function Generators	14,929
AXIe	7,994	Logic Analyzers	14,172
PCI/Compact PCI	10,595	Oscilloscopes	16,317
PXI	8,429	Power Analyzers	14,365
PXI Express	8,900	Power Supplies/Loads	14,139
USB	12,116	Records/Dataloggers	14,253
VXI	8,577	Spectrum Analyzers	14,374
Inspection Equipment		Test Equipment Leasing/Rental	12,579
Image Analysis/Processing	13,188	Waveform Analyzers	11,756
Microscopes, Optical	14,264	Network Analyzers	9,156
Microscopes, Scanning (SEM, AFM)	12,472	Signal Analyzers	9,995
AOI-Automated-Optical Inspection	11,667	Protective Products/Devices	
X-Ray Inspection Equipment/Services	9,172	EMI/RFI Control Protection	11,081
Camera/Machine Vision Systems	11,441	ESD Control/Protection	10,714
		ESD Monitoring/Simulation Systems	9,627
		Suppression Components	9,998
		None of the Above	
			6,395

Source – Evaluation Engineering

This is a supplementary analysis of the December 2016 issue and 97.6% or 48,030 of qualified subscribers who responded to the question: "Which of the following parts/products/services do you recommend, specify, or buy" on the publisher's qualification form. Since any one respondent may have checked more than one response, the totals for each of these processing responses should not be added together and may exceed the total circulation. This data is presented for statistical and marketing purposes only.

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Print	Digital	Total Qualified Unduplicated	Percent	REGION	Print	Digital	Total Qualified Unduplicated	Percent
Maine	172	8	180	0.4%	Kentucky	476	22	498	1.0%
New Hampshire	374	23	397	0.8%	Tennessee	747	72	819	1.7%
Vermont	105	8	113	0.2%	Alabama	559	35	594	1.2%
Massachusetts	1,606	134	1,740	3.5%	Mississippi	219	14	233	0.5%
Rhode Island	183	14	197	0.4%	E. S. Central	2,001	143	2,144	4.4%
Connecticut	853	69	922	1.9%	Arkansas	226	16	242	0.5%
New England	3,293	256	3,549	7.2%	Louisiana	313	19	332	0.7%
New York	2,677	186	2,863	5.8%	Oklahoma	405	25	430	0.9%
New Jersey	1,475	109	1,584	3.2%	Texas	2,845	250	3,095	6.3%
Pennsylvania	2,158	159	2,317	4.7%	W. S. Central	3,789	310	4,099	8.3%
Mid Atlantic	6,310	454	6,764	13.7%	Montana	114	11	125	0.3%
Delaware	93	7	100	0.2%	Idaho	182	15	197	0.4%
Maryland	1,004	85	1,089	2.2%	Wyoming	60	3	63	0.1%
D.C.	140	19	159	0.3%	Colorado	600	56	656	1.3%
Virginia	1,079	90	1,169	2.4%	New Mexico	262	16	278	0.6%
West Virginia	190	8	198	0.4%	Arizona	742	69	811	1.6%
North Carolina	1,258	87	1,345	2.7%	Utah	412	40	452	0.9%
South Carolina	541	48	589	1.2%	Nevada	217	24	241	0.5%
Georgia	954	81	1,035	2.1%	Mountain	2,589	234	2,823	5.7%
Florida	2,084	157	2,241	4.6%	Alaska	45	-	45	0.1%
S. Atlantic	7,343	582	7,925	16.1%	Washington	863	73	936	1.9%
Ohio	2,482	162	2,644	5.4%	Oregon	582	57	639	1.3%
Indiana	1,128	104	1,232	2.5%	California	5,803	509	6,312	12.8%
Illinois	2,289	162	2,451	5.0%	Hawaii	63	8	71	0.1%
Michigan	1,858	113	1,971	4.0%	Pacific	7,356	647	8,003	16.3%
Wisconsin	1,277	86	1,363	2.8%	U.S. Territories	45	5	50	0.1%
E. N. Central	9,034	627	9,661	19.6%	U.S. Total	45,438	3,532	48,970	99.5%
Minnesota	1,276	119	1,395	2.8%	Canada	75	6	81	0.2%
Iowa	477	33	510	1.0%	Foreign	11	151	162	0.3%
Missouri	846	41	887	1.8%	Foreign Total	86	157	243	0.5%
North Dakota	129	4	133	0.3%					
South Dakota	170	7	177	0.4%					
Nebraska	319	24	343	0.7%					
Kansas	461	46	507	1.0%					
W. N. Central	3,678	274	3,952	8.0%	Total Qualified	45,524	3,689	49,213	100.0%

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Non-Paid Print	Non-Paid Digital	Non-Paid Print	Non-Paid Digital			
January 2016	598	507	598	507	1,105	1,105	-
February 2016	18	-	18	-	18	18	-
March 2016	9	-	9	-	9	9	-
April 2016	12	-	12	-	12	12	-
May 2016	30	-	30	-	30	30	-
June 2016	29	2	29	2	31	31	-
July 2016	63	-	63	-	63	63	-
August 2016	82	16	82	16	98	98	-
September 2016	96	11	96	11	107	107	-
October 2016	21	-	21	-	21	21	-
November 2016	36	8	36	8	44	44	-
December 2016	3,149	170	3,073	157	3,319	3,230	89
6 Month Total	696	509	696	509	1,205	1,205	-
6 Month Average	116	85	116	85	201	201	-
12 Month Total	4,143	714	4,067	701	4,857	4,768	89
12 Month Average	345	60	339	58	405	397	7

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total Qualified Unduplicated
January 2016	45,448	-	3,676	-	49,124
February 2016	45,448	-	3,676	-	49,124
March 2016	45,448	-	3,676	-	49,124
April 2016	45,448	-	3,676	-	49,124
May 2016	45,448	-	3,676	-	49,124
June 2016	45,448	-	3,676	-	49,124
July 2016	45,448	-	3,676	-	49,124
August 2016	45,448	-	3,676	-	49,124
September 2016	45,448	-	3,676	-	49,124
October 2016	45,448	-	3,676	-	49,124
November 2016	45,448	-	3,676	-	49,124
December 2016	45,524	-	3,689	-	49,213
6 Month Average	45,448	-	3,676	-	49,124
12 Month Average	45,454	-	3,677	-	49,131

AVERAGE E-NEWSLETTER DELIVERY: JANUARY 1, 2016 – DECEMBER 31, 2016

E-NEWSLETTER	Issues Per Year	Issues This Report	Average Sent	Average Net Delivery
EE News	254	254	41,007	39,616
Special Report – Test Applications	7	7	40,949	39,562
Special Report – Test Instruments	7	7	40,805	39,437

EE NEWS NEWSLETTER: JANUARY 1, 2016 – DECEMBER 31, 2016

MONTHLY AVERAGE	Sent	Net Delivered
January 2016	43,131	41,113
February 2016	42,337	41,003
March 2016	41,807	40,801
April 2016	41,357	40,345
May 2016	41,039	39,659
June 2016	40,649	39,610
July 2016	40,456	39,343
August 2016	40,467	39,154
September 2016	40,424	38,846
October 2016	40,150	38,558
November 2016	39,975	38,375
December 2016	40,287	38,591
AVERAGE	41,007	39,616

Information obtained by a review of publisher's Critical Impact delivery reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery calculated by subtracting undelivered messages from sent messages. Monthly Averages calculated by combining the total newsletters sent/ delivered during a single month and dividing by the number of issues for that month. Average calculated by combining Monthly Averages for the audit period January 1, 2016 – December 31, 2016 and dividing by 12.

SPECIAL REPORT NEWSLETTER – TEST APPLICATIONS: JANUARY 1, 2016 – DECEMBER 31, 2016

MONTHLY AVERAGE	Sent	Net Delivered
February 2016	42,975	40,671
May 2016	41,281	40,279
July 2016	40,550	39,595
August 2016	40,614	39,583
September 2016	40,637	39,356
October 2016	40,484	39,020
November 2016	40,102	38,432
AVERAGE	40,949	39,562

Information obtained by a review of publisher's Critical Impact delivery reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery calculated by subtracting undelivered messages from sent messages. Average calculated by dividing total newsletters sent/delivered by the number of newsletters delivered during the audit period, January 1, 2016 – December 31, 2016.

SPECIAL REPORT NEWSLETTER – TEST INSTRUMENTS: JANUARY 1, 2016 – DECEMBER 31, 2016

MONTHLY AVERAGE	Sent	Net Delivered
January 2016	42,136	40,611
April 2016	41,709	40,728
July 2016	40,485	39,547
August 2016	40,568	39,484
September 2016	40,669	39,323
November 2016	40,102	38,432
December 2016	39,969	37,935
AVERAGE	40,805	39,437

Information obtained by a review of publisher's Critical Impact delivery reports for the period January 1, 2016 – December 31, 2016.

Definitions: Average Net Delivery calculated by subtracting undelivered messages from sent messages. Average calculated by dividing total newsletters sent/delivered by the number of newsletters delivered during the audit period, January 1, 2016 – December 31, 2016.

WEB VISITOR ACTIVITY – www.evaluationengineering.com

VISITOR ACTIVITY 2015	Page Views	Total Visitors	Unique Browsers	Unique Browser Frequency	Visitor Duration	Average Page Views Per Visitor
January 2016	291,183	108,688	38,840	7.50	3:28	2.68
February 2016	298,410	85,378	32,962	9.05	4:19	3.50
March 2016	353,159	75,814	35,837	9.85	5:16	4.66
April 2016	426,943	78,003	35,162	12.14	6:01	5.47
May 2016	514,842	86,029	36,460	14.12	5:14	5.98
June 2016	446,320	67,549	30,887	14.45	6:26	6.61
July 2016	576,000	86,303	34,366	16.76	6:19	6.67
August 2016	554,639	99,444	39,066	14.20	5:09	5.58
September 2016	464,874	108,020	40,549	11.46	4:50	4.30
October 2016	527,204	170,422	53,178	9.91	4:57	3.09
November 2016	531,774	172,071	56,971	9.33	5:04	3.09
December 2016	574,202	154,980	55,791	10.29	4:34	3.71
Average	463,296	107,725	40,839	11.59	4:40	4.61

Information for web visitor activity was obtained by a review of publisher's website Weblog Xpert analytics for the period January 1, 2016 – December 31, 2016. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual subscriptions have opted-in to receive the digital edition.

Digital Activity report features data that has not been audited.

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	Location	# of Copies
DesignCon	01/19/16 – 01/22/16	Santa Clara, CA	30
APEX EXPO	03/13/16 – 03/17/16	Las Vegas, NV	25
OFC Conference	03/20/16 – 03/24/16	Anaheim, CA	25
IMS-International Microwave Symposium	05/22/16 – 05/27/16	San Francisco, CA	525
Sensors Expo & Conference	06/21/16 – 06/23/16	San Jose, CA	150
SEMICON West	07/12/16 – 07/14/16	San Francisco, CA	100
IEEE EMC Symposium	07/25/16 – 07/29/16	Ottawa, ON	150
NIWeek	08/02/16 – 08/04/16	Austin, TX	250
IEEE AUTOTESTCON	09/12/16 – 09/15/16	Anaheim, CA	150
Automotive Testing Expo North America	10/25/16 – 10/27/16	Novi, MI	30
ITC-International Test Conference	11/15/16 – 11/17/16	Fort Worth, TX	75
TOTAL			1,510

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report to as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.