

3. BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE NOVEMBER 6, 1959 ISSUE: (Not an average for 6 months)

NOTE—Total paid subscription circulation of this issue was 0.21% greater than average total paid subscription circulation for period.

Classification by Business & Industry

Breakdown of total to left By Title & Occupation

	Total	%	Breakdown of total to left By Title & Occupation							
			A	B	C	D	E	F	G	H
1. ELECTRONIC & ALLIED EQUIPMENT MANUFACTURING:										
(a) Manufacturers of aircraft & guided missiles, object detection apparatus, navigation & guidance systems, communication equipment, radio & TV receivers, instruments, test equipment, controls, electronic computers & business machines, electronic industrial & medical equipment .....	22,181	42.40	2,212	1,305	1,437	14,648	1,767	569	153	90
(b) Manufacturers of components, sub-assemblies, hardware & material .....	4,016	7.68	582	769	417	1,611	358	251	16	12
Total of Classifications 1(a) & 1(b) .....	26,197	50.08	2,794	2,074	1,854	16,259	2,125	820	169	102
2. COMMERCIAL USERS OF ELECTRONIC PRODUCTS:										
(a) Operators of communication & broadcasting equipment .....	4,000	7.65	515	211	839	1,630	747	23	30	5
(b) Companies using electronic equipment for production, operation, testing & research or using electronic devices & controls as part of their products line .....	4,593	8.78	1,019	619	392	1,857	590	60	56	
Total of Classifications 2(a) & 2(b) .....	8,593	16.43	1,534	830	1,231	3,487	1,337	83	86	5
3. INDEPENDENT RESEARCH & DEVELOPMENT .....	4,028	7.70	522	1,214	232	1,912	110	11	27	
4. GOVERNMENT & MILITARY .....	5,613	10.73	2,082	83	184	2,132	504	2	569	57
Total of Classifications 1, 2, 3 & 4 .....	44,431	84.94	6,932	4,201	3,501	23,790	4,076	916	851	164
5. DISTRIBUTION: Manufacturers' Representatives, Jobbers, Distributors, Importers & Exporters ....	1,767	3.38								
6. SERVICE & INSTALLATION: Organizations servicing television, sound, communications & industrial electronic products .....	1,587	3.03								
7. EDUCATIONAL:										
(a) Universities, Colleges & Professional Schools, including professors, instructors, department heads & Libraries .....	2,418	4.62								
(b) Students in accredited Colleges & Schools .....	719	1.38								
Total of Classifications 7(a) & 7(b) .....	3,137	6.00								
8. LIBRARIES: Public .....	402	0.77								
9. MISCELLANEOUS .....	784	1.50								
10. AWAITING CLASSIFICATION BY BUSINESS & INDUSTRY .....	201	0.38								
TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE NOV. 6, 1959 ISSUE	52,309	100.00								

KEY TO CLASSIFICATION BY TITLE & OCCUPATION

- A. Company subscriptions; company libraries.
- B. Corporation officers, executives, partners & general managers.
- C. Research, design & development - chief engineers & directors of research.
- D. Research, design & development personnel - engineers, chemists, physicists & technicians.
- E. Production, operations & maintenance personnel - engineers, plant managers, superintendents, foremen & other personnel.
- F. Sales - managers, engineers & other personnel.
- G. Other titles.
- H. Awaiting classification by title & occupation.

4. GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION FOR THE NOVEMBER 6, 1959 ISSUE: (Not an average for 6 months)

NOTE—Total paid circulation of this issue was 0.21% greater than average total paid circulation for period.

STATE	Subscriptions	%
Maine .....	82	
New Hampshire .....	175	
Vermont .....	52	
Massachusetts .....	2,503	
Rhode Island .....	143	
Connecticut .....	870	
<b>NEW ENGLAND</b>	<b>3,825</b>	<b>7.31</b>
New York .....	6,501	
New Jersey .....	2,944	
Pennsylvania .....	2,263	
<b>MIDDLE ATLANTIC</b>	<b>11,708</b>	<b>22.38</b>
Ohio .....	1,710	
Indiana .....	740	
Illinois .....	2,150	
Michigan .....	1,146	
Wisconsin .....	526	
<b>EAST NORTH CENTRAL</b>	<b>6,272</b>	<b>11.99</b>
Minnesota .....	701	
Iowa .....	302	
Missouri .....	516	
North Dakota .....	28	
South Dakota .....	38	
Nebraska .....	123	
Kansas .....	306	
<b>WEST NORTH CENTRAL</b>	<b>2,014</b>	<b>3.85</b>
Delaware .....	108	
Maryland .....	1,208	
District of Columbia .....	704	
Virginia .....	816	
West Virginia .....	113	
North Carolina .....	377	
South Carolina .....	116	
Georgia .....	270	
Florida .....	1,201	
<b>SOUTH ATLANTIC</b>	<b>4,913</b>	<b>9.39</b>
Kentucky .....	159	
Tennessee .....	301	
Alabama .....	280	
Mississippi .....	110	
<b>EAST SOUTH CENTRAL</b>	<b>850</b>	<b>1.63</b>
Arkansas .....	80	
Louisiana .....	249	
Oklahoma .....	388	
Texas .....	1,750	
<b>WEST SOUTH CENTRAL</b>	<b>2,467</b>	<b>4.72</b>
Montana .....	78	
Idaho .....	99	
Wyoming .....	46	
Colorado .....	460	
New Mexico .....	458	
Arizona .....	480	
Utah .....	209	
Nevada .....	64	
<b>MOUNTAIN</b>	<b>1,894</b>	<b>3.62</b>
Alaska .....	101	
Washington .....	927	
Oregon .....	248	
California .....	8,715	
Hawaii .....	142	
<b>PACIFIC</b>	<b>10,133</b>	<b>19.37</b>
Single Copy Sales .....		
Miscellaneous .....		
Unclassified .....		
<b>UNITED STATES</b>	<b>44,076</b>	<b>84.26</b>
U. S. Possessions & Other Areas .....	83	0.16
<b>U. S. &amp; POSSESSIONS, etc.</b>	<b>44,159</b>	<b>84.42</b>
Canada .....	1,156	2.21
Foreign .....	6,346	12.13
Miscellaneous Excluding U. S. ....		
Military or Civilian Personnel Overseas	648	1.24
<b>GRAND TOTAL</b>	<b>52,309</b>	<b>100.00</b>

PUBLISHER'S STATEMENT



For 6 Months Period Ending December 31, 1959

Subject to Audit by

AUDIT BUREAU OF CIRCULATIONS, 123 N. Wacker Drive, Chicago 6, Ill.

McGraw-Hill Publishing Co., Inc.  
330 West 42nd St., New York, N. Y.

Field Served:

Development, design, production and use of component parts, accessories, equipment, circuits, and complete systems directly associated with or closely allied to electron tubes and semi-conductors, for all known applications.

Published Weekly with extra issue in June.

This publication is not the official organ of any association.

Established 1930

1. AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DECEMBER 31, 1959:

Subscriptions:

Individual .....	49,313
Association .....	
Group, for employes, branches & subsidiaries of purchasers (Mail Subscriptions Special) See Par. 12(a) .....	2,763
Bulk, for other than employes, branches & subsidiaries of purchasers (Term Subscriptions in Bulk) See Par. 12(b) .....	124

Average Total Number of Subscriptions .....

52,200

Single Copy Sales: .....

AVERAGE TOTAL PAID CIRCULATION .....

52,200

1A. UNPAID DISTRIBUTION (For 6 Months Ending December 31, 1959)

	July	Aug.	Sept.	Oct.	Nov.	Dec.	6 Mos. Aver.
1. Checking copies to advertisers and agencies ....	141	183	199	172	196	196	179
2. Free Lists:							
a. Fixed Free (every issue sent for six months or more) .....	None	None	None	None	None	None	None
b. Rotated or Occasional .....	None	None	None	None	None	None	None
3. All other unpaid distribution:							
a. Staff copies (employes, editors, correspondents, salesmen) .....	376	387	397	419	455	481	417
b. Promotion copies to advertisers and agencies ..	2,445	2,511	2,556	2,366	2,273	2,334	2,414
c. Allocated for shows and conventions .....	None	19	None	None	6	None	4
d. Miscellaneous .....	847	813	843	849	797	770	822
TOTALS .....	3,809	3,913	3,995	3,806	3,727	3,781	3,836

2. PAID CIRCULATION BY ISSUES: (Total of subscriptions and single copy sales.)

Issue	Copies	Issue	Copies	Issue	Copies	Issue	Copies
July 3	52,017	Aug. 21	52,024	Oct. 9	52,224	Nov. 27	52,313
10	52,067	28	52,027	16	52,317	Dec. 4	52,314
17	52,017	Sept. 4	52,032	23	52,311	11	52,319
24	52,018	11	52,217	30	52,314	18	52,402
31	52,019	18	52,240	Nov. 6	52,309	25	52,602
Aug. 7	52,021	25	52,220	13	52,311		
14	52,022	Oct. 2	52,222	20	52,312		

3. BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE NOVEMBER 6, 1959 ISSUE:

(See reverse side)

4. GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION FOR THE NOVEMBER 6, 1959 ISSUE:

(See reverse side)

ANALYSIS OF THE TOTAL NEW AND RENEWAL SUBSCRIPTIONS SOLD AND REPORTED IN PARAGRAPHS 5-6-7-8

During the 6 months Period Ending December 31, 1959

5. AUTHORIZED PRICES and total subscriptions sold:

(a) Basic prices: Subscriptions 1 yr. \$6.00; 2 yrs. \$9.00; 3 yrs. \$12.00 .....	
Single copy 75c .....	16,203
(b) Prices higher than basic: Canada, 1 yr. \$10.00; 2 yrs. \$16.00; 3 yrs. \$20.00. All other Countries: 1 yr. \$20.00; 2 yrs. \$30.00; 3 yrs. \$40.00 .....	
(c) Reduced prices:	
1. Combination sales prices: Combinations consisting of this publication and other publications offered for from \$7.00 to \$50.00 .....	716
2. Combination or basic prices .....	None
3. Quantity prices: 1 yr. \$5.00 in quantities of 10 or more subscriptions .....	272
4. Special reduced prices: 1 yr. \$5.00 to Professors, Instructors and Senior Engineering Students .....	161
(d) Association subscription prices .....	None
Total Subscriptions Sold in Period .....	17,352

6. CHANNELS OF SUBSCRIPTION SALES:

(a) Ordered by mail .....	11,503
(b) Ordered through salesmen:	
1. Catalog agencies and individual agents .....	2,618
2. Publisher's own & other publishers' salesmen Par. 12(c) .....	3,231
3. Independent agencies' salesmen .....	None
(c) Association memberships .....	None
(d) All other channels .....	None
Total Subscriptions Sold in Period .....	17,352

7. USE OF PREMIUMS:

(a) Ordered without premium .....	13,106
(b) Ordered with material reprinted from this publication Par. 12(d) .....	4,246
(c) Ordered with other premiums .....	None
Total Subscriptions Sold in Period .....	17,352

8. DURATION OF SUBSCRIPTIONS SOLD:

(a) For three years or more .....	7,898
(b) For two years or more but less than three .....	911
(c) For one year or more but less than two .....	8,356
(d) For less than one year .....	187
Total Subscriptions Sold in Period .....	17,352

ADDITIONAL CIRCULATION INFORMATION

9. ARREARS & EXTENSIONS:

Pending renewal as of the November 6, 1959 issue, subscriptions carried 1 issue to 3 months beyond expiration .....

None

Is above representative of condition of list for all other issues covered by this statement? Yes.

10. COLLECTION STIMULANTS:

None

11. RENEWALS .....

65.25%

65.25% of the subscriptions that expired during the 12 months ending April 30, 1959, renewed. 18,200 of the 27,893 expirations renewed.

12. EXPLANATORY:

It is the practice of the publisher to expire all subscriptions on a monthly basis, therefore some new subscribers may receive one to four more copies than entitled to but no offer of this kind is made to subscribers.

(a) Par. 1: Group Subscriptions represent copies served on yearly subscriptions sold to business concerns in quantities of 5 to 213 at \$5.00 and \$6.00 for employes, mailed to names and addresses furnished by purchaser, in some instances mailed in bulk to purchasers for distribution. In some cases company pays half subscription price and employe other half.

(b) Par. 1: Bulk Subscriptions represent subscriptions sold to business concerns in quantities of 5 to 14 at \$5.00 and \$6.00 each, mailed to names and addresses furnished by purchaser.

(c) Par. 6(b-2): The 3,231 subscriptions shown in this paragraph represent only subscriptions received through Publisher's own field selling staff.

(d) Par. 7(b): A book of reprinted articles from previous issues of the publication, advertised value \$2.00, free with some subscriptions for one, two or three years.

Book of reprinted articles from previous issues of publication, advertised value 50c free with some subscriptions for one, two or three years.

We hereby certify that all statements set forth in this statement are true.

HUGH J. QUINN  
Circulation Manager

ANGELO R. VENEZIAN  
Vice President

Date Signed January 12, 1960.