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			I	Breakdo	wn of t	otal to l	eft By I	itle &	Occupat	ion
			Total	%	A	В	С	D	E	F	G	Н
	1.	ELECTRONIC & ALLIED EQUIPMENT MANUFACTURING:										
		(a) Manufacturers of aircraft & guided missiles, object detection apparatus, navig- ation & 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 (b) Companies using electronic equipment for production, operation, testing &	4,000	7.65	<u>515</u>	211	839	1,630	747	23	30	5
		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	2,418 719	4.62 1.38								
		Total of Classifications 7(a) & 7(b)	3,137	6.00								
	8.	LIBRARIES: Public	402	0.77								
	9.	MISCELLANEOUS	784	1.50								
1	.0.	AWAITING CLASSIFICATION BY BUSINESS & INDUSTRY	201	0.38								
		TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE NOV. 6, 1959 ISSUE	52,309	100.00								
		V TO CLASSIFICATION BY THEF & OCCUBATION										

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.

Maine 82 New Hampshire 175 Vermont 52 Massachusetis 2,503 Rhode Island 143 Connecticut 870 NEW ENGLAND 3,825 7,31 New York 6,501 New Jersey 2,944 Pennsylvania 2,263 MIDDLE ATLANTIC 11,708 Indiana 740 Illinois 2,150 Michigan 1,146 Wisconsin 526 EAST NORTH CENTRAL 6,272 Illinosota 701 Owa 302 Missouri 516 North Dakota 28 South Dakota 38 Nebraska 306 Kansas 306 District of Columbia 108 Maryland 1,208 District of Columbia 174 Virginia 116	STATE	Subscriptions	%
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32,309 100.00	GRAND TOTAL	the second se	
		32,009	100.00

Business Publication

Electronics

PUBLISHER'S STATEMENT

For 6 Months Period Ending December 31, 1959

Subject to Audit by

McGraw-Hill Publishing Co., Inc.

330 West 42nd St., New York, N. Y.

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

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.

This publication is not the official organ of any association.

Published Weekly with extra issue in June.

Established 1930

1A.

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

Subscriptions:

	Individual		• • • • • • • • • •		••••	49,313		
	Association	· · · · .			••••			
	Group, for employes, branches & subsid scriptions Special) See Par. 12(a)					2 ,7 63		
	Bulk, for other than employes, branche (Term Subscriptions in Bulk) See					124		
	Average Total Number of	Subse	criptio ns	•••••			52,200	
	Single Copy Sales:				••••			
1	AVERAGE TOTAL PAID CIRCULATION .							52,200
	UNPAID DISTRIBUTION (For 6 Months Ending D	ecembe	er 31, 1959)					6 Mos.
	 Checking copies to advertisers and agencies Free Lists: 	July 141	Aug. 183	Sept. 199	Oct. 172	Nov. 196	Dec. 196	Aver. 179
	 a. Fixed Free (every issue sent for six months or more) b. Rotated or Occasional 3. All other unpaid distribution: 3. All other unpaid distribution: 	None None	None None	None None	None None	None None	None None	None None
	 a. Staff copies (employes, editors, correspondents, salesmen) b. Promotion copies to advertisers and agencies c. Allocated for shows and conventions d. Miscellaneous TOTALS 	376 2,445 None 847 3,809	387 2,511 19 813 3,913	397 2,556 None 843 3,995	419 2,366 None 849 3,806	455 2,273 6 797 3,727	481 2,334 None 770 3,781	417 2,414 4 <u>822</u> 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	S OF THE TOTAL NEW AND RENEWAL
SUBSC	CRIPTIONS SOLD AND REPORTED IN
	PARAGRAPHS 5-6-7-8
During the	e 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
- (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:
- Combination sales prices: Combinations consisting of 3.
- structors and Senior Engineering Students (d) Association subscription prices
- Total Subscriptions Sold in Period

6. CHANNELS OF SUBSCRIPTION SALES:

- Ordered by mail 11,503 (b) Ordered through salesmen: Catalog agencies and individual agents
 Publisher's own & other publishers' salesmen Par. 2.618 12(c) 3. Independent agencies' salesmen 3.231 None (c) Association memberships None (d) All other channels None
- Total Subscriptions Sold in Period 17,352

7. USE OF PREMIUMS:

13,106 4.246 None Total Subscriptions Sold in Period 17.352

8. DURATION OF SUBSCRIPTIONS SOLD:

(a) For three years or more	7 000
(b) For two years or more but less than three	7,898
(c) For one year or more but less than two	911
(d) For less than one yea.	
(a) For less than one yea.	187

Total Subscriptions Sold in Period

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:**

Electronics

None

16,203

716

272

161

None

17,352

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 or. 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 para-graph 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 are true.	statements set forth in this statement
HUGH J. QUINN Circulation Manager	ANGELO R. VENEZIAN Vice President

Date Signed January 12, 1960.

17,352