

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.

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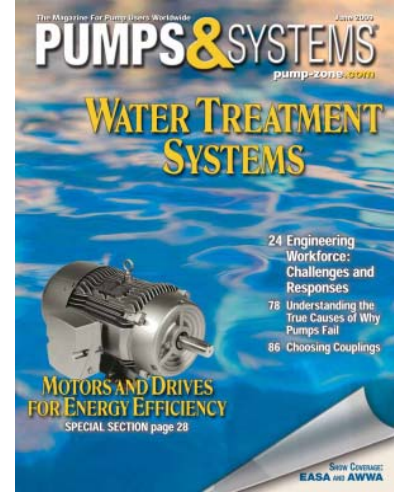
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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PUMPS & SYSTEMS

Cahaba Media Group, INC.
PO BOX 530067
Birmingham, AL 35253
Tel.: (205) 212-9402
Fax: (205) 212-9452
pump-zone.com

Official Publication of: None
Established: 1993
Issues Per Year: 12



FIELD SERVED

PUMPS & SYSTEMS serves municipalities, government agencies and all segments of the manufacturing and process industries, including chemical manufacturing, petroleum refining, water/wastewater utilities, gas and electric utilities, pharmaceuticals, cosmetics, food products, textile mills, lumber/wood, furniture and fixtures, paper and allied products, coal, rubber, plastics, stone, clay, glass, mining, primary metals, fabricated metal products, machinery, computers, electrical and electronic equipment, agriculture, marine, engineering/construction, consulting, and pump/related equipment manufacturing, distribution and rental.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are employed by or working with companies, municipalities or government agencies described in the field served and perform the functions of engineering, operation/maintenance, research/development, corporate management, environmental/safety, marketing/sales, purchasing, consulting, training/educating, other management, and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	3,735
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	567
Electronic _____	-
All Other _____	400
TOTAL	4,702

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,494	100.0	40,494	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,494	100.0	40,494	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ____	98	237	36,347	4,222			40,569	April _____	105	191	36,105	4,357			40,462
February __	101	221	36,411	4,278			40,689	May _____	18,132	18,104	37,571	2,863			40,434
March ____	741	428	36,112	4,264			40,376	June _____	-	-	37,571	2,863			40,434
								TOTAL	19,177	19,181					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified	35,140	35,752	40,959	41,080	40,544	40,494
Qualified Non-Paid Total	35,140	35,752	40,959	41,080	40,544	40,494
Print Only	35,140	35,477	38,448	37,374	36,522	36,686
Electronic Only	-	275	2,511	3,706	4,022	3,808
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Electronic Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic versions are notified via email when the version is available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,467 copies or 18.5%, including Pinpoint Technologies.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

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	36,686	100.0	36,686	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,686	100.0	36,686	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,808	100.0	3,808	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,808	100.0	3,808	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 6, 2009
Walter B. Evans, Jr., Publisher	State	Alabama
Tom Cory, Circulation	County	Birmingham
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 6, 2009
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	P465Y0J9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is 0.2% or 72 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Engineering (Including Project Management)	Operations and Maintenance	Research and Development	Corporate Management	Environmental and Safety	Marketing/Sales	Purchasing	Consulting	Training/ Educating and Library Copies	Management Other Than Corporate	Other Functions & Functions Not Available
Power Generation _____	1,636	4.0	1,632	4	149	1,479	1	2	-	1	-	-	-	4	-
Water/Waste Water _____	3,254	8.0	3,249	5	185	3,053	-	3	1	3	2	-	-	7	-
Power Generation and/or Water, Waste Water _____	5,113	12.7	4,863	250	698	4,275	9	24	3	15	6	12	13	55	3
SUB-TOTAL - POWER GENERATION & WATER/WASTE WATER	10,003	24.7	9,744	259	1,032	8,807	10	29	4	19	8	12	13	66	3
Chemicals and Allied Products, Rubber and Misc. Plastics Products _____	6,005	14.9	5,834	171	960	4,695	56	144	7	65	12	6	4	39	17
Engineering and Construction, Including Environmental, Consulting _____	5,722	14.2	4,958	764	3,698	1,480	56	120	9	55	22	223	24	32	3
Food and Kindred Products _____	3,570	8.8	3,500	70	296	3,045	35	126	3	20	2	2	1	39	1
Oil & Gas _____	5,401	13.4	5,029	372	618	1,956	192	1,589	650	73	161	16	8	131	7
Paper, Lumber and Wood _____	2,085	5.2	2,046	39	236	1,732	19	24	2	23	3	3	-	18	25
Pumps & Related Equipment Mfg., distributing, Rental _____	3,193	7.9	2,440	753	811	275	91	359	4	1,310	92	50	24	161	16
Government Agencies _____	804	2.0	731	73	286	368	8	26	6	4	4	3	6	91	2
Primary Metal Industries _____	973	2.4	946	27	138	776	7	16	3	17	1	1	-	2	12
Pharmaceuticals and Cosmetics _____	823	2.0	793	30	126	674	3	7	1	3	-	2	-	5	2
Mining _____	1,102	2.7	1,014	88	160	646	7	216	32	21	4	1	-	15	-
Marine _____	95	0.2	62	33	41	22	7	5	-	9	5	-	1	5	-
Agriculture _____	92	0.2	76	16	22	13	17	16	1	7	3	2	2	8	1
Other _____	566	1.4	398	168	168	97	19	63	3	154	12	10	3	32	5
TOTAL QUALIFIED CIRCULATION	40,434	100.0	37,571	2,863	8,592	24,586	527	2,740	725	1,780	329	331	86	644	94
PERCENT	100.0		92.9	7.1	21.3	60.8	1.3	6.8	1.8	4.4	0.8	0.8	0.2	1.6	0.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

Qualification Source	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct request from the recipient: _____	22,649	9,663	-	29,449	2,863			32,312	79.9
II. Request from recipient's company: _____	478	177	-	655	-			655	1.6
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,467	-	-	7,467	-			7,467	18.5
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	7,467	-	-	7,467	-			7,467	18.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	30,594	9,840	-	37,571	2,863			40,434	100.0
See Paragraph 9	PERCENT	75.7	24.3	92.9	7.1			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	37,571	2,863			40,434	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	37,571	2,863			40,434	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	229	4			233	
030-038 New Hampshire _____	200	2			202	
050-059 Vermont _____	131	-			131	
010-027 Massachusetts _____	784	25			809	
028-029 Rhode Island _____	124	3			127	
060-069 Connecticut _____	353	5			358	
NEW ENGLAND	1,821	39			1,860	4.6
100-149 New York _____	1,452	29			1,481	
070-089 New Jersey _____	1,108	25			1,133	
150-196 Pennsylvania _____	1,972	43			2,015	
MIDDLE ATLANTIC	4,532	97			4,629	11.4
430-459 Ohio _____	1,879	40			1,919	
460-479 Indiana _____	1,065	12			1,077	
600-629 Illinois _____	1,763	43			1,806	
480-499 Michigan _____	1,020	21			1,041	
530-549 Wisconsin _____	1,161	20			1,181	
EAST NO. CENTRAL	6,888	136			7,024	17.4
550-567 Minnesota _____	823	19			842	
500-528 Iowa _____	658	16			674	
630-658 Missouri _____	902	19			921	
580-588 North Dakota _____	215	2			217	
570-577 South Dakota _____	193	2			195	
680-693 Nebraska _____	367	-			367	
660-679 Kansas _____	524	13			537	
WEST NO. CENTRAL	3,682	71			3,753	9.3
197-199 Delaware _____	109	2			111	
206-219 Maryland _____	423	9			432	
200-205 Washington, DC _____	32	1			33	
220-246 Virginia _____	768	19			787	
247-268 West Virginia _____	359	4			363	
270-289 North Carolina _____	1,236	25			1,261	
290-299 South Carolina _____	580	16			596	
300-319 Georgia _____	1,025	22			1,047	
320-349 Florida _____	1,361	38			1,399	
SOUTH ATLANTIC	5,893	136			6,029	14.9
400-427 Kentucky _____	804	6			810	
370-385 Tennessee _____	880	13			893	
350-369 Alabama _____	821	18			839	
386-397 Mississippi _____	437	3			440	
EAST SO. CENTRAL	2,942	40			2,982	7.4
716-729 Arkansas _____	424	5			429	
700-714 Louisiana _____	884	19			903	
730-749 Oklahoma _____	611	14			625	
750-799 Texas _____	3,288	119			3,407	
WEST SO. CENTRAL	5,207	157			5,364	13.3
590-599 Montana _____	200	3			203	
832-838 Idaho _____	204	9			213	
820-831 Wyoming _____	241	5			246	
800-816 Colorado _____	678	16			694	
870-884 New Mexico _____	209	10			219	
850-865 Arizona _____	368	13			381	
840-847 Utah _____	322	9			331	
889-898 Nevada _____	181	3			184	
MOUNTAIN	2,403	68			2,471	6.1
995-999 Alaska _____	128	2			130	
980-994 Washington _____	677	21			698	
970-979 Oregon _____	454	17			471	
900-961 California _____	2,809	82			2,891	
967-968 Hawaii _____	74	5			79	
PACIFIC	4,142	127			4,269	10.5
UNITED STATES	37,510	871			38,381	94.9
969 & 004-009 U.S. Territories _____	50	7			57	
Canada _____	1	235			236	
Mexico _____	-	65			65	
Other International _____	10	1,685			1,695	
APO/FPO _____	-	-			-	
TOTAL QUALIFIED CIRCULATION	37,571	2,863			40,434	100.0