

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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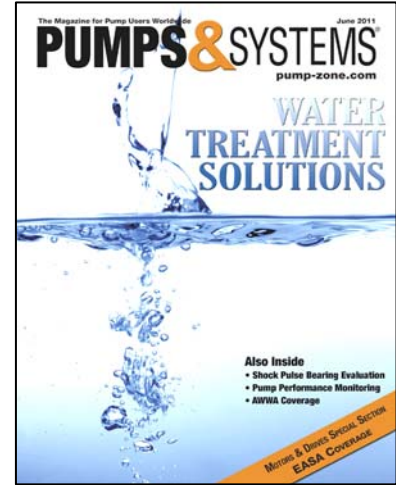
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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.

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PUMPS & SYSTEMS

Cahaba Media Group, Inc.
PO BOX 530067
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Tel. No.: (205) 212-9402
Fax No.: (205) 212-9452
pump-zone.com

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



FIELD SERVED

PUMPS & SYSTEMS serves government agencies and manufacturing and process industries including chemicals and allied products, oil & gas, water/wastewater, power generation, pharmaceutical & cosmetics, food and kindred products, lumber/wood products, paper and allied products, mining, primary metal industries, agriculture, marine, engineering & construction, including environmental, consulting, and pump & related equipment manufacturing, distribution and rental and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients have 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 _____	3,997
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	417
Digital _____	-
All Other _____	434
TOTAL	4,848

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,456	100.0	40,456	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,456	100.0	40,456	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 _____	149	105	37,636	2,705	40,341
February _____	152	207	37,720	2,676	40,396
March _____	134	304	37,783	2,783	40,566
April _____	329	1,069	37,877	3,429	41,306
May _____	12,539	11,297	36,218	3,846	40,064
June _____	-	-	36,218	3,846	40,064
TOTAL	13,303	12,982			

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	40,544	40,494	40,279	39,692	40,282	40,456
Qualified Non-Paid Total: _____	40,544	40,494	40,279	39,692	40,282	40,456
Print Only _____	36,522	36,686	37,226	37,351	37,619	37,242
Digital Only _____	4,022	3,808	3,053	2,341	2,663	3,214
Qualified Paid Total: _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital 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: July 2010 - 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 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:

Other Sources include 1 source of circulation for a quantity of 7,347 copies or 18.3%, including Pinpoint Technologies.

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 _____	37,242	100.0	37,242	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,242	100.0	37,242	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 _____	3,214	100.0	3,214	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,214	100.0	3,214	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 24, 2011
Jaime DeArman, Circulation & Marketing Manager	State	Alabama
Walter B. Evans, Publisher	City	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	June 24, 2011
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	P465Y0J1

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is 1.2% or 471 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)	Digital 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 _____	2,890	7.2	2,619	271	475	2,239	9	37	-	27	10	11	15	48	19
Water/Waste Water _____	5,972	14.9	5,659	313	621	4,858	16	90	20	113	20	29	10	156	39
Power Generation and/or Water, Waste Water _____	1,500	3.7	1,492	8	120	1,288	1	20	2	8	3	2	-	32	24
SUB-TOTAL - POWER GENERATION & WATER/WASTE WATER	10,362	25.8	9,770	592	1,216	8,385	26	147	22	148	33	42	25	236	82
Chemicals and Allied Products, Rubber and Misc. Plastics Products _____	6,140	15.2	5,842	298	808	4,377	58	296	11	78	16	8	10	419	59
Engineering and Construction, Including Environmental, Consulting _____	6,022	15.0	5,125	897	4,394	922	71	176	13	83	40	223	17	52	31
Food and Kindred Products _____	3,119	7.8	3,035	84	298	2,551	21	62	3	17	10	3	1	115	38
Oil & Gas _____	4,202	10.5	3,508	694	807	1,912	87	810	219	74	76	26	9	147	35
Paper, Lumber and Wood _____	2,553	6.4	2,500	53	269	2,118	13	20	6	25	10	3	1	64	24
Pumps & Related Equipment Mfg., distributing, Rental _____	3,514	8.8	2,648	866	878	296	105	408	11	1,422	83	29	28	198	56
Government Agencies _____	747	1.9	674	73	217	414	13	16	5	1	7	3	7	59	5
Primary Metal Industries _____	992	2.5	934	58	189	682	5	27	5	35	3	3	3	21	19
Pharmaceuticals and Cosmetics _____	395	1.0	351	44	83	279	8	8	4	2	3	2	-	2	4
Mining _____	1,068	2.6	992	76	227	618	9	135	17	21	7	1	2	13	18
Marine _____	109	0.3	60	49	51	24	6	5	-	7	5	2	1	7	1
Agriculture _____	94	0.2	62	32	29	29	7	8	1	9	2	-	1	8	-
Other _____	747	1.9	717	30	106	469	6	35	4	42	9	5	4	59	8
TOTAL QUALIFIED CIRCULATION	40,064	100.0	36,218	3,846	9,572	23,076	435	2,153	321	1,964	304	350	109	1,400	380
PERCENT	100.0		90.4	9.6	23.9	57.6	1.1	5.4	0.8	4.9	0.8	0.9	0.3	3.5	0.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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: _____	21,151	11,156	-	28,461	3,846	32,307	80.7
II. Request from recipient's company: _____	345	65	-	410	-	410	1.0
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	7,347	-	-	7,347	-	7,347	18.3
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	7,347	-	-	7,347	-	7,347	18.3
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,843	11,221	-	36,218	3,846	40,064	100.0
PERCENT	72.0	28.0	-	90.4	9.6	100.0	

*See Additional Data

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	36,218	3,846	40,064	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,218	3,846	40,064	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	261	6	267	
New Hampshire _____	201	3	204	
Vermont _____	117	-	117	
Massachusetts _____	772	28	800	
Rhode Island _____	128	4	132	
Connecticut _____	364	9	373	
NEW ENGLAND	1,843	50	1,893	4.7
New York _____	1,389	37	1,426	
New Jersey _____	894	33	927	
Pennsylvania _____	2,002	60	2,062	
MIDDLE ATLANTIC	4,285	130	4,415	11.0
Ohio _____	1,818	37	1,855	
Indiana _____	1,140	23	1,163	
Illinois _____	1,568	48	1,616	
Michigan _____	1,100	35	1,135	
Wisconsin _____	1,170	26	1,196	
EAST NO. CENTRAL	6,796	169	6,965	17.4
Minnesota _____	776	19	795	
Iowa _____	652	11	663	
Missouri _____	776	21	797	
North Dakota _____	226	3	229	
South Dakota _____	172	3	175	
Nebraska _____	289	4	293	
Kansas _____	521	10	531	
WEST NO. CENTRAL	3,412	71	3,483	8.7
Delaware _____	99	4	103	
Maryland _____	410	6	416	
Washington, DC _____	17	3	20	
Virginia _____	769	23	792	
West Virginia _____	375	1	376	
North Carolina _____	1,026	23	1,049	
South Carolina _____	518	15	533	
Georgia _____	881	24	905	
Florida _____	1,232	52	1,284	
SOUTH ATLANTIC	5,327	151	5,478	13.7
Kentucky _____	804	5	809	
Tennessee _____	819	18	837	
Alabama _____	811	13	824	
Mississippi _____	405	5	410	
EAST SO. CENTRAL	2,839	41	2,880	7.2
Arkansas _____	457	3	460	
Louisiana _____	964	22	986	
Oklahoma _____	632	14	646	
Texas _____	3,193	139	3,332	
WEST SO. CENTRAL	5,246	178	5,424	13.5
Montana _____	194	5	199	
Idaho _____	192	9	201	
Wyoming _____	296	6	302	
Colorado _____	695	25	720	
New Mexico _____	184	4	188	
Arizona _____	389	8	397	
Utah _____	322	8	330	
Nevada _____	203	5	208	
MOUNTAIN	2,475	70	2,545	6.4
Alaska _____	120	8	128	
Washington _____	702	27	729	
Oregon _____	443	17	460	
California _____	2,626	108	2,734	
Hawaii _____	64	5	69	
PACIFIC	3,955	165	4,120	10.3
UNITED STATES	36,178	1,025	37,203	92.9
U.S. Territories _____	30	7	37	
Canada _____	3	251	254	
Mexico _____	-	79	79	
Other International _____	7	2,484	2,491	
APO/FPO _____	-	-	-	
TOTAL QUALIFIED CIRCULATION	36,218	3,846	40,064	100.0