

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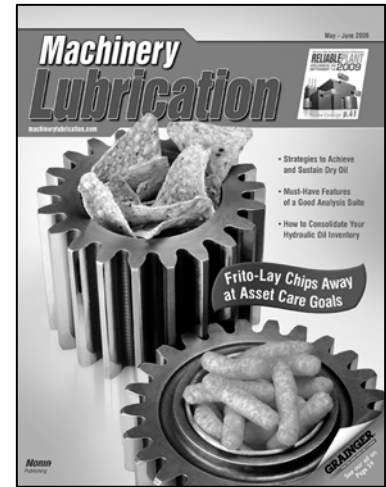
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30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

Noria Corporation
1328 East 43rd Court
Tulsa, OK 74105
Tel: 918.749.1400
Fax: 918.746.0925
www.machinerylubrication.com

Official Publication of: None
Established: 2001
Issues Per Year: 6



FIELD SERVED

MACHINERY LUBRICATION serves the field of lubricants and lubrication in plants, fleets and industrial facilities in power generation, mining, rubber/plastic, food processing, transportation, construction, textiles, paper, chemicals, petroleum products, primary metals, fabricated metals, automotive manufacturing, machinery manufacturing, electrical equipment, transportation equipment, miscellaneous manufacturing, engineering services, military/government and other related industries.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals involved in the functions of engineering, engineering management, maintenance, maintenance management, lubrication, reliability, quality assurance, corporate management, training and other related and undefined functions.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	1
Advertiser and Agency _____	342
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	333
Digital _____	-
All Other _____	695
TOTAL	1,371

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	36,089	100.0	36,089	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	18	-	18	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,107	100.0	36,107	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
January/February _____	244	924	23,451	8,983	3,246	35,680
March/April _____	192	744	23,703	9,248	3,281	36,232
May/June _____	338	512	23,735	9,377	3,294	36,406
TOTAL	774	2,180				

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	184,771	100,010	86,514	1.16	01:46	03:16
February _____	176,228	94,820	80,879	1.17	01:47	03:18
March _____	183,847	95,370	79,227	1.20	01:45	03:22
April _____	134,973	69,117	58,080	1.19	01:45	03:25
May _____	158,272	75,087	61,272	1.23	01:45	03:40
June _____	145,432	68,656	56,563	1.21	01:41	03:34
AVERAGE:	163,921	83,843	70,423	1.19	01:45	03:26

*See Additional Data

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	13,957	6,059	2,192	9,593	9,327	3,288	22,208	61.0
II. Request from recipient's company: _____	652	151	440	1,187	50	6	1,243	3.4
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	12,955	-	-	12,955	-	-	12,955	35.6
Association rosters and directories _____	-	-	-	-	-	-	-	-
*Business directories _____	12,955	-	-	12,955	-	-	12,955	35.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,564	6,210	2,632	23,735	9,377	3,294	36,406	100.0
PERCENT	75.7	17.1	7.2	65.2	25.8	9.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	23,715	9,377	3,294	36,386	99.9
Individuals by name only _____	2	-	-	2	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	18	-	-	18	0.1
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,735	9,377	3,294	36,406	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011											
State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	65	7	15	87		Kentucky _____	501	29	53	583	
New Hampshire _____	61	7	12	80		Tennessee _____	612	35	77	724	
Vermont _____	28	4	1	33		Alabama _____	446	52	63	561	
Massachusetts _____	480	17	44	541		Mississippi _____	185	9	23	217	
Rhode Island _____	21	4	9	34		EAST SO. CENTRAL	1,744	125	216	2,085	5.7
Connecticut _____	310	15	32	357		Arkansas _____	308	16	32	356	
NEW ENGLAND	965	54	113	1,132	3.1	Louisiana _____	412	33	66	511	
New York _____	922	70	109	1,101		Oklahoma _____	333	28	52	413	
New Jersey _____	511	34	61	606		Texas _____	1,701	165	319	2,185	
Pennsylvania _____	1,341	80	176	1,597		WEST SO. CENTRAL	2,754	242	469	3,465	9.5
MIDDLE ATLANTIC	2,774	184	346	3,304	9.1	Montana _____	55	7	12	74	
Ohio _____	1,545	82	168	1,795		Idaho _____	133	8	19	160	
Indiana _____	870	45	94	1,009		Wyoming _____	70	9	16	95	
Illinois _____	1,285	76	152	1,513		Colorado _____	271	25	55	351	
Michigan _____	1,077	63	144	1,284		New Mexico _____	108	9	18	135	
Wisconsin _____	971	53	80	1,104		Arizona _____	335	32	39	406	
EAST NO. CENTRAL	5,748	319	638	6,705	18.4	Utah _____	221	9	45	275	
Minnesota _____	540	35	76	651		Nevada _____	126	15	18	159	
Iowa _____	395	40	52	487		MOUNTAIN	1,319	114	222	1,655	4.5
Missouri _____	550	23	69	642		Alaska _____	57	7	20	84	
North Dakota _____	72	7	10	89		Washington _____	428	42	73	543	
South Dakota _____	34	3	12	49		Oregon _____	368	21	41	430	
Nebraska _____	221	10	45	276		California _____	1,787	119	249	2,155	
Kansas _____	297	20	54	371		Hawaii _____	36	4	9	49	
WEST NO. CENTRAL	2,109	138	318	2,565	7.0	PACIFIC	2,676	193	392	3,261	9.0
Delaware _____	38	8	12	58		UNITED STATES	23,675	1,614	3,271	28,560	78.4
Maryland _____	250	17	37	304		U.S. Territories _____	60	13	23	96	
Washington, DC _____	20	4	6	30		Canada _____	-	1,068	-	1,068	
Virginia _____	545	40	81	666		Mexico _____	-	265	-	265	
West Virginia _____	85	11	28	124		Other International _____	-	6,417	-	6,417	
North Carolina _____	821	45	84	950		APO/FPO _____	-	-	-	-	
South Carolina _____	428	30	70	528		TOTAL QUALIFIED CIRCULATION	23,735	9,377	3,294	36,406	100.0
Georgia _____	652	35	75	762							
Florida _____	747	55	164	966							
SOUTH ATLANTIC	3,586	245	557	4,388	12.1						

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

Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (unduplicated) (C)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (unduplicated) (C)	Total Qualified	Percent
ASIA						AFRICA					
Azerbaijan	-	5	-	5		Algeria	-	22	-	22	
Bangladesh	-	10	-	10		Angola	-	3	-	3	
Cambodia	-	2	-	2		Botswana	-	6	-	6	
China	-	138	-	138		Cameroon	-	3	-	3	
Georgia	-	1	-	1		Cape Verde	-	1	-	1	
Hong Kong - SAR	-	25	-	25		Congo	-	1	-	1	
India	-	1,011	-	1,011		Cote D'Ivoire	-	2	-	2	
Indonesia	-	269	-	269		Egypt	-	100	-	100	
Japan	-	10	-	10		Equatorial Guinea	-	2	-	2	
Kazakhstan	-	7	-	7		Ethiopia	-	4	-	4	
Korea, Democratic People's Republic Of	-	1	-	1		Ghana	-	13	-	13	
Korea, Republic Of	-	36	-	36		Guinea	-	1	-	1	
Kyrgyzstan	-	1	-	1		Kenya	-	16	-	16	
Macao	-	2	-	2		Libyan Arab Jamahiriya	-	7	-	7	
Malaysia	-	263	-	263		Madagascar	-	1	-	1	
Mongolia	-	1	-	1		Malawi	-	1	-	1	
Myanmar	-	6	-	6		Mauritius	-	8	-	8	
Nepal	-	5	-	5		Morocco	-	2	-	2	
Pakistan	-	101	-	101		Mozambique	-	4	-	4	
Philippines	-	151	-	151		Namibia	-	6	-	6	
Singapore	-	156	-	156		Nigeria	-	82	-	82	
Sri Lanka	-	16	-	16		Sierra Leone	-	2	-	2	
Taiwan	-	32	-	32		South Africa	-	194	-	194	
Thailand	-	144	-	144		Sudan	-	9	-	9	
Tibet	-	1	-	1		Tanzania	-	8	-	8	
Vietnam	-	22	-	22		Tunisia	-	6	-	6	
Subtotal	-	2,416	-	2,416	6.6	Uganda	-	5	-	5	
MIDDLE EAST						Zambia	-	12	-	12	
Bahrain	-	14	-	14		Zimbabwe	-	3	-	3	
Iran	-	130	-	130		Subtotal	-	524	-	524	1.4
Iraq	-	8	-	8		NORTH AMERICA					
Israel	-	32	-	32		Canada	-	1,068	-	1,068	
Jordan	-	12	-	12		United States	23,735	1,627	3,294	28,656	
Kuwait	-	24	-	24		Mexico	-	265	-	265	
Lebanon	-	2	-	2		Subtotal	23,735	2,960	3,294	29,989	82.4
Oman	-	19	-	19		CARIBBEAN					
Qatar	-	53	-	53		Barbados	-	5	-	5	
Saudi Arabia	-	143	-	143		Cuba	-	6	-	6	
Syrian Arab Republic	-	6	-	6		Dominican Republic	-	8	-	8	
United Arab Emirates	-	110	-	110		Jamaica	-	8	-	8	
Yemen	-	11	-	11		Netherlands Antilles	-	6	-	6	
Subtotal	-	564	-	564	1.5	Bahamas	-	1	-	1	
EUROPE						Trinidad and Tobago	-	23	-	23	
Albania	-	2	-	2		Subtotal	-	57	-	57	0.2
Austria	-	3	-	3		CENTRAL AMERICA					
Belarus	-	1	-	1		Costa Rica	-	14	-	14	
Belgium	-	56	-	56		El Salvador	-	5	-	5	
Bosnia and Herzegovina	-	5	-	5		Guatemala	-	21	-	21	
Bulgaria	-	11	-	11		Honduras	-	5	-	5	
Croatia	-	13	-	13		Nicaragua	-	4	-	4	
Cyprus	-	7	-	7		Panama	-	14	-	14	
Czech Republic	-	15	-	15		Subtotal	-	63	-	63	0.2
Denmark	-	23	-	23		SOUTH AMERICA					
Estonia	-	3	-	3		Argentina	-	98	-	98	
Finland	-	8	-	8		Bolivia	-	30	-	30	
France	-	45	-	45		Brazil	-	204	-	204	
Germany	-	53	-	53		Chile	-	68	-	68	
Gibraltar	-	1	-	1		Colombia	-	108	-	108	
Greece	-	34	-	34		Ecuador	-	37	-	37	
Hungary	-	9	-	9		Guyana	-	4	-	4	
Iceland	-	6	-	6		Paraguay	-	3	-	3	
Italy	-	66	-	66		Peru	-	102	-	102	
Lithuania	-	2	-	2		Suriname	-	2	-	2	
Luxembourg	-	1	-	1		Uruguay	-	12	-	12	
Macedonia	-	4	-	4		Venezuela	-	73	-	73	
Malta	-	10	-	10		Subtotal	-	741	-	741	2.0
Netherlands	-	86	-	86		ASIA PACIFIC					
Norway	-	31	-	31		Australia	-	676	-	676	
Poland	-	35	-	35		New Caledonia	-	2	-	2	
Portugal	-	37	-	37		New Zealand	-	61	-	61	
Ireland	-	20	-	20		Papua New Guinea	-	7	-	7	
Romania	-	51	-	51		Saipan	-	1	-	1	
Russian Federation	-	26	-	26		Vanuatu	-	1	-	1	
Serbia	-	14	-	14		unspecified Asia Pacific	-	1	-	1	
Slovakia	-	5	-	5		Subtotal	-	749	-	749	2.1
Slovenia	-	8	-	8		TOTAL QUALIFIED CIRCULATION	23,735	9,377	3,294	36,406	100.0
Spain	-	97	-	97							
Sweden	-	39	-	39							
Switzerland	-	12	-	12							
Turkey	-	105	-	105							
Ukraine	-	4	-	4							
United Kingdom	-	353	-	353							
Holy See (Vatican City State)	-	1	-	1							
unspecified Europe	-	1	-	1							
Subtotal	-	1,303	-	1,303	3.6						

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
6-Month Period Ended:						
Total Audit Average Qualified _____	40,896	41,457	41,063	41,597	40,173	36,107
Qualified Non-Paid Total _____	40,896	41,457	41,063	41,597	40,173	36,107
Print Version Only _____	22,674	24,300	26,568	26,619	25,754	23,630
Digital Version Only _____	14,270	13,574	11,553	11,942	11,287	9,203
Print & Digital (Unduplicated) _____	3,952	3,583	2,942	3,036	3,132	3,274
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Print & Digital (Unduplicated) _____	-	-	-	-	-	-
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: January - 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 and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version 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:

Business directories include 1 source of circulation for a quantity of 12,955 copies or 35.6%, including Dun & Bradstreet.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

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 _____	23,612	99.9	23,612	99.9	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	18	0.1	18	0.1	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,630	100.0	23,630	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 _____	9,203	100.0	9,203	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,203	100.0	9,203	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,274	100.0	3,274	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,274	100.0	3,274	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Mike Ramsey, Publisher
Rhonda Johnson, Media Production Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2011
State Oklahoma
County Tulsa
Received by BPA Worldwide July 15, 2011
Type PD
ID Number M384Y0J1

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011
 This issue is 1.3% or 450 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (unduplicated) (C)	FUNCTION									
						Engineering	Engineering Management	Maintenance	Maintenance Management	Lubrication	Reliability	Quality Assurance	Corporate Management	Training	Other functions and functions not available
Power Generation _____	2,406	6.6	1,453	659	294	681	167	343	375	135	221	37	225	41	181
Mining _____	1,273	3.5	589	559	125	158	72	175	310	101	187	5	186	19	60
Rubber/Plastic _____	1,411	3.9	1,197	136	78	286	91	134	239	24	65	7	539	9	17
Food Processing _____	1,949	5.4	1,510	281	158	211	98	213	410	73	102	20	761	10	51
Transportation _____	819	2.3	558	173	88	166	50	142	155	44	18	15	161	25	43
Construction _____	793	2.2	443	250	100	67	43	148	250	36	17	14	122	27	69
Textiles _____	169	0.5	108	42	19	21	12	28	32	12	19	1	37	2	5
Paper _____	1,468	4.0	1,151	186	131	193	53	175	265	125	186	11	421	8	31
Chemicals _____	2,155	5.9	1,544	437	174	523	113	166	228	122	214	17	600	22	150
Petroleum Products _____	3,748	10.3	1,414	1,828	506	435	181	199	251	988	231	125	549	99	690
Primary Metals _____	1,171	3.2	863	226	82	258	75	142	209	40	83	3	322	19	20
Fabricated Metals _____	1,893	5.2	1,667	146	80	485	154	153	270	22	18	19	724	8	40
Automotive Manufacturer _____	1,063	2.9	758	225	80	358	70	132	145	36	19	6	253	20	24
Machinery Manufacturer _____	2,990	8.2	2,355	498	137	1,306	301	117	209	61	33	39	763	41	120
Electrical Equipment _____	1,865	5.1	1,759	78	28	964	153	69	119	4	3	15	520	3	15
Transportation Equipment _____	804	2.2	626	118	60	270	56	98	110	19	12	12	190	13	24
Miscellaneous Manufacturing _____	2,598	7.1	2,113	294	191	527	165	262	358	90	78	20	948	33	117
Engineering Services _____	2,234	6.1	680	1,382	172	781	360	184	271	154	140	18	154	67	105
Military/Government _____	747	2.1	454	179	114	146	58	159	199	18	35	24	15	35	58
Other Related Businesses _____	4,850	13.3	2,493	1,680	677	490	205	652	798	329	232	72	555	308	1,209
TOTAL QUALIFIED CIRCULATION	36,406	100.0	23,735	9,377	3,294	8,326	2,477	3,691	5,203	2,433	1,913	480	8,045	809	3,029
PERCENT	100.0		65.2	25.8	9.0	22.9	6.8	10.1	14.3	6.7	5.3	1.3	22.1	2.2	8.3