

Business Publication

PUBLISHER'S STATEMENT

(STANDARD FORM)



For 6 Months Period Ending June 30, 1961

Subject to Audit by

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

American Institute of Electrical Engineers
33 West 39th Street, New York 18, N. Y.

Published Monthly

This publication is the official organ of an association.

Established 1884

Field Served:

Light and Power Companies, Communications services, Government agencies, Electrical-Electronic Manufacturers, and other industries using electrical-electronic equipment and the research, design, production, operating, maintenance and consulting engineers serving these fields.

1. AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961:

Subscriptions:

Individual	3,064
Association See Par. 12(a)	48,758
Group, for employes, branches & subsidiaries of purchasers (Mail Subscriptions Special) See Par. 12(b)	500
Bulk, for other than employes, branches & subsidiaries of purchasers (Term Subscriptions in Bulk) See Par. 12(c)	376

Average Total Number of Subscriptions 52,698

Single Copy Sales:

AVERAGE TOTAL PAID CIRCULATION 52,698

1A. Average Unpaid Distribution to Field Served (every issue sent for six months or more) None Claimed

TOTAL AVERAGE PAID CIRCULATION 52,698

1B. Other Unpaid Distribution: (Average for 6 months ending June 30, 1961)

a. Rotated or occasional	None
b. Allocated for shows & conventions	None
c. Checking copies to advertisers and agencies	397
d. Staff copies (employes, editors, correspondents, salesmen)	210
e. Promotion copies to advertisers and agencies	521
f. Miscellaneous	11,875

Total (audited as to total only) 13,003

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

Issue	Paid	Issue	Paid	Issue	Paid	Issue	Paid
Jan.	51,288						
Feb.	52,070						
Mar.	52,824						
Apr.	53,058						
May	53,309						
June	53,641						

3. BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1961 ISSUE:

(See reverse side)

4. GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION FOR THE MAY, 1961 ISSUE:

(See reverse side)

Electrical Engineering

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

During the 6 months Period Ending June 30, 1961

5. AUTHORIZED PRICES and total subscriptions sold:

(a) Basic prices: Subscriptions 1 year \$6.00 to AIEE members (See Par. 5(d))	2,289
Single Copy 75c to AIEE members	
(b) Prices higher than basic: To nonmembers subscriptions 1 yr. \$12.00; Single Copy price \$1.50; in foreign countries, 1 yr. \$13.00. To colleges and public libraries 1 yr. \$9.00. To members of Engineering Institute of Canada and Institution of Electrical Engineers, London, England 1 yr. \$7.00	
(c) Reduced Prices:	
1. Combination sales prices	None
2. Combination or basic prices	None
3. Quantity prices	None
4. Special reduced prices	None
(d) Association subscription prices: To members of the American Institute of Electrical Engineers, 1 yr. \$6.00	32,620

Total Subscriptions Sold in Period 34,909

6. CHANNELS OF SUBSCRIPTION SALES:

(a) Ordered by mail	414
(b) Ordered through salesmen:	
1. Catalog agencies and individual agents	1,875
2. Publisher's own and other publishers' salesmen	None
3. Independent agencies' salesmen	None
(c) Association memberships	32,620
(d) All other channels	None

Total Subscriptions Sold in Period 34,909

7. USE OF PREMIUMS:

(a) Ordered without premium	34,909
(b) Ordered with material reprinted from this publication	None
(c) Ordered with other premiums	None

Total Subscriptions Sold in Period 34,909

8. DURATION OF SUBSCRIPTIONS SOLD:

(a) For three years or more	27
(b) For two years or more but less than three	35
(c) For one year or more but less than two	31,729
(d) For less than one year	3,118

Total Subscriptions Sold in Period 34,909

ADDITIONAL CIRCULATION INFORMATION

9. SUBSCRIPTIONS SERVICED PENDING RENEWAL AND EXTENSIONS:

(a) Subscriptions serviced, as of the May, 1961 issue, for 1 issue to 3 months beyond expiration pending renewal	0.20%
Is above representative of condition of list for all other issues covered by this statement?	No
On other issues, subscriptions served pending renewal 1 issue to 3 months beyond expiration ranged from	0.21% to 4.47%.

(b) Extensions None

10. COLLECTION STIMULANTS:

None

11. RENEWALS OF PAID SUBSCRIPTIONS:

(a) Subscriptions Other than Association	
Total expirations during 12 months November 1, 1959 thru October 31, 1960	3,710
Total renewals of those expirations	2,968
Renewal percentage	80.00%
(b) Subscriptions: Association	
Total expirations during 12 months November 1, 1959 thru October 31, 1960	48,375
Total renewals of those expirations	42,236
Renewal percentage	87.31%

12. EXPLANATORY:

(a) Par. 1: This publication is the official organ of the American Institute of Electrical Engineers. The yearly subscription price of \$6.00 to members is included with the yearly dues and is not deductible if publication is not desired.

Yearly dues are as follows: Fellows \$25.00, Members \$20.00, Associate Members \$20.00, Affiliates \$20.00 (First six years of membership of Associate Members and Affiliates is \$15.00.)

(b) Par. 1: Group Subscriptions in Paragraph 1, averaging 500 copies per issue, represent copies served on subscriptions sold in quantities of 5 to 57 at \$12.00 per year to various business concerns for the use of their branch offices and employes. Copies mailed direct to names and addresses furnished by the purchasers.

(c) Par. 1: Bulk Subscriptions in Paragraph 1, averaging 376 copies per issue, represent copies served on subscriptions sold in quantities of 5 to 76 at \$12.00 per year to various government bureaus and business concerns. Copies mailed in bulk to purchaser for distribution.

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

W. SCHRAUBSTADER

Market Research Director

Date Signed July 17, 1961.

CHARLES S. RICH

Editor & Manager of Publications

Electrical Engineering

3. BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1961 ISSUE: (Not an average for 6 months)

NOTE—Total paid subscription circulation of this issue was 1.16% greater than the average total paid subscription circulation for period.

Classification by Business & Industry	Subs.	Subs. Assn.	Total	Breakdown of total to left by Title & Occupation						
				A	B	C	D	E	F	G
1. Electric Power & Light Companies, including Local & Federal Government	67	8,875	8,942	67	1,020	3,015	3,922	499	362	57
2. Electrical - Electronic & Allied Product Manufacturing Companies:										
(a) Manufacturers of electric power, light & heat equipment apparatus, controls, instruments, systems, components, hardware, parts & materials	127	10,593	10,720	127	942	5,404	1,339	179	2,664	65
(b) Manufacturers of electronic equipment, controls, instruments, systems, components, sub-assemblies, hardware, parts & materials	236	6,909	7,145	236	502	4,939	927	67	413	61
Total of Classifications 2(a) & 2(b)	363	17,502	17,865	363	1,444	10,343	2,266	246	3,077	126
3. Commercial Users of Electrical-Electronic Products:										
(a) Operators of communications & broadcasting equipment	32	2,394	2,426	32	323	1,016	835	139	36	45
(b) Companies using electrical and/or electronic products & equipment for production, operations, testing, development & research, or applying electrical and/or electronic devices & controls as part of their manufactured product line (OEM)	288	5,098	5,386	288	353	2,445	1,796	360	113	31
Total of Classifications 3(a) & 3(b)	320	7,492	7,812	320	676	3,461	2,631	499	149	76
4. Consulting & Construction Engineers & their Staffs - including service organizations, construction, architectural & electrical contracting firms, electrical, mechanical & illuminating consultants, & testing & research laboratories	31	4,056	4,087	31	816	1,346	129	1,659	62	44
5. Government & Military	392	2,386	2,778	392	177	1,339	444	237	17	172
TOTAL OF CLASSIFICATIONS 1, 2, 3, 4 & 5	1,173	40,311	41,484	1,173	4,133	19,504	9,392	3,140	3,667	475
6. Educational: Universities, Colleges & professional schools, Professors, instructors, department heads & libraries	293	1,518	1,811	293	19	120	12	10		1,357
7. Miscellaneous	177	1,143	1,320	177	239	41	58	20	270	515
8. Awaiting classification by Business & Industry	63	4,522	4,585							4,585
TOTAL U. S. & CANADA	1,706	47,494	49,200	1,643	4,391	19,665	9,462	3,170	3,937	6,932
TOTAL FOREIGN	2,031	2,078	4,109							
TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1961 ISSUE ..	3,737	49,572	53,309							

KEY TO CLASSIFICATIONS BY TITLE & OCCUPATION

- A Company subscriptions; company libraries.
- B Corporation officers, executives, partners & general managers.
- C Design, development, applications, theory & research—staffs & chief engineers & department heads.
- D Production, operations & maintenance personnel - engineers, plant managers, superintendents, foremen & other personnel.
- E Construction - chief engineers & superintendents.
- F Sales, advertising, purchasing & other commercial personnel.
- G Educational & other personnel.

Electrical Engineering

4. GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION FOR THE MAY, 1961 ISSUE: (Not an average for 6 months)

NOTE—Total paid circulation of this issue was 1.16% greater than average total paid circulation for period.

STATE	Paid	% of Paid
Maine	108	
New Hampshire	166	
Vermont	59	
Massachusetts	2,186	
Rhode Island	178	
Connecticut	926	
NEW ENGLAND	3,623	6.79
New York	5,910	
New Jersey	2,548	
Pennsylvania	4,248	
MIDDLE ATLANTIC	12,706	23.83
Ohio	3,059	
Indiana	839	
Illinois	2,625	
Michigan	1,372	
Wisconsin	1,120	
EAST NORTH CENTRAL	9,015	16.91
Minnesota	513	
Iowa	339	
Missouri	995	
North Dakota	42	
South Dakota	50	
Nebraska	244	
Kansas	327	
WEST NORTH CENTRAL	2,510	4.71
Delaware	187	
Maryland	1,286	
District of Columbia	400	
Virginia	940	
West Virginia	234	
North Carolina	585	
South Carolina	225	
Georgia	495	
Florida	978	
SOUTH ATLANTIC	5,330	10.00
Kentucky	248	
Tennessee	755	
Alabama	637	
Mississippi	128	
EAST SOUTH CENTRAL	1,768	3.32
Arkansas	173	
Louisiana	536	
Oklahoma	434	
Texas	1,817	
WEST SOUTH CENTRAL	2,960	5.55
Montana	106	
Idaho	116	
Wyoming	37	
Colorado	536	
New Mexico	249	
Arizona	408	
Utah	145	
Nevada	70	
MOUNTAIN	1,667	3.13
Alaska	46	
Washington	1,166	
Oregon	476	
California	5,119	
Hawaii	116	
PACIFIC	6,923	12.99
Single Copy Sales		
Miscellaneous		
Unclassified		
UNITED STATES	46,502	87.23
U. S. Possessions & Other Areas	56	0.11
U. S. & POSSESSIONS, etc.	46,558	87.34
Canada	2,403	4.51
Foreign	4,109	7.71
Miscellaneous Excluding U. S.		
Military or Civilian Personnel Overseas	239	0.44
GRAND TOTAL	53,309	100.00

PUBLISHER'S STATEMENT

(STANDARD FORM)



For 6 Months Period Ending June 30, 1961

Subject to Audit by

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

The Institute of Radio Engineers, Inc.
1 East 79 Street, New York 21, N. Y.

Field Served:
Engineering research, manufacturing, operation and management functions in the radio and electronic industry

Published Monthly

This publication is the official organ of an association.

Established 1913

1. AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961:

Subscriptions:

Individual	3,203
Association See Par. 12(a)	70,639
Group, for employes, branches & subsidiaries of purchasers (Mail Subscriptions Special) See Par. 12(b)	1,085
Bulk, for other than employes, branches & subsidiaries of purchasers (Term Subscriptions in Bulk) See Par. 12(c)	650
Average Total Number of Subscriptions	75,577
Single Copy Sales: See Par. 12(d)	148
AVERAGE TOTAL PAID CIRCULATION	75,725

1A. Average Unpaid Distribution to Field Served (every issue sent for six months or more) None Claimed

TOTAL AVERAGE PAID CIRCULATION 75,725

1B. Other Unpaid Distribution: (Average for 6 months ending June 30, 1961) See Par. 12(e)

a. Rotated or occasional	None
b. Allocated for shows & conventions	None
c. Checking copies to advertisers and agencies	None
d. Staff copies (employes, editors, correspondents, salesmen)	37
e. Promotion copies to advertisers and agencies	623
f. Miscellaneous	17,729
Total (audited as to total only)	18,389

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

Issue	Paid	Issue	Paid	Issue	Paid	Issue	Paid
Jan.	76,090						
Feb.	75,359						
Mar.	76,793						
Apr.	72,958						
May	76,272						
June	76,878						

3. BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1961 ISSUE:
(See reverse side)

4. GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION FOR THE MAY, 1961 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 June 30, 1961

5. AUTHORIZED PRICES and total subscriptions sold:

(a) Basic prices: Subscriptions; Association subscription prices: To members of The Institute of Radio Engineers 1 year \$9.00. See Par. 5(d). Single Copy \$1.25	
(b) Prices higher than basic: Subscriptions: To non-members in the United States, Canada and U. S. Possessions, 1 year \$18.00. To non-members in foreign countries, 1 year \$19.00; to colleges and public libraries, 1 year \$13.50; foreign countries \$14.50. Members of the Institution of Electrical Engineers, London, England, 1 year \$13.50	1,906
Single Copy: To non-members of The Institute of Radio Engineers \$2.25 except Jan., 1961 issue \$3.00..	
(c) Reduced Prices:	
1. Combination sales prices	None
2. Combination or basic prices	None
3. Quantity prices	None
4. Special reduced prices	None
(d) Association subscription prices: See Par. 12(a)	38,504
Total Subscriptions Sold in Period	40,410

6. CHANNELS OF SUBSCRIPTION SALES:

(a) Ordered by mail	588
(b) Ordered through salesmen:	
1. Catalog agencies and individual agents	621
2. Publisher's own and other publishers' salesmen ...	None
3. Independent agencies' salesmen	697
(c) Association memberships	38,504
(d) All other channels	None
Total Subscriptions Sold in Period	40,410

7. USE OF PREMIUMS:

(a) Ordered without premium	40,410
(b) Ordered with material reprinted from this publication	None
(c) Ordered with other premiums	None
Total Subscriptions Sold in Period	40,410

8. DURATION OF SUBSCRIPTIONS SOLD:

(a) For three years or more	18
(b) For two years or more but less than three	29
(c) For one year or more but less than two	29,121
(d) For less than one year	11,242
Total Subscriptions Sold in Period	40,410

ADDITIONAL
CIRCULATION INFORMATION

9. SUBSCRIPTIONS SERVICED PENDING RENEWAL AND EXTENSIONS:

(a) Subscriptions serviced, as of the May, 1961 issue, for 1 issue to 3 months beyond expiration pending renewal	2.31%
Is above representative of condition of list for all other issues covered by this statement?	No
On other issues, subscriptions served pending renewal 1 issue to 3 months beyond expiration ranged from 1.41% to 29.84%.	
(b) Extensions	None

10. COLLECTION STIMULANTS:

None

11. RENEWALS OF PAID SUBSCRIPTIONS:

(a) Subscriptions Other than Association:	
Total expirations during 12 months November 1, 1959 thru October 31, 1960	4,590
Total renewals of those expirations	3,784
Renewal percentage	82.44%
(b) Subscriptions: Association	
Total expirations during 12 months November 1, 1959 thru October 31, 1960	60,317
Total renewals of those expirations	56,220
Renewal percentage	93.21%

12. EXPLANATORY:

(a) Par. 1: This Publication is official organ of The Institute of Radio Engineers, Inc. Association subscriptions non-deductible from dues represent copies served on subscriptions to members of The Institute of Radio Engineers, Inc. Yearly subscription price \$9.00 to members included in membership dues. Members do not have privilege of deducting subscription price from dues, if publication is not desired.

(b) Par. 1: Group Subscriptions in Paragraph 1, averaging 1,085 copies per issue, represent copies served on one, two and three-year subscriptions sold to various manufacturers, business concerns, United States and foreign governments in quantities of from 5 to 37 subscriptions at price shown in Par. 5(b). Copies were mailed by publisher direct to names and addresses furnished by the purchasers.

(c) Par. 1: Bulk Subscriptions represent copies served on subscriptions sold to companies in quantities of 5 to 76 at basic price, mailed in bulk to purchasers for redistribution.

(d) Par. 1: Single Copy Sales represent copies sold to non-members, companies, and extra copies sold to members of the Institute of Radio Engineers at prices shown in Paragraph 5(a) and 5(b) and consists of an average of 102 copies sold in quantities of 1 to 4 and an average of 46 copies sold in bulk quantities 5 to 80 distributed by purchaser.

(e) Par. 1(b): Unpaid Distribution includes an average of 16,235 copies served to student members of the Institute of Radio Engineers, whose annual dues of \$5.00 are insufficient to qualify the subscriptions as paid under the Bureau's rules.

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

EMILY SIRJANE
Office Manager

GEORGE W. BAILEY
Executive Secretary

Date Signed, July 24, 1961.

Proceedings of the I R E

3. BUSINESS ANALYSIS OF TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1961 ISSUE: (Not an average for 6 months)

NOTE—Total paid subscription circulation of this issue was 0.91% greater than average total paid circulation for period.

Classification by Business & Industry				Breakdown of total to left By Title & Occupation										
				Subs.	Subs. Assn.	Total	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				1,044	36,871	37,915	709	1,671	3,442	27,161	2,972	1,399	518	43
(b) Manufacturers of components, sub-assemblies, hardware & material				215	5,619	5,834	111	818	860	2,909	393	694	41	8
Total of Classifications 1(a) & 1(b)				1,259	42,490	43,749	820	2,489	4,302	30,070	3,365	2,093	559	51
2. COMMERCIAL USERS OF ELECTRONIC PRODUCTS:														
(a) Operators of communication & broadcasting equipment				148	3,198	3,346	105	223	49	222	2,686	17	42	2
(b) Companies using electronic equipment for production, operation, testing & research or using electronic devices & controls as part of their products				144	1,347	1,491	112	115	135	795	252	46	30	6
Total of Classifications 2(a) & 2(b)				292	4,545	4,837	217	338	184	1,017	2,938	63	72	8
3. INDEPENDENT RESEARCH & DEVELOPMENT				382	7,534	7,916	233	814	644	5,963	114	24	119	5
4. GOVERNMENT & MILITARY				1,040	7,744	8,784	687	37	1,013	4,170	1,815		1,038	24
Total of Classifications 1, 2, 3 & 4				2,973	62,313	65,286	1,957	3,678	6,143	41,220	8,232	2,180	1,788	88
5. DISTRIBUTION:														
Manufacturers' Representatives, Jobbers, Distributors, Importers & Exporters				29	1,302	1,331								
6. SERVICE & INSTALLATION:														
Organizations servicing television, radio, sound, communications & Industrial electronic products				19	1,272	1,291								
7. EDUCATIONAL:														
(a) Universities, Colleges & Professional Schools, including professors, instructors, department heads & Libraries				771	2,797	3,568								
(b) Students in accredited Colleges & Schools				3	555	558								
Total of Classifications 7(a) & 7(b)				774	3,352	4,126								
8. LIBRARIES:														
Public				91	3	94								
9. MISCELLANEOUS				365	965	1,330								
10. AWAITING CLASSIFICATION BY BUSINESS & INDUSTRY				769	2,036	2,805								
TOTAL PAID SUBSCRIPTION CIRCULATION FOR THE MAY, 1961 ISSUE				5,020	71,243	76,263								

KEY TO CLASSIFICATION BY TITLE & OCCUPATION

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

Proceedings of the I R E

4. GEOGRAPHIC ANALYSIS OF TOTAL PAID CIRCULATION FOR THE MAY, 1961 ISSUE: (Not an average for 6 months)

NOTE—Total paid circulation of this issue was 0.72% greater than average total paid circulation for period.

STATE	Paid	% of Paid
Maine	69	
New Hampshire	234	
Vermont	41	
Massachusetts	4,674	
Rhode Island	140	
Connecticut	1,106	
NEW ENGLAND	6,264	8.21
New York	11,431	
New Jersey	6,476	
Pennsylvania	3,584	
MIDDLE ATLANTIC	21,491	28.18
Ohio	2,235	
Indiana	858	
Illinois	2,498	
Michigan	1,145	
Wisconsin	529	
EAST NORTH CENTRAL	7,265	9.53
Minnesota	722	
Iowa	552	
Missouri	647	
North Dakota	31	
South Dakota	29	
Nebraska	179	
Kansas	313	
WEST NORTH CENTRAL	2,473	3.24
Delaware	64	
Maryland	2,929	
District of Columbia	1,031	
Virginia	1,524	
West Virginia	65	
North Carolina	548	
South Carolina	132	
Georgia	261	
Florida	1,762	
SOUTH ATLANTIC	8,316	10.90
Kentucky	221	
Tennessee	215	
Alabama	364	
Mississippi	90	
EAST SOUTH CENTRAL	890	1.17
Arkansas	66	
Louisiana	173	
Oklahoma	384	
Texas	2,335	
WEST SOUTH CENTRAL	2,958	3.88
Montana	43	
Idaho	38	
Wyoming	46	
Colorado	648	
New Mexico	756	
Arizona	862	
Utah	181	
Nevada	76	
MOUNTAIN	2,650	3.47
Alaska	110	
Washington	948	
Oregon	239	
California	13,382	
Hawaii	145	
PACIFIC	14,824	19.44
Single Copy Sales	9	0.01
Miscellaneous		
Unclassified		
UNITED STATES	67,140	88.03
U. S. Possessions & Other Areas	61	0.08
U. S. & POSSESSIONS, etc.	67,201	88.11
Canada	2,577	3.38
Foreign	5,904	7.74
Miscellaneous Excluding U. S.		
Military or Civilian Personnel Overseas	590	0.77
GRAND TOTAL	76,272	100.00