

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.

Gardner Business Media, Inc.
6915 Valley Avenue
Cincinnati, OH 45244
Tel. No.: (513) 527-8800
Fax No.: (513) 527-8801
E-Mail: JBall@gardnerweb.com
Website: www.mmsonline.com

MODERN MACHINE SHOP is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the machining and metalworking market. Modern Machine Shop's editorial team and expert contributors produce information on new product technology, operational best practices, market intelligence and industry news.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

MODERN MACHINE SHOP MAGAZINE



6 Issues in the period
96,619 average circulation

MODERN MACHINE SHOP E-NEWSLETTERS



2 E-Newsletters in the period
39 total issued in the period
61,319 average per occurrence
62,360 average per occurrence

MODERN MACHINE SHOP WEBSITE



125,795 average unique browsers

MODERN MACHINE SHOP SOCIAL MEDIA



5,933 Twitter followers
3,633 Facebook likes
1,901 LinkedIn group members
81,552 YouTube views

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| MODERN MACHINE SHOP MAGAZINE (6 issues in the period) | 96,619 | - | 96,619 |
| MODERN MACHINE SHOP E-NEWSLETTERS | | | |
| a. MMS Extra (12 issued in the period) | 61,319 | - | 61,319 |
| b. The Shop - Blog (27 issued in the period) | 62,360 | - | 62,360 |
| MODERN MACHINE SHOP WEBSITE (Monthly Unique Browsers with 251,983 average Page Impressions) | 125,795 | - | 125,795 |
| MODERN MACHINE SHOP SOCIAL MEDIA | | | |
| a. Twitter followers | *5,933 | - | *5,933 |
| b. Facebook likes | *3,633 | - | *3,633 |
| c. LinkedIn group members | *1,901 | - | *1,901 |
| d. YouTube views | *81,552 | - | *81,552 |

*Social Media claims are cumulative figures, not an average.

(Including Supplementary Data)

FIELD SERVED

MODERN MACHINE SHOP serves the metalworking industry. Included are plants performing metalworking operations and whose products fall in manufacturing industries. Also served are other manufacturing, wholesale trade, and professional, scientific, technical, and educational services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production and manufacturing engineering management and departments, quality assurance and quality control management and department, product design management and department, research & development management and department, factory automation management and department, purchasing and other titled and non-titled personnel and company copies.

PURPOSE

Included herein is a supplementary analysis of recipients who responded to the question "Which of the following markets do you manufacture for?"

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED | |
|---|--------------|
| Not Included Elsewhere | Copies |
| Other Paid Circulation | 114 |
| Advertiser and Agency | 5,327 |
| Allocated for Trade Shows and Conventions | 225 |
| All Other | 1,504 |
| TOTAL | 7,170 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|---------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 96,619 | 100.0 | 96,619 | 100.0 | - | - |
| Sponsored Individually | - | - | - | - | - | - |
| Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 96,619 | 100.0 | 96,619 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2015 Issue | Total Qualified |
|------------|-----------------|
| July | 96,300 |
| August | 96,784 |
| September | 96,664 |
| October | 96,819 |
| November | 96,355 |
| December | 96,789 |

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

This issue is 0.3% or 316 copies below the average of the other 5 issues reported in Paragraph 2.

The North American Industry Classification System (NAICS), Business and Industry Codes were introduced in 1997, and then revised in 2002

| NAICS | BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | MANUFACTURING | | | | | | | |
|--------------------|--|-----------------|------------------|------------------|--|------------------|------------------|--------------------|---------------------------------|---|---------------------------------------|
| | | | | Production | | | | Engineering | | | |
| | | | | Purchasing (B,L) | Company Management, Corporate Executives and (C,R) | Department (D,S) | Management (E,V) | Department (F,G,T) | Quality Assurance Control (P,Q) | Product Design Research and Development (H,I,J) | Other Qualified Personnel (A,N,U,X,Z) |
| 325 | CHEMICAL MANUFACTURING | 487 | 0.5 | 148 | 29 | 20 | 83 | 99 | 21 | 53 | 34 |
| 326 | PLASTICS AND RUBBER PRODUCTS MANUFACTURING | | | | | | | | | | |
| 326 (Excl. 326199) | Plastics and Rubber Products Manufacturing | 537 | 0.6 | 129 | 59 | 24 | 156 | 98 | 14 | 42 | 15 |
| 326199 | All Other Plastics Product Manufacturing | 1,362 | 1.4 | 419 | 158 | 49 | 338 | 255 | 29 | 67 | 47 |
| | Subtotal NAICS 326 | 1,899 | 2.0 | 548 | 217 | 73 | 494 | 353 | 43 | 109 | 62 |
| 327 | NONMETALLIC MINERAL PRODUCT MANUFACTURING | 216 | 0.2 | 61 | 18 | 6 | 52 | 45 | 2 | 15 | 17 |
| 331 | PRIMARY METAL MANUFACTURING | | | | | | | | | | |
| 3311 | Iron and Steel Mills and Ferroalloy Manufacturing | 356 | 0.4 | 154 | 53 | 16 | 67 | 39 | 7 | 9 | 11 |
| 3312 | Steel Product Manufacturing from Purchased Steel | 243 | 0.3 | 63 | 34 | 5 | 51 | 52 | 11 | 14 | 13 |
| 3313 | Alumina and Aluminum Production and Processing | 146 | 0.2 | 43 | 19 | 7 | 25 | 34 | 5 | 6 | 7 |
| 3314 | Nonferrous Metal (except Aluminum) Production and Processing | 174 | 0.2 | 46 | 22 | 7 | 36 | 26 | 10 | 17 | 10 |
| 3315 | Foundries | 692 | 0.7 | 149 | 97 | 41 | 184 | 161 | 15 | 23 | 22 |
| | Sub-Total NAICS 331 | 1,611 | 1.8 | 455 | 225 | 76 | 363 | 312 | 48 | 69 | 63 |
| 332 | FABRICATED METAL PRODUCT MANUFACTURING | | | | | | | | | | |
| 33211 | Forging and Stamping | 959 | 1.0 | 362 | 125 | 26 | 187 | 155 | 34 | 39 | 31 |
| 33221 | Cutlery and Handtool Manufacturing | 380 | 0.4 | 179 | 29 | 17 | 64 | 54 | 9 | 17 | 11 |
| 33231 | Plate Work and Fabricated Structural Product Manufacturing | 833 | 0.9 | 384 | 117 | 32 | 144 | 96 | 11 | 30 | 19 |
| 33232 | Ornamental and Architectural Metal Products Manufacturing | 740 | 0.8 | 379 | 71 | 26 | 126 | 86 | 14 | 23 | 15 |
| 33241 | Power Boiler and Heat Exchanger Manufacturing (pt) | 37 | - | 6 | 5 | 2 | 14 | 9 | - | 1 | - |
| 33242 | Metal Tank (Heavy Gauge) Manufacturing | 43 | - | 11 | 5 | 4 | 15 | 6 | 1 | 1 | - |
| 33243 | Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing | 49 | 0.1 | 11 | 9 | 1 | 18 | 2 | 3 | 2 | 3 |
| 33251 | Hardware Manufacturing (pt) | 221 | 0.2 | 69 | 24 | 9 | 55 | 48 | 5 | 7 | 4 |
| 33261 | Spring and Wire Product Manufacturing | 258 | 0.3 | 101 | 23 | 5 | 69 | 40 | 9 | 6 | 5 |
| 33271 | Machine Shops | 22,890 | 23.8 | 14,851 | 1,579 | 590 | 2,300 | 2,202 | 536 | 394 | 438 |
| 33272 | Turned Product and Screw, Nut and Bolt Manufacturing | 2,043 | 2.1 | 907 | 237 | 97 | 332 | 291 | 101 | 42 | 36 |
| 33281 | Coating, Engraving, Heat Treating, and Allied Activities | 648 | 0.7 | 314 | 83 | 15 | 94 | 57 | 25 | 33 | 27 |
| 33291 | Metal Valve Manufacturing | 734 | 0.8 | 139 | 104 | 59 | 178 | 185 | 27 | 30 | 12 |
| 332991 | Ball and Roller Bearing Manufacturing | 214 | 0.2 | 38 | 17 | 12 | 61 | 53 | 9 | 13 | 11 |
| 332992 | Small Arms Ammunition Manufacturing | 35 | - | 6 | 8 | 2 | 8 | 7 | - | 4 | - |
| 332993 | Ammunition (except Small Arms) Manufacturing | 22 | - | 1 | 2 | 1 | 10 | 6 | 1 | 1 | - |
| 332994 | Small Arms Ordnance, and Ordnance Accessories Manufacturing | 202 | 0.2 | 90 | 9 | 7 | 42 | 39 | 4 | 10 | 10 |
| 332996 | Fabricated Pipe and Pipe Fitting Manufacturing | 193 | 0.2 | 70 | 29 | 6 | 37 | 28 | 3 | 10 | 10 |
| 332999 | All Other Miscellaneous Fabricated Metal Product Manufacturing (pt) | 1,008 | 1.0 | 506 | 87 | 25 | 177 | 129 | 18 | 41 | 25 |
| | Sub-Total NAICS 332 | 31,509 | 32.7 | 18,424 | 2,563 | 936 | 3,931 | 3,493 | 810 | 704 | 648 |
| 333 | MACHINERY MANUFACTURING | | | | | | | | | | |
| 333111 | Farm Machinery and Equipment Manufacturing (pt) | 968 | 1.0 | 328 | 75 | 36 | 250 | 187 | 22 | 48 | 22 |
| 333112 | Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing | 129 | 0.1 | 28 | 14 | 7 | 43 | 22 | 4 | 9 | 2 |
| 33312 | Construction Machinery Manufacturing | 823 | 0.9 | 182 | 72 | 41 | 236 | 205 | 19 | 42 | 26 |
| 333131 | Mining Machinery and Equipment Manufacturing | 295 | 0.3 | 88 | 37 | 11 | 82 | 58 | 4 | 12 | 3 |
| 333132 | Oil and Gas Field Machinery and Equipment Manufacturing | 791 | 0.8 | 251 | 101 | 53 | 161 | 133 | 28 | 34 | 30 |
| 333241 | Food Product Machinery Manufacturing | 185 | 0.2 | 60 | 17 | 9 | 43 | 40 | 5 | 10 | 1 |
| 333242 | Semiconductor Machinery Manufacturing | 39 | - | 9 | 1 | 4 | 19 | 4 | - | 1 | 1 |
| 333243 | Sawmill, Woodworking, and Paper Machinery Manufacturing | 202 | 0.2 | 67 | 14 | 10 | 46 | 48 | 5 | 7 | 5 |
| 333244 | Printing Machinery and Equipment Manufacturing | 125 | 0.1 | 41 | 14 | 8 | 27 | 17 | 1 | 14 | 3 |
| 333249 | All Other Industrial Machinery Manufacturing | 749 | 0.8 | 254 | 59 | 39 | 182 | 114 | 16 | 41 | 44 |
| 333314 | Optical Instrument and Lens Manufacturing | 213 | 0.2 | 62 | 15 | 16 | 63 | 33 | 7 | 12 | 5 |
| 333316 | Photographic and Photocopying Equipment Manufacturing | 87 | 0.1 | 22 | 5 | 4 | 34 | 14 | - | 5 | 3 |
| 333318 | Other Commercial and Service Industry Machinery Manufacturing (pt) | 331 | 0.3 | 107 | 22 | 11 | 94 | 59 | 4 | 23 | 11 |

| NAICS | BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Company Management, Corporate Executives and Purchasing (B,L) | MANUFACTURING | | | | | | Quality Assurance Control (P,Q) | Product Design Research and Development (H,I,J) | Other Qualified Personnel (A,N,U,X,Z) |
|------------|---|-----------------|------------------|---|------------------|------------------|------------------|--------------------|------------------|--------------------|---------------------------------|---|---------------------------------------|
| | | | | | Production | | | Engineering | | | | | |
| | | | | | Management (C,R) | Department (D,S) | Department (E,V) | Management (F,G,T) | Department (P,Q) | Department (H,I,J) | | | |
| 333413 | Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing | 144 | 0.1 | 45 | 19 | 6 | 29 | 29 | 4 | 6 | 6 | | |
| 333414 | Heating Equipment except Warm Air Furnaces - Manufacturing (pt) | 78 | 0.1 | 17 | 8 | 11 | 16 | 20 | 3 | 3 | - | | |
| 333415 | Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing | 247 | 0.3 | 45 | 13 | 15 | 72 | 77 | 3 | 14 | 8 | | |
| 333511 | Industrial Mold Manufacturing | 3,543 | 3.7 | 1,669 | 323 | 148 | 636 | 462 | 75 | 108 | 122 | | |
| 333514 | Special Die and Tool, Die Set, Jig, and Fixture Manufacturing | 2,852 | 3.0 | 1,460 | 214 | 127 | 459 | 371 | 51 | 60 | 110 | | |
| 333515 | Cutting Tool and Machine Tool Accessory Manufacturing | 1,964 | 2.0 | 712 | 167 | 78 | 336 | 244 | 41 | 79 | 307 | | |
| 333517 | Machine Tool Manufacturing | 1,867 | 1.9 | 760 | 154 | 75 | 353 | 250 | 38 | 52 | 185 | | |
| 333519 | Rolling Mill and Other Metalworking Machinery Manufacturing | 321 | 0.3 | 109 | 26 | 9 | 73 | 51 | 11 | 16 | 26 | | |
| 333611 | Turbine and Turbine Generator Set Unit Manufacturing | 218 | 0.2 | 36 | 19 | 8 | 53 | 80 | 9 | 9 | 4 | | |
| 333612 | Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing | 296 | 0.3 | 93 | 27 | 19 | 58 | 67 | 13 | 11 | 8 | | |
| 333613 | Mechanical Power Transmission Equipment Manufacturing | 303 | 0.3 | 79 | 36 | 13 | 79 | 55 | 16 | 20 | 5 | | |
| 333618 | Other Engine Equipment Manufacturing (pt) | 379 | 0.4 | 133 | 27 | 8 | 71 | 93 | 11 | 23 | 13 | | |
| 333911 | Pump and Pumping Equipment Manufacturing (pt) | 357 | 0.4 | 78 | 52 | 24 | 81 | 85 | 15 | 12 | 10 | | |
| 333912 | Air and Gas Compressor Manufacturing | 158 | 0.2 | 34 | 18 | 9 | 38 | 40 | 6 | 7 | 6 | | |
| 333913 | Measuring and Dispensing Pump Manufacturing | 19 | - | 3 | 5 | 2 | 2 | 6 | 1 | - | - | | |
| 333921 | Elevator and Moving Stairway Manufacturing | 27 | - | 6 | 2 | - | 8 | 6 | 1 | 3 | 1 | | |
| 333922 | Conveyor and Conveying Equipment Manufacturing (pt) | 281 | 0.3 | 86 | 38 | 20 | 66 | 41 | 4 | 13 | 13 | | |
| 333923 | Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt) | 126 | 0.1 | 27 | 13 | 8 | 42 | 22 | 6 | 6 | 2 | | |
| 333924 | Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing | 206 | 0.2 | 46 | 18 | 6 | 52 | 62 | 3 | 13 | 6 | | |
| 333991 | Power-Driven Handtool Manufacturing | 164 | 0.2 | 66 | 8 | 7 | 33 | 27 | 5 | 4 | 14 | | |
| 333992 | Welding and Soldering Equipment Manufacturing | 118 | 0.1 | 35 | 15 | 5 | 30 | 17 | 3 | 8 | 5 | | |
| 333993 | Packaging Machinery Manufacturing | 207 | 0.2 | 44 | 21 | 18 | 48 | 44 | 8 | 16 | 8 | | |
| 333994 | Industrial Process Furnace and Oven Manufacturing | 115 | 0.1 | 30 | 12 | 5 | 32 | 24 | - | 9 | 3 | | |
| 333995 | Fluid Power Cylinder and Actuator Manufacturing | 217 | 0.2 | 57 | 29 | 13 | 50 | 49 | 8 | 7 | 4 | | |
| 333996 | Fluid Power Pump and Motor Manufacturing | 159 | 0.2 | 30 | 20 | 5 | 38 | 47 | 9 | 8 | 2 | | |
| 333997 | Scale and Balance (except Laboratory) Manufacturing | 28 | - | 6 | 1 | - | 12 | 6 | - | 2 | 1 | | |
| 333999 | All Other Miscellaneous General Purpose Machinery Manufacturing (pt) | 1,365 | 1.4 | 579 | 121 | 37 | 270 | 207 | 26 | 48 | 77 | | |
| | Sub-Total NAICS 333 | 20,696 | 21.2 | 7,784 | 1,852 | 925 | 4,317 | 3,416 | 485 | 815 | 1,102 | | |
| 334 | COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING | | | | | | | | | | | | |
| 3341 | Computer and Peripheral Equipment Manufacturing | 270 | 0.3 | 65 | 14 | 4 | 96 | 49 | 5 | 25 | 12 | | |
| 3342 | Communications Equipment Manufacturing | 428 | 0.4 | 75 | 34 | 20 | 157 | 89 | 13 | 31 | 9 | | |
| 3343 | Audio and Video Equipment Manufacturing | 59 | 0.1 | 14 | 9 | 1 | 15 | 14 | - | 5 | 1 | | |
| 3344 | Semiconductor and Other Electronic Component Manufacturing | 1,343 | 1.4 | 301 | 92 | 55 | 436 | 273 | 52 | 98 | 36 | | |
| 3345 | Navigational, Measuring, Electromedical, and Control Instruments Manufacturing | 2,303 | 2.4 | 523 | 155 | 90 | 718 | 499 | 76 | 162 | 80 | | |
| 3346 | Manufacturing and Reproducing Magnetic and Optical Media | 31 | - | 7 | 4 | - | 5 | 6 | - | 4 | 5 | | |
| | Sub-Total NAICS 334 | 4,434 | 4.6 | 985 | 308 | 170 | 1,427 | 930 | 146 | 325 | 143 | | |
| 335 | ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING | | | | | | | | | | | | |
| 33511 | Electric Lamp Bulb and Part Manufacturing | 21 | - | 4 | 1 | 1 | 8 | 2 | 2 | 2 | 1 | | |
| 33512 | Lighting Fixture Manufacturing | 181 | 0.2 | 51 | 21 | 9 | 54 | 30 | 2 | 12 | 2 | | |
| 33521 | Small Electrical Appliance Manufacturing | 50 | 0.1 | 11 | 7 | 3 | 18 | 4 | 2 | 5 | - | | |
| 33522 | Major Appliance Manufacturing | 93 | 0.1 | 11 | 10 | 3 | 39 | 18 | - | 11 | 1 | | |
| 33531 | Electrical Equipment Manufacturing | 1,152 | 1.2 | 220 | 87 | 48 | 359 | 300 | 23 | 63 | 52 | | |
| 33591 | Battery Manufacturing | 92 | 0.1 | 14 | 12 | 3 | 31 | 20 | 1 | 9 | 2 | | |
| 33592 | Communication and Energy Wire and Cable Manufacturing | 65 | 0.1 | 7 | 6 | - | 22 | 20 | 1 | 9 | - | | |
| 33593 | Wiring Device Manufacturing | 279 | 0.3 | 49 | 19 | 18 | 87 | 66 | 9 | 24 | 7 | | |
| 33599 | All Other Electrical Equipment and Component Manufacturing | 499 | 0.5 | 113 | 44 | 20 | 129 | 112 | 15 | 41 | 25 | | |
| | Sub-Total NAICS 335 | 2,432 | 2.6 | 480 | 207 | 105 | 747 | 572 | 55 | 176 | 90 | | |
| 336 | TRANSPORTATION EQUIPMENT MANUFACTURING | | | | | | | | | | | | |
| 336111 | Automobile Manufacturing | 1,020 | 1.1 | 239 | 51 | 42 | 316 | 241 | 50 | 48 | 33 | | |
| 336112 | Light Truck and Utility Vehicle Manufacturing | 59 | 0.1 | 18 | 4 | 5 | 19 | 6 | 1 | 5 | 1 | | |
| 336120 | Heavy Duty Truck Manufacturing | 278 | 0.3 | 69 | 24 | 7 | 91 | 55 | 6 | 17 | 9 | | |
| 336211 | Motor Vehicle Body Manufacturing (pt) | 809 | 0.8 | 282 | 81 | 30 | 224 | 119 | 17 | 27 | 29 | | |
| 336212 | Truck Trailer Manufacturing | 357 | 0.4 | 166 | 30 | 7 | 92 | 39 | 6 | 12 | 5 | | |
| 336213 | Motor Home Manufacturing | 89 | 0.1 | 33 | 13 | 2 | 19 | 16 | 1 | 4 | 1 | | |
| 336214 | Travel Trailer and Camper Manufacturing (pt) | 128 | 0.1 | 81 | 12 | 1 | 23 | 3 | 3 | 1 | 4 | | |
| 336310 | Motor Vehicle Gasoline Engine and Engine Parts Manufacturing | 561 | 0.6 | 178 | 39 | 18 | 147 | 110 | 25 | 29 | 15 | | |
| 336320 | Motor Vehicle Electrical and Electronic Equipment Manufacturing | 547 | 0.6 | 155 | 43 | 16 | 160 | 118 | 15 | 28 | 12 | | |
| 336330 | Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing | 158 | 0.2 | 39 | 10 | 5 | 45 | 41 | 5 | 11 | 2 | | |
| 336340 | Motor Vehicle Brake System Manufacturing | 271 | 0.3 | 62 | 24 | 5 | 83 | 63 | 17 | 13 | 4 | | |
| 336350 | Motor Vehicle Transmission and Power Train Parts Manufacturing | 582 | 0.6 | 131 | 44 | 13 | 172 | 151 | 26 | 33 | 12 | | |

| NAICS | BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | MANUFACTURING | | | | | | | |
|----------------|--|-----------------|------------------|---|------------------|------------------|------------------|--------------------|---------------------------------|---|---------------------------------------|
| | | | | Production | | | | Engineering | | | |
| | | | | Company Management, Corporate Executives and Purchasing (B,L) | Management (C,R) | Department (D,S) | Management (E,V) | Department (F,G,T) | Quality Assurance Control (P,Q) | Product Design Research and Development (H,I,J) | Other Qualified Personnel (A,N,U,X,Z) |
| 336360 | Motor Vehicle Seating and Interior Trim Manufacturing | 154 | 0.2 | 40 | 20 | 3 | 46 | 28 | 6 | 8 | 3 |
| 336370 | Motor Vehicle Metal Stamping | 416 | 0.4 | 91 | 53 | 10 | 121 | 90 | 15 | 21 | 15 |
| 336390 | Other Motor Vehicle Parts Manufacturing | 4,842 | 5.0 | 1,523 | 405 | 134 | 1,317 | 923 | 180 | 215 | 145 |
| 336411 | Aircraft Manufacturing | 1,284 | 1.3 | 188 | 66 | 46 | 448 | 391 | 30 | 77 | 38 |
| 336412 | Aircraft Engine and Engine Parts Manufacturing (pt) | 1,130 | 1.2 | 190 | 78 | 56 | 355 | 315 | 48 | 55 | 33 |
| 336413 | Other Aircraft Parts and Auxiliary Equipment Manufacturing | 3,956 | 4.1 | 1,019 | 336 | 191 | 1,066 | 844 | 234 | 153 | 113 |
| 336414 | Guided Missile and Space Vehicle Manufacturing | 171 | 0.2 | 21 | 8 | 5 | 67 | 45 | 4 | 14 | 7 |
| 336415 | Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing | 151 | 0.2 | 21 | 16 | 9 | 40 | 47 | 9 | 6 | 3 |
| 336419 | Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing | 219 | 0.2 | 53 | 12 | 9 | 70 | 49 | 5 | 16 | 5 |
| 3365 | Railroad Rolling Stock Manufacturing | 239 | 0.2 | 38 | 28 | 13 | 77 | 60 | 9 | 9 | 5 |
| 3366 | Ship and Boat Building | 308 | 0.3 | 92 | 26 | 14 | 81 | 55 | 4 | 24 | 12 |
| 3369 | Other Transportation Equipment Manufacturing | 433 | 0.4 | 153 | 31 | 18 | 79 | 100 | 12 | 24 | 16 |
| | Sub-Total NAICS 336 | 18,162 | 18.9 | 4,882 | 1,454 | 659 | 5,158 | 3,909 | 728 | 850 | 522 |
| 337 | FURNITURE AND RELATED PRODUCT MANUFACTURING | | | | | | | | | | |
| 3371 | Household and Institutional Furniture and Kitchen Cabinet Manufacturing | 179 | 0.2 | 71 | 17 | 10 | 33 | 27 | 3 | 14 | 4 |
| 3372 | Office Furniture (including Fixtures) Manufacturing | 110 | 0.1 | 30 | 13 | 6 | 32 | 18 | 2 | 8 | 1 |
| 3379 | Other Furniture Related Product Manufacturing | 13 | - | 3 | - | - | 8 | 2 | - | - | - |
| | Sub-Total NAICS 337 | 302 | 0.3 | 104 | 30 | 16 | 73 | 47 | 5 | 22 | 5 |
| 339 | MISCELLANEOUS MANUFACTURING | | | | | | | | | | |
| 339112 | Surgical and Medical Instrument Manufacturing | 2,671 | 2.8 | 716 | 240 | 120 | 680 | 553 | 118 | 186 | 58 |
| 339113 | Surgical Appliance and Supplies Manufacturing | 1,366 | 1.4 | 422 | 115 | 45 | 339 | 281 | 52 | 88 | 24 |
| 339114 | Dental Equipment and Supplies Manufacturing | 296 | 0.3 | 124 | 18 | 16 | 56 | 44 | 9 | 25 | 4 |
| 339115 | Ophthalmic Goods Manufacturing | 187 | 0.2 | 72 | 13 | 8 | 43 | 30 | 3 | 10 | 8 |
| 339116 | Dental Laboratories | 67 | 0.1 | 58 | - | 1 | 4 | 1 | - | 3 | - |
| 33991 | Jewelry and Silverware Manufacturing | 94 | 0.1 | 44 | 6 | - | 21 | 15 | - | 5 | 3 |
| 33992 | Sporting and Athletic Goods Manufacturing | 182 | 0.2 | 69 | 23 | 9 | 32 | 23 | 7 | 17 | 2 |
| 33993 | Doll, Toy, and Game Manufacturing | 46 | - | 27 | 4 | - | 7 | 5 | 1 | 1 | 1 |
| 33994 | Office Supplies (except Paper) Manufacturing | 70 | 0.1 | 29 | 13 | 3 | 7 | 8 | - | 4 | 6 |
| 33995 | Sign Manufacturing | 62 | 0.1 | 27 | 5 | - | 9 | 7 | 2 | 7 | 5 |
| 33999 | All Other Miscellaneous Manufacturing | 909 | 0.9 | 397 | 77 | 32 | 171 | 124 | 19 | 54 | 35 |
| | Sub-Total NAICS 339 | 5,950 | 6.2 | 1,985 | 514 | 234 | 1,369 | 1,091 | 211 | 400 | 146 |
| | TOTAL METALWORKING MANUFACTURING | 87,698 | 91.0 | 35,856 | 7,417 | 3,220 | 18,014 | 14,267 | 2,554 | 3,538 | 2,832 |
| 311-324 | OTHER MISCELLANEOUS MANUFACTURING | 403 | 0.4 | 120 | 38 | 15 | 68 | 86 | 5 | 39 | 32 |
| | TOTAL MANUFACTURING | 88,101 | 91.4 | 35,976 | 7,455 | 3,235 | 18,082 | 14,353 | 2,559 | 3,577 | 2,864 |
| 42 | WHOLESALE TRADE | 2,017 | 2.1 | 1,046 | 100 | 26 | 166 | 171 | 19 | 48 | 441 |
| 541 | PROFESSIONAL SERVICES | 2,305 | 2.4 | 1,021 | 79 | 34 | 534 | 298 | 29 | 171 | 139 |
| | OTHER QUALIFIED NAICS, N.E.C. | 3,932 | 4.1 | 1,335 | 182 | 107 | 548 | 878 | 50 | 152 | 680 |
| | TOTAL NON-MANUFACTURING | 8,254 | 8.6 | 3,402 | 361 | 167 | 1,248 | 1,347 | 98 | 371 | 1,260 |
| | TOTAL QUALIFIED CIRCULATION | 96,355 | 100.0 | 39,378 | 7,816 | 3,402 | 19,330 | 15,700 | 2,657 | 3,948 | 4,124 |

- (B) **Corporate Executive:** titles include Chairman, General Manager, Owner, Partner, President and Vice President.
- (C) **Manufacturing Production Management:** titles include Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Plant Manager, Production Manager, Shop Manager, Tool Room Manager and Works Manager.
- (D) **Manufacturing Production Department:** titles include Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor and Production Supervisor.
- (E, V) **Manufacturing Engineering Management:** titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Manufacturing Engineering, Chief Methods Engineer, Manager of Process Engineering, Director of Production Engineering, Manager of Tool Design and Head of Tool Engineering.
- (F,T) **Manufacturing Engineering (Engineers):** include most engineering titles where the individual does not manage the department.
- (G) **Manufacturing (Other Manufacturing Personnel):** titles include Diemaker, Expediter, Leadman, Chief Machinist and Chief Toolmaker.
- (P) **Quality Assurance/Control Management:** titles include Quality Assurance Manager, Quality Control Director and Chief of Quality Engineering.
- (Q) **Quality Assurance/Control Engineers:** titles include Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor.
- (H) **Product Design, Research and Development Management:** titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering and Director of Research.
- (I) **Product Design, Research and Development Engineers:** titles include Design Project Engineer, Development Engineer and Research & Design Engineer.
- (J) **Product Design, Research and Development (Other Design Personnel):** titles include Draftsman.
- (R) **Factory Automation Management:** titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.
- (S) **Factory Automation Engineers:** titles include Factory Automation Engineer, Automation Foreman, Systems Designer and Systems Engineer.
- (L) **Purchasing:** titles include Buyer, Procurement Chief and Purchasing Manager.
- (X,Z) **Sales & Marketing:** includes all Sales & Marketing titles.
- (A,N,U) **Other NEC:** includes titles not elsewhere classified.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2015

This is an analysis of 79,497 or 82.5% recipients who manufacture for the following industries. 67,287 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 11,315 are classified based on NAICS for their company indicating they are an OEM for the given market.

| BUSINESS AND INDUSTRY | Totals | Company Management, Corporate Executives, Purchasing (B,L) | Manufacturing Production Management (C,R) | Manufacturing Production Department (D,S) | Manufacturing Engineering Management (E,V) | Manufacturing Engineering Department (F,G,T) | Quality Assurance, Quality Control (P,Q) | Product Design, Research & Development (H,I,J) | Other Qualified Personnel (A,N,U,X,Z) |
|--|---------------|--|---|---|--|--|--|--|---------------------------------------|
| Aerospace/Aviation | | | | | | | | | |
| OEM | 6,427 | 1,492 | 516 | 316 | 2,046 | 1,207 | 330 | 321 | 199 |
| Captive Shops, Contract Shops & Job Shops | 29,371 | 11,336 | 2,621 | 1,292 | 6,285 | 4,033 | 992 | 1,231 | 1,581 |
| Other Qualified: R&D, Consultants, Testing & Design, Q/A | 3,188 | 1,372 | 129 | 72 | 512 | 415 | 46 | 126 | 516 |
| Totals | 38,986 | 14,200 | 3,266 | 1,680 | 8,843 | 5,655 | 1,368 | 1,678 | 2,296 |
| Automotive/Transportation | | | | | | | | | |
| OEM | 9,673 | 3,107 | 853 | 298 | 2,875 | 1,405 | 373 | 472 | 290 |
| Captive Shops, Contract Shops & Job Shops | 35,538 | 13,738 | 3,280 | 1,575 | 7,672 | 4,958 | 1,096 | 1,467 | 1,752 |
| Other Qualified: R&D, Consultants, Testing & Design, Q/A | 3,513 | 1,659 | 159 | 68 | 524 | 408 | 46 | 148 | 501 |
| Totals | 48,724 | 18,504 | 4,292 | 1,941 | 11,071 | 6,771 | 1,515 | 2,087 | 2,543 |
| Medical/Dental | | | | | | | | | |
| OEM | 4,346 | 1,392 | 386 | 190 | 1,122 | 668 | 182 | 312 | 94 |
| Captive Shops, Contract Shops & Job Shops | 24,915 | 9,496 | 2,201 | 1,102 | 5,386 | 3,453 | 807 | 1,072 | 1,398 |
| Other Qualified: R&D, Consultants, Testing & Design, Q/A | 2,666 | 1,182 | 112 | 56 | 418 | 298 | 39 | 129 | 432 |
| Totals | 31,927 | 12,070 | 2,699 | 1,348 | 6,926 | 4,419 | 1,028 | 1,513 | 1,924 |
| Oil & Gas/Energy | | | | | | | | | |
| OEM | 1,043 | 339 | 138 | 64 | 243 | 148 | 32 | 46 | 33 |
| Captive Shops, Contract Shops & Job Shops | 30,207 | 10,487 | 2,964 | 1,469 | 6,782 | 4,580 | 1,067 | 1,276 | 1,582 |
| Other Qualified: R&D, Consultants, Testing & Design, Q/A | 2,404 | 1,028 | 115 | 54 | 372 | 320 | 31 | 106 | 378 |
| Totals | 33,654 | 11,854 | 3,217 | 1,587 | 7,397 | 5,048 | 1,130 | 1,428 | 1,993 |
| Military/Defense | | | | | | | | | |
| OEM | 820 | 207 | 63 | 37 | 254 | 158 | 23 | 54 | 24 |
| Captive Shops, Contract Shops & Job Shops | 34,035 | 11,432 | 3,062 | 1,588 | 8,260 | 5,144 | 1,320 | 1,556 | 1,673 |
| Other Qualified: R&D, Consultants, Testing & Design, Q/A | 2,634 | 1,040 | 111 | 60 | 466 | 372 | 38 | 124 | 423 |
| Totals | 37,489 | 12,679 | 3,236 | 1,685 | 8,980 | 5,674 | 1,381 | 1,734 | 2,120 |
| Offroad/Construction/Agriculture | | | | | | | | | |
| OEM | 1,765 | 538 | 161 | 84 | 529 | 259 | 45 | 99 | 50 |
| Captive Shops, Contract Shops & Job Shops | 27,745 | 10,146 | 2,684 | 1,262 | 6,090 | 4,069 | 904 | 1,178 | 1,412 |
| Other Qualified: R&D, Consultants, Testing & Design, Q/A | 2,259 | 1,021 | 100 | 39 | 346 | 291 | 19 | 89 | 354 |
| Totals | 31,769 | 11,705 | 2,945 | 1,385 | 6,965 | 4,619 | 968 | 1,366 | 1,816 |

Note 1: OEM: Corresponding Industry NAICS

Note 2: Captive Shops, Contract Shops & Job Shops: Respondents in Mfg NAICS (311-339) not Industry-Specific

Note 3: Other Qualified: R&D, Consultants, Testing & Design, Q/A: Respondents in non-Mfg NAICS

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2015

This is an analysis of 25,620 recipients in the indicated NAICS classifications, of whom 13,240 manufacture for the following industries based on their response to the question "Which of the following markets do you manufacture for?"

| Contract Shops & Job Shops (NAICS 326199, 33271, 33272, 33281, 333511, 333514, 333999) | Totals | Company Management, Corporate Executives, Purchasing (B,L) | Manufacturing Production Management (C,R) | Manufacturing Production Department (D,S) | Manufacturing Engineering Management (E,V) | Manufacturing Engineering Department (F,G,T) | Quality Assurance, Quality Control (P,Q) | Product Design, Research & Development (H,I,J) | Other Qualified Personnel (A,N,U,X,Z) |
|--|--------|--|---|---|--|--|--|--|---------------------------------------|
| Aerospace/Aviation | 15,299 | 7,259 | 1,314 | 625 | 2,417 | 2,206 | 514 | 383 | 581 |
| Automotive/Transportation | 18,092 | 8,776 | 1,604 | 726 | 2,846 | 2,510 | 525 | 469 | 636 |
| Medical/Dental | 13,006 | 6,119 | 1,143 | 550 | 2,058 | 1,876 | 422 | 341 | 497 |
| Oil & Gas/Energy | 13,581 | 6,298 | 1,255 | 611 | 2,113 | 1,984 | 463 | 317 | 540 |
| Military/Defense | 14,208 | 6,513 | 1,261 | 593 | 2,301 | 2,097 | 524 | 376 | 543 |
| Offroad/Construction/Agriculture | 12,643 | 6,007 | 1,157 | 522 | 1,948 | 1,825 | 398 | 310 | 476 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

| QUALIFICATION SOURCE | Qualified Within | | | Total Qualified | Percent |
|--|------------------|---------------|---------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | 67,635 | 19,159 | - | 86,794 | 90.1 |
| II. Request from recipient's company: | 277 | - | - | 277 | 0.3 |
| III. Membership Benefit: | - | - | - | - | - |
| IV. *Communication from recipient or recipient's company (other than request): | 5,058 | - | - | 5,058 | 5.2 |
| V. TOTAL - Sources other than above (listed alphabetically): | 4,226 | - | - | 4,226 | 4.4 |
| Association rosters and directories | - | - | - | - | - |
| Business directories | 4,107 | - | - | 4,107 | 4.3 |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| Other sources | 119 | - | - | 119 | 0.1 |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 77,196 | 19,159 | - | 96,355 | 100.0 |
| PERCENT | 80.1 | 19.9 | - | 100.0 | |

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

| MAILING ADDRESS | Total Qualified | Percent |
|---|-----------------|--------------|
| Individuals by name and title and/or function | 96,301 | 99.9 |
| Individuals by name only | 54 | 0.1 |
| Titles or functions only | - | - |
| Company names only | - | - |
| Multi-Copy Same Addressee copies | - | - |
| Single Copy Sales | - | - |
| TOTAL QUALIFIED CIRCULATION | 96,355 | 100.0 |

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 |
|---|---------------------|----------------------|---------------------|----------------------|----------------------|-----------------------|
| | January - June 2013 | July - December 2013 | January - June 2014 | July - December 2014 | January - June 2015* | July - December 2015* |
| Total Audit Average Qualified: | 94,101 | 96,261 | 95,478 | 96,381 | 96,319 | 96,619 |
| Qualified Non-Paid: | 94,101 | 96,261 | 95,478 | 96,381 | 96,319 | 96,619 |
| Qualified Paid: | - | - | - | - | - | - |
| 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 - December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

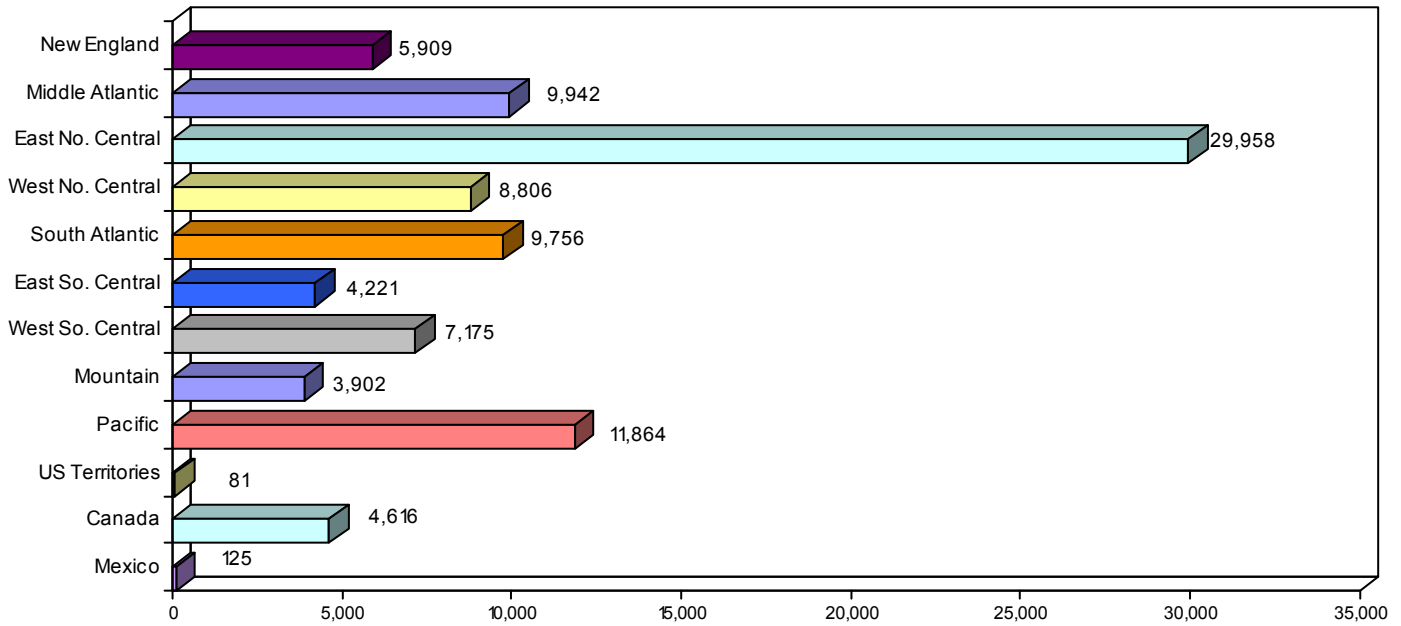
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015*

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine | 374 | | Kentucky | 1,177 | |
| New Hampshire | 718 | | Tennessee | 1,612 | |
| Vermont | 232 | | Alabama | 1,056 | |
| Massachusetts | 2,304 | | Mississippi | 376 | |
| Rhode Island | 330 | | EAST SO. CENTRAL | 4,221 | 4.4 |
| Connecticut | 1,951 | | Arkansas | 530 | |
| NEW ENGLAND | 5,909 | 6.1 | Louisiana | 668 | |
| New York | 3,559 | | Oklahoma | 1,062 | |
| New Jersey | 1,621 | | Texas | 4,915 | |
| Pennsylvania | 4,762 | | WEST SO. CENTRAL | 7,175 | 7.5 |
| MIDDLE ATLANTIC | 9,942 | 10.3 | Montana | 191 | |
| Ohio | 7,098 | | Idaho | 301 | |
| Indiana | 4,032 | | Wyoming | 104 | |
| Illinois | 7,259 | | Colorado | 872 | |
| Michigan | 7,181 | | New Mexico | 261 | |
| Wisconsin | 4,388 | | Arizona | 1,195 | |
| EAST NO. CENTRAL | 29,958 | 31.1 | Utah | 751 | |
| Minnesota | 2,930 | | Nevada | 227 | |
| Iowa | 1,624 | | MOUNTAIN | 3,902 | 4.1 |
| Missouri | 1,879 | | Alaska | 60 | |
| North Dakota | 215 | | Washington | 1,838 | |
| South Dakota | 347 | | Oregon | 958 | |
| Nebraska | 636 | | California | 8,965 | |
| Kansas | 1,175 | | Hawaii | 43 | |
| WEST NO. CENTRAL | 8,806 | 9.1 | PACIFIC | 11,864 | 12.3 |
| Delaware | 125 | | UNITED STATES | 91,533 | 95.0 |
| Maryland | 871 | | U.S. Territories | 81 | |
| Washington, DC | 41 | | Canada | 4,616 | |
| Virginia | 1,164 | | Mexico | 125 | |
| West Virginia | 278 | | Other International | - | |
| North Carolina | 2,234 | | APO/FPO | - | |
| South Carolina | 1,142 | | | | |
| Georgia | 1,412 | | | | |
| Florida | 2,489 | | | | |
| SOUTH ATLANTIC | 9,756 | 10.1 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 96,355 | 100.0 |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

| 2015 | MMS Extra | The Shop - Blog |
|------------------|---------------|-----------------|
| JULY | | |
| July 3 | - | 63,040 |
| July 8 | 62,643 | - |
| July 10 | - | 63,189 |
| July 17 | - | 63,015 |
| July 22 | 62,697 | - |
| July 24 | - | 62,876 |
| July 31 | - | 62,755 |
| AUGUST | | |
| August 5 | 62,562 | - |
| August 7 | - | 62,356 |
| August 14 | - | 62,336 |
| August 19 | 62,206 | - |
| August 21 | - | 62,205 |
| August 28 | - | 62,034 |
| SEPTEMBER | | |
| September 2 | 61,876 | - |
| September 4 | - | 61,904 |
| September 11 | - | 61,723 |
| September 16 | 61,495 | - |
| September 18 | - | 61,529 |
| September 25 | - | 61,432 |
| OCTOBER | | |
| October 2 | - | 61,312 |
| October 7 | 61,058 | - |
| October 9 | - | 61,150 |
| October 16 | - | 91,444 |
| October 21 | 60,821 | - |
| October 23 | - | 60,750 |
| October 30 | - | 60,617 |
| NOVEMBER | | |
| November 4 | 60,437 | - |
| November 6 | - | 60,485 |
| November 13 | - | 60,487 |
| November 18 | 60,343 | - |
| November 20 | - | 60,265 |
| November 27 | - | 59,872 |
| DECEMBER | | |
| December 2 | 59,988 | - |
| December 4 | - | 58,961 |
| December 11 | - | 59,736 |
| December 16 | 59,705 | - |
| December 18 | - | 59,674 |
| December 24 | - | 59,323 |
| December 31 | - | 59,262 |
| AVERAGE: | 61,319 | 62,360 |

MMS Extra E-Newsletter (12 issued in the period)
The Shop - Blog E-Newsletter (27 issued in the period)

WEBSITE CHANNEL

WWW.MMSONLINE.COM

| 2015 | PAGE IMPRESSIONS | USER SESSIONS | UNIQUE BROWSERS | UNIQUE BROWSER FREQUENCY | PAGE DURATION | USER SESSION DURATION |
|-----------------|------------------|----------------|-----------------|--------------------------|---------------|-----------------------|
| July | 236,735 | 144,536 | 112,792 | 1.28 | 02:14 | 01:33 |
| August | 246,215 | 152,822 | 121,918 | 1.25 | 02:15 | 01:32 |
| September | 242,912 | 151,522 | 121,550 | 1.25 | 02:23 | 01:26 |
| October | 261,199 | 167,860 | 134,286 | 1.25 | 02:23 | 01:20 |
| November | 272,285 | 169,502 | 136,155 | 1.24 | 02:19 | 01:24 |
| December | 252,549 | 160,402 | 128,071 | 1.25 | 02:14 | 01:18 |
| AVERAGE: | 251,983 | 157,774 | 125,795 | 1.25 | 02:18 | 01:26 |

July – December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Modern Machine Shop Social Media

| 2015 | Twitter followers http://twitter.com/mmsonline | Facebook likes http://www.facebook.com/mmsonline | LinkedIn group members http://www.linkedin.com/grp/home?gid=4074615 | YouTube views (Note 1) https://www.youtube.com/user/mmsonlinevideos |
|--------------------|--|---|---|---|
| Beginning Balance: | 5,399 | 2,638 | 1,736 | 63,210 |
| July | 5,482 | 2,773 | 1,777 | 65,665 |
| August | 5,577 | 2,925 | 1,817 | 68,084 |
| September | 5,667 | 3,097 | 1,852 | 70,730 |
| October | 5,764 | 3,302 | 1,877 | 74,406 |
| November | 5,853 | 3,459 | 1,882 | 77,734 |
| December | 5,933 | 3,633 | 1,901 | 81,552 |

Note 1: You Tube View data is a monthly view figure not an aggregate figure.

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Travis Egan, Publisher

Julie Ball, Circulation 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

Received by BPA Worldwide

Type

ID Number

February 18, 2016

Ohio

Hamilton

February 18, 2016

BD

M102B0D5

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.