



## Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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: RJacobs@gardnerweb.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**



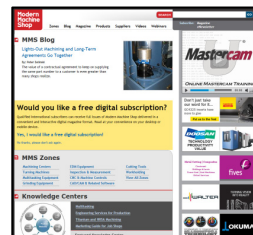
6 Issues in the period  
95,478 average circulation

**MODERN  
MACHINE SHOP  
E-NEWSLETTERS**



2 E-Newsletters in the period  
38 total issued in the period  
66,446 average per occurrence  
66,140 average per occurrence

**MODERN  
MACHINE SHOP  
WEBSITE**



107,062 average unique  
browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MODERN MACHINE SHOP MAGAZINE</b> (6 issues in the period)	95,478	-	95,478
<b>MODERN MACHINE SHOP E-NEWSLETTERS</b>			
a. MMS Extra (12 issued in the period)	66,446	-	66,446
b. The Shop - Blog (26 issued in the period)	66,140	-	66,140
<b>MODERN MACHINE SHOP WEBSITE</b> (Monthly Unique Browsers with 218,958 average Page Impressions)	107,062	-	107,062

### FIELD SERVED

**MODERN MACHINE SHOP** serves the metalworking field. Included are plants performing metalworking operations and whose products fall in manufacturing industries. Other Qualified NAICS, N.E.C. including metals and service centers, educational services, public administration and other non-manufacturing firms.

### DEFINITION OF RECIPIENT QUALIFICATION

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

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	164
Advertiser and Agency	5,105
Allocated for Trade Shows and Conventions	483
All Other	-
<b>TOTAL</b>	<b>5,752</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	95,478	100.0	95,478	100.0	-	-
Sponsored	-	-	-	-	-	-
Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>95,478</b>	<b>100.0</b>	<b>95,478</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
January	680	253	94,806
February	180	216	94,842
March	478	359	94,723
April	460	987	95,250
May	354	1,815	96,711
June	925	747	96,533
<b>TOTAL</b>	<b>3,077</b>	<b>4,377</b>	

### 3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

This issue is 1.6% or 1,480 copies above 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 Management (C,R)	Department (D,S)	Department (E,V)	Department (F,G,T)	Quality Assurance Control (P,Q)	Product Design Research and Development (H,I,J)	Other Qualified Personnel (N,X,Z)
<b>325</b>	<b>CHEMICAL MANUFACTURING</b>	422	0.4	118	36	30	50	104	7	45	32
<b>326</b>	<b>PLASTICS AND RUBBER PRODUCTS MANUFACTURING</b>	2,304	2.4	720	262	210	280	546	51	174	61
<b>327</b>	<b>NONMETALLIC MINERAL PRODUCT MANUFACTURING</b>	247	0.3	67	33	20	26	58	2	29	12
<b>331</b>	<b>PRIMARY METAL MANUFACTURING</b>										
3311	Iron and Steel Mills and Ferroalloy Manufacturing	585	0.6	243	84	69	47	84	17	25	16
3312	Steel Product Manufacturing from Purchased Steel	268	0.3	83	37	18	38	61	6	10	15
3313	Alumina and Aluminum Production and Processing	164	0.1	53	15	23	12	39	4	9	9
3314	Nonferrous Metal (except Aluminum) Production and Processing	176	0.2	44	20	19	16	48	10	11	8
3315	Foundries	873	0.9	189	120	126	101	254	27	31	25
	<b>Sub-Total NAICS 331</b>	2,066	2.1	612	276	255	214	486	64	86	73
<b>332</b>	<b>FABRICATED METAL PRODUCT MANUFACTURING</b>										
33211	Forging and Stamping	1,074	1.1	375	147	128	95	232	37	37	23
33221	Cutlery and Handtool Manufacturing	423	0.4	168	46	42	26	85	6	26	24
33231	Plate Work and Fabricated Structural Product Manufacturing	658	0.7	230	92	65	59	156	9	26	21
33232	Ornamental and Architectural Metal Products Manufacturing	961	1.0	421	117	93	76	178	20	34	22
33241	Power Boiler and Heat Exchanger Manufacturing (pt)	21	-	3	2	4	4	6	-	1	1
33242	Metal Tank (Heavy Gauge) Manufacturing	10	-	5	1	1	-	2	-	1	-
33243	Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing	49	-	9	9	7	13	8	2	1	-
33251	Hardware Manufacturing (pt)	66	0.1	22	7	6	8	16	-	4	3
33261	Spring and Wire Product Manufacturing	329	0.3	112	39	36	32	60	17	25	8
33271	Machine Shops	19,006	19.7	12,504	1,591	1,521	574	2,186	381	241	8
33272	Turned Product and Screw, Nut and Bolt Manufacturing	1,993	2.1	847	264	216	122	367	88	44	45
33281	Coating, Engraving, Heat Treating, and Allied Activities	787	0.8	329	89	68	65	122	26	45	43
33291	Metal Valve Manufacturing	947	1.0	174	148	166	83	272	34	50	20
332991	Ball and Roller Bearing Manufacturing	436	0.5	74	49	62	43	150	19	32	7
332992	Small Arms Ammunition Manufacturing	43	-	2	5	9	1	20	1	5	-
332993	Ammunition (except Small Arms) Manufacturing	50	0.1	9	5	3	9	20	2	2	-
332994	Small Arms Ordnance, and Ordnance Accessories Manufacturing	318	0.3	95	24	27	28	113	7	20	4
332996	Fabricated Pipe and Pipe Fitting Manufacturing	491	0.5	122	85	68	49	115	13	18	21
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	2,081	2.2	921	217	226	139	390	32	92	64
	<b>Sub-Total NAICS 332</b>	29,743	30.8	16,422	2,937	2,748	1,426	4,498	694	704	314
<b>333</b>	<b>MACHINERY MANUFACTURING</b>										
333111	Farm Machinery and Equipment Manufacturing (pt)	888	0.9	331	109	61	82	205	16	70	14
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	174	0.2	40	15	12	15	59	4	26	3
33312	Construction Machinery Manufacturing	639	0.7	193	62	66	66	165	12	58	17
333131	Mining Machinery and Equipment Manufacturing	312	0.3	115	38	41	25	61	7	18	7
333132	Oil and Gas Field Machinery and Equipment Manufacturing	924	1.0	361	136	113	68	160	14	39	33
333241	Food Product Machinery Manufacturing	247	0.3	67	29	37	18	72	6	15	3
333242	Semiconductor Machinery Manufacturing	10	-	1	-	-	1	5	-	3	-
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	192	0.2	82	22	32	12	28	4	7	5
333244	Printing Machinery and Equipment Manufacturing	172	0.2	59	32	19	7	34	3	12	6
333249	All Other Industrial Machinery Manufacturing	946	1.0	316	107	106	81	207	5	68	56
333314	Optical Instrument and Lens Manufacturing	219	0.2	53	24	33	24	56	6	14	9
333316	Photographic and Photocopying Equipment Manufacturing	101	0.1	26	7	10	6	34	5	11	2
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	334	0.3	86	24	36	38	87	5	42	16
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	172	0.2	43	26	18	18	47	2	11	7
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	67	0.1	15	11	10	5	16	-	10	-
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	235	0.2	41	24	20	32	80	4	22	12

		MANUFACTURING									
		Production					Engineering				
NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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 (N,X,Z)
333511	Industrial Mold Manufacturing	4,853	5.0	2,679	430	554	258	659	62	168	43
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,526	1.6	817	134	108	113	222	26	65	41
333515	Cutting Tool and Machine Tool Accessory Manufacturing	1,597	1.7	773	165	118	80	266	26	80	89
333517	Machine Tool Manufacturing	2,197	2.3	1,017	196	177	156	448	24	116	63
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	206	0.2	78	30	25	20	30	4	9	10
333611	Turbine and Turbine Generator Set Unit Manufacturing	338	0.3	52	19	49	38	142	6	24	8
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	456	0.5	104	50	67	39	135	24	22	15
333613	Mechanical Power Transmission Equipment Manufacturing	372	0.4	85	45	47	31	110	16	26	12
333618	Other Engine Equipment Manufacturing (pt)	527	0.5	140	38	31	62	166	23	52	15
333911	Pump and Pumping Equipment Manufacturing (pt)	459	0.5	96	75	79	36	138	9	18	8
333912	Air and Gas Compressor Manufacturing	244	0.3	42	26	38	24	73	9	20	12
333913	Measuring and Dispensing Pump Manufacturing	27	-	2	5	8	-	8	-	4	-
333921	Elevator and Moving Stairway Manufacturing	32	-	12	2	1	3	6	2	5	1
333922	Conveyor and Conveying Equipment Manufacturing (pt)	321	0.3	89	60	31	33	66	2	22	18
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	110	0.1	34	9	11	15	29	1	7	4
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	157	0.2	48	26	13	8	51	-	7	4
333991	Power-Driven Handtool Manufacturing	192	0.2	57	23	16	21	36	6	16	17
333992	Welding and Soldering Equipment Manufacturing	100	0.1	26	10	17	9	22	3	7	6
333993	Packaging Machinery Manufacturing	235	0.2	45	38	43	19	64	2	16	8
333994	Industrial Process Furnace and Oven Manufacturing	121	0.1	27	9	14	10	35	1	21	4
333995	Fluid Power Cylinder and Actuator Manufacturing	422	0.4	83	62	57	45	132	11	18	14
333996	Fluid Power Pump and Motor Manufacturing	177	0.2	33	13	31	23	61	6	7	3
333997	Scale and Balance (except Laboratory) Manufacturing	28	-	6	3	5	2	9	-	3	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	966	1.0	417	76	83	56	206	17	61	50
	<b>Sub-Total NAICS 333</b>	<b>21,295</b>	<b>22.0</b>	<b>8,591</b>	<b>2,210</b>	<b>2,237</b>	<b>1,599</b>	<b>4,430</b>	<b>373</b>	<b>1,220</b>	<b>635</b>
<b>334</b>	<b>COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>										
3341	Computer and Peripheral Equipment Manufacturing	215	0.2	64	18	10	32	51	2	34	4
3342	Communications Equipment Manufacturing	598	0.6	111	44	48	99	198	18	65	15
3343	Audio and Video Equipment Manufacturing	83	0.1	15	12	5	12	25	3	11	-
3344	Semiconductor and Other Electronic Component Manufacturing	1,428	1.5	279	110	165	183	417	59	172	43
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	2,004	2.1	414	167	222	259	611	67	201	63
3346	Manufacturing and Reproducing Magnetic and Optical Media	23	-	2	1	1	6	5	-	6	2
	<b>Sub-Total NAICS 334</b>	<b>4,351</b>	<b>4.5</b>	<b>885</b>	<b>352</b>	<b>451</b>	<b>591</b>	<b>1,307</b>	<b>149</b>	<b>489</b>	<b>127</b>
<b>335</b>	<b>ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING</b>										
33511	Electric Lamp Bulb and Part Manufacturing	16	-	1	1	3	1	5	-	4	1
33512	Lighting Fixture Manufacturing	188	0.2	51	20	17	31	45	3	19	2
33521	Small Electrical Appliance Manufacturing	61	0.1	13	9	5	7	15	5	7	-
33522	Major Appliance Manufacturing	52	-	10	4	1	4	26	-	7	-
33531	Electrical Equipment Manufacturing	1,131	1.2	235	118	113	161	343	23	94	44
33591	Battery Manufacturing	66	0.1	7	5	5	7	26	2	11	3
33592	Communication and Energy Wire and Cable Manufacturing	43	-	8	6	-	6	15	-	7	1
33593	Wiring Device Manufacturing	260	0.3	43	33	46	29	73	9	21	6
33599	All Other Electrical Equipment and Component Manufacturing	341	0.3	76	30	21	58	100	7	35	14
	<b>Sub-Total NAICS 335</b>	<b>2,158</b>	<b>2.2</b>	<b>444</b>	<b>226</b>	<b>211</b>	<b>304</b>	<b>648</b>	<b>49</b>	<b>205</b>	<b>71</b>
<b>336</b>	<b>TRANSPORTATION EQUIPMENT MANUFACTURING</b>										
336111	Automobile Manufacturing	1,015	1.0	271	72	61	153	286	49	109	14
336112	Light Truck and Utility Vehicle Manufacturing	59	0.1	16	5	1	13	13	2	9	-
336120	Heavy Duty Truck Manufacturing	97	0.1	27	10	9	17	21	4	4	5
336211	Motor Vehicle Body Manufacturing (pt)	1,115	1.1	305	104	64	144	275	42	157	24
336212	Truck Trailer Manufacturing	462	0.5	220	70	15	52	63	5	27	10
336213	Motor Home Manufacturing	97	0.1	41	9	6	7	20	1	13	-
336214	Travel Trailer and Camper Manufacturing (pt)	123	0.1	70	15	4	6	12	2	13	1
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	519	0.5	194	37	26	63	144	14	32	9
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	529	0.5	139	54	41	77	139	25	44	10
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	69	0.1	21	7	2	14	16	1	7	1
336340	Motor Vehicle Brake System Manufacturing	62	0.1	19	4	5	7	18	1	6	2
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	201	0.2	57	22	12	22	58	8	20	2

		MANUFACTURING									
		Production					Engineering				
NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B,L)	Management Department (C,R)	Department (D,S)	Management Department (E,V)	Department (F,G,T)	Quality Assurance Control (P,Q)	Product Design Research and Development (H,I,J)	Other Qualified Personnel (N,X,Z)
336360	Motor Vehicle Seating and Interior Trim Manufacturing	63	0.1	17	4	4	10	8	3	17	-
336370	Motor Vehicle Metal Stamping	302	0.3	101	36	16	34	69	15	20	11
336390	Other Motor Vehicle Parts Manufacturing	6,662	6.9	1,922	756	394	871	1,588	326	692	113
336411	Aircraft Manufacturing	2,114	2.2	486	189	201	235	727	48	195	33
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,039	1.1	249	106	68	152	317	61	69	17
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,735	4.9	1,529	571	388	532	1,144	321	238	12
336414	Guided Missile and Space Vehicle Manufacturing	205	0.2	43	11	9	23	79	9	21	10
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	120	0.1	22	12	8	19	46	7	5	1
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	212	0.2	39	18	15	37	57	6	29	11
3365	Railroad Rolling Stock Manufacturing	157	0.2	27	22	17	17	45	6	18	5
3366	Ship and Boat Building	283	0.3	78	43	28	28	60	7	25	14
3369	Other Transportation Equipment Manufacturing	437	0.5	180	39	34	34	109	5	29	7
	<b>Sub-Total NAICS 336</b>	20,677	21.4	6,073	2,216	1,428	2,567	5,314	968	1,799	312
<b>337</b>	<b>FURNITURE AND RELATED PRODUCT MANUFACTURING</b>										
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	191	0.2	58	20	22	23	37	3	25	3
3372	Office Furniture (including Fixtures) Manufacturing	74	0.1	18	11	10	9	13	1	10	2
3379	Other Furniture Related Product Manufacturing	9	-	4	1	1	-	1	-	1	1
	<b>Sub-Total NAICS 337</b>	274	0.3	80	32	33	32	51	4	36	6
<b>339</b>	<b>MISCELLANEOUS MANUFACTURING</b>										
339112	Surgical and Medical Instrument Manufacturing	3,390	3.5	1,008	356	302	438	821	117	285	63
339113	Surgical Appliance and Supplies Manufacturing	1,743	1.8	649	187	137	153	404	59	130	24
339114	Dental Equipment and Supplies Manufacturing	288	0.3	91	31	30	29	65	5	31	6
339115	Ophthalmic Goods Manufacturing	176	0.2	47	18	12	25	51	2	19	2
339116	Dental Laboratories	3	-	3	-	-	-	-	-	-	-
33991	Jewelry and Silverware Manufacturing	85	0.1	31	9	9	10	19	-	4	3
33992	Sporting and Athletic Goods Manufacturing	199	0.2	67	28	15	14	51	4	18	2
33993	Doll, Toy, and Game Manufacturing	46	-	29	4	1	-	4	1	6	1
33994	Office Supplies (except Paper) Manufacturing	71	0.1	31	9	5	3	8	1	8	6
33995	Sign Manufacturing	53	0.1	15	10	2	5	10	-	6	5
33999	All Other Miscellaneous Manufacturing	879	0.9	353	81	79	59	197	21	52	37
	<b>Sub-Total NAICS 339</b>	6,933	7.2	2,324	733	592	736	1,630	210	559	149
<b>311-324</b>	<b>OTHER MISCELLANEOUS MANUFACTURING</b>	414	0.4	132	45	33	38	97	5	33	31
	<b>Total Manufacturing</b>	90,884	94.0	36,468	9,358	8,248	7,863	19,169	2,576	5,379	1,823
<b>42</b>	<b>WHOLESALE TRADE</b>	1,904	2.0	1,337	93	52	58	184	6	48	126
<b>541</b>	<b>PROFESSIONAL SERVICES</b>	2,554	2.6	1,281	88	86	292	461	21	291	34
	<b>OTHER QUALIFIED NAICS, N.E.C.</b>	1,369	1.4	200	32	41	183	620	36	157	100
	<b>Total Non-Manufacturing</b>	5,827	6.0	2,818	213	179	533	1,265	63	496	260
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>96,711</b>	<b>100.0</b>	<b>39,286</b>	<b>9,571</b>	<b>8,427</b>	<b>8,396</b>	<b>20,434</b>	<b>2,639</b>	<b>5,875</b>	<b>2,083</b>

(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

(N ) OTHER qualified titles N.E.C.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>67,779</b>	<b>15,330</b>	-	<b>83,109</b>	<b>85.9</b>
II. Request from recipient's company:	<b>924</b>	-	-	<b>924</b>	<b>1.0</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>12,678</b>	-	-	<b>12,678</b>	<b>13.1</b>
Association rosters and directories	-	-	-	-	-
*Business directories	2,551	-	-	2,551	2.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	10,127	-	-	10,127	10.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>81,381</b>	<b>15,330</b>	-	<b>96,711</b>	<b>100.0</b>
<b>PERCENT</b>	<b>84.1</b>	<b>15.9</b>	-	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	96,711	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>96,711</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2011	January – June 2012	July – December 2012	January – June 2013	July – December 2013	January – June 2014*
Total Audit Average Qualified:	95,392	95,247	96,302	94,101	96,261	95,478
Qualified Non-Paid:	95,392	95,247	96,302	94,101	96,261	95,478
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 – June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

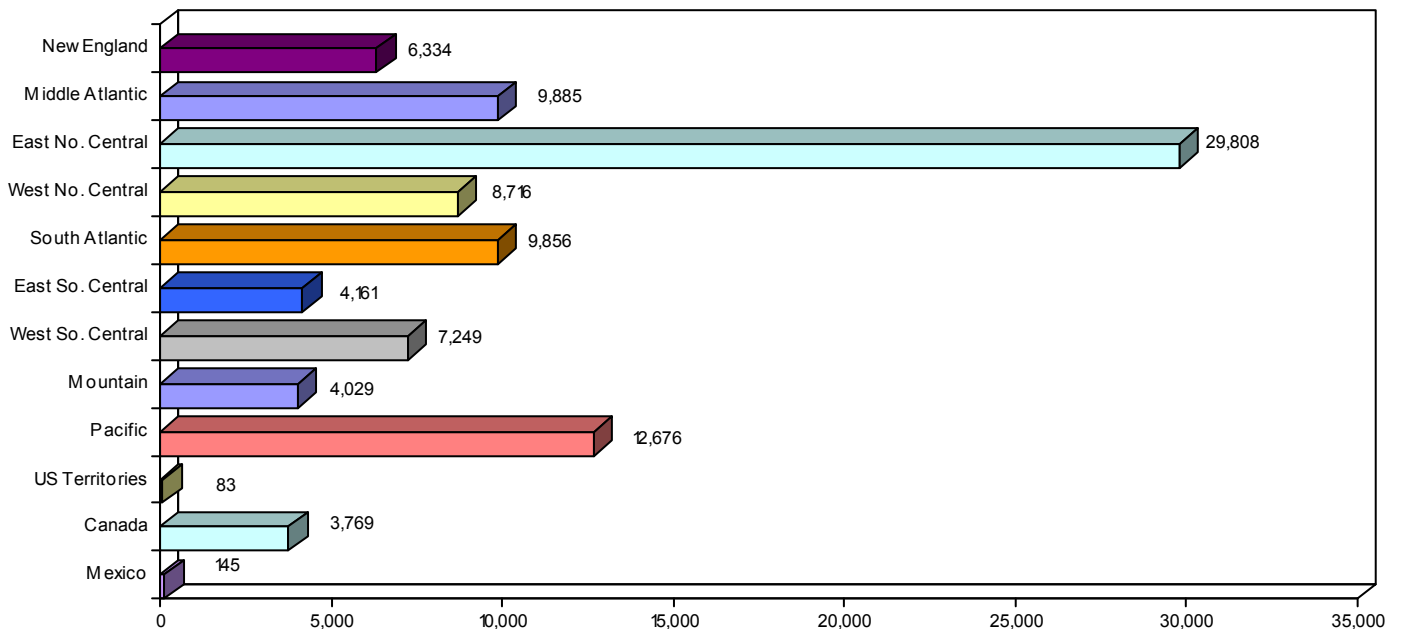
\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	366		Kentucky	1,114	
New Hampshire	801		Tennessee	1,619	
Vermont	252		Alabama	1,040	
Massachusetts	2,444		Mississippi	388	
Rhode Island	343		<b>EAST SO. CENTRAL</b>	<b>4,161</b>	<b>4.3</b>
Connecticut	2,128		Arkansas	538	
<b>NEW ENGLAND</b>	<b>6,334</b>	<b>6.6</b>	Louisiana	655	
New York	3,678		Oklahoma	1,022	
New Jersey	1,646		Texas	5,034	
Pennsylvania	4,561		<b>WEST SO. CENTRAL</b>	<b>7,249</b>	<b>7.5</b>
<b>MIDDLE ATLANTIC</b>	<b>9,885</b>	<b>10.2</b>	Montana	171	
Ohio	7,263		Idaho	323	
Indiana	4,172		Wyoming	101	
Illinois	6,924		Colorado	960	
Michigan	7,374		New Mexico	238	
Wisconsin	4,075		Arizona	1,204	
<b>EAST NO. CENTRAL</b>	<b>29,808</b>	<b>30.8</b>	Utah	783	
Minnesota	2,849		Nevada	249	
Iowa	1,534		<b>MOUNTAIN</b>	<b>4,029</b>	<b>4.2</b>
Missouri	1,928		Alaska	49	
North Dakota	191		Washington	1,883	
South Dakota	321		Oregon	1,007	
Nebraska	623		California	9,695	
Kansas	1,270		Hawaii	42	
<b>WEST NO. CENTRAL</b>	<b>8,716</b>	<b>9.0</b>	<b>PACIFIC</b>	<b>12,676</b>	<b>13.1</b>
Delaware	141		<b>UNITED STATES</b>	<b>92,714</b>	<b>95.9</b>
Maryland	870		U.S. Territories	83	
Washington, DC	22		Canada	3,769	
Virginia	1,252		Mexico	145	
West Virginia	295		Other International	-	
North Carolina	2,162		APO/FPO	-	
South Carolina	1,195				
Georgia	1,513				
Florida	2,406				
<b>SOUTH ATLANTIC</b>	<b>9,856</b>	<b>10.2</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>96,711</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**





# E-NEWSLETTER CHANNEL

2014	MMS Extra	The Shop - Blog
<b>JANUARY</b>		
January 3	-	62,349
January 8	62,454	-
January 10	-	61,845
January 17	-	61,805
January 22	62,557	-
January 24	-	61,567
January 31	-	72,562
<b>FEBRUARY</b>		
February 5	72,493	-
February 7	-	70,312
February 14	-	69,959
February 19	68,717	-
February 21	-	69,837
February 28	-	69,427
<b>MARCH</b>		
March 5	67,749	-
March 7	-	66,346
March 14	-	67,418
March 19	67,499	-
March 21	-	66,778
March 28	-	66,394
<b>APRIL</b>		
April 2	66,431	-
April 4	-	66,194
April 11	-	66,692
April 16	65,739	-
April 18	-	65,189
April 25	-	66,372
<b>MAY</b>		
May 2	-	66,237
May 7	66,234	-
May 9	-	65,951
May 16	-	65,782
May 21	65,484	-
May 23	-	65,136
May 30	-	65,309
<b>JUNE</b>		
June 4	67,025	-
June 6	-	65,234
June 13	-	65,022
June 18	64,971	-
June 20	-	64,773
June 27	-	65,140
<b>AVERAGE:</b>	<b>66,446</b>	<b>66,140</b>

MMS Extra E-Newsletter (12 issued in the period)  
The Shop - Blog E-Newsletter (26 issued in the period)

# WEBSITE CHANNEL

**WWW.MMSONLINE.COM**

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	248,777	139,600	111,738	1.25	01:46	01:43
February	201,303	122,716	99,355	1.24	01:56	01:29
March	217,440	134,058	107,223	1.25	01:55	01:25
April	215,795	132,191	106,485	1.24	01:54	01:25
May	211,226	133,183	108,301	1.23	02:00	01:23
June	219,208	136,004	109,272	1.24	01:54	01:18
<b>AVERAGE:</b>	<b>218,958</b>	<b>132,959</b>	<b>107,062</b>	<b>1.24</b>	<b>01:54</b>	<b>01:27</b>

January - June 2014 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.



## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 799 copies or 0.8% and 1,752 copies or 1.8%  
Other sources include 5 sources of circulation for quantities of 432 copies or 0.4% to 3,329 copies or 3.4%

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are 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

P. Ross Jacobs, CCCP, Circulation Director

(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

August 4, 2014

State

Ohio

County

Hamilton

Received by BPA Worldwide

August 4, 2014

Type

BD

ID Number

M102B0J4

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.