

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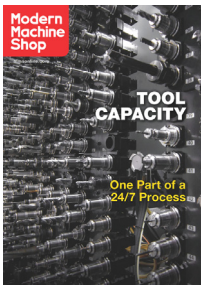
MODERN MACHINE SHOP is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the machining and metalworking market. Modern Machine Shop's editorial team and expert contributors produce information on new product technology, operational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



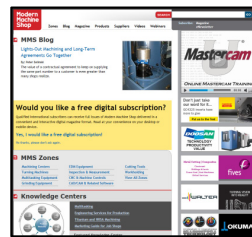
6 Issues in the period
96,381 average circulation

MODERN MACHINE SHOP E-NEWSLETTERS



2 E-Newsletters in the period
37 total issued in the period
66,736 average per occurrence
66,708 average per occurrence

MODERN MACHINE SHOP WEBSITE



111,203 average unique browsers

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)	96,381	-	96,381
MODERN MACHINE SHOP E-NEWSLETTERS			
a. MMS Extra (12 issued in the period)	66,736	-	66,736
b. The Shop - Blog (25 issued in the period)	66,708	-	66,708
MODERN MACHINE SHOP WEBSITE (Monthly Unique Browsers with 227,296 average Page Impressions)	111,203	-	111,203

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	160
Advertiser and Agency	5,277
Allocated for Trade Shows and Conventions	717
All Other	1,210
TOTAL	7,364

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	96,381	100.0	96,381	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	96,381	100.0	96,381	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
July	291	196	96,438
August	310	189	96,317
September	248	212	96,281
October	488	369	96,162
November	20,382	20,778	96,558
December	56	25	96,527
TOTAL	21,775	21,769	

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

This issue is The North American Industry Classification System (NAICS), Business and Industry Codes were introduced in 1997, and then revised in 2002 0.2% or 213 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	MANUFACTURING							
				Production			Engineering		Quality Assurance Control	Product Design Research and Development	Other Qualified Personnel
				Company Management, Corporate Executives and Purchasing	Management Department	Department	Management Department	Department			
325	CHEMICAL MANUFACTURING	439	0.5	123	31	34	47	113	12	44	35
326	PLASTICS AND RUBBER PRODUCTS MANUFACTURING	2,478	2.6	727	294	232	339	607	47	177	55
327	NONMETALLIC MINERAL PRODUCT MANUFACTURING	245	0.3	67	30	15	29	59	1	25	19
331	PRIMARY METAL MANUFACTURING										
3311	Iron and Steel Mills and Ferroalloy Manufacturing	444	0.5	169	69	45	38	73	8	21	21
3312	Steel Product Manufacturing from Purchased Steel	264	0.3	70	36	19	33	63	12	8	23
3313	Alumina and Aluminum Production and Processing	182	0.2	44	16	23	14	52	5	13	15
3314	Nonferrous Metal (except Aluminum) Production and Processing	181	0.2	40	21	20	21	40	12	15	12
3315	Foundries	820	0.8	158	115	108	85	270	22	36	26
	Sub-Total NAICS 331	1,891	2.0	481	257	215	191	498	59	93	97
332	FABRICATED METAL PRODUCT MANUFACTURING										
33211	Forging and Stamping	1,052	1.1	395	141	113	93	214	35	36	25
33221	Cutlery and Handtool Manufacturing	395	0.4	178	38	41	21	78	1	18	20
33231	Plate Work and Fabricated Structural Product Manufacturing	806	0.8	341	111	97	49	145	11	29	23
33232	Ornamental and Architectural Metal Products Manufacturing	795	0.8	353	96	85	67	136	17	23	18
33241	Power Boiler and Heat Exchanger Manufacturing (pt)	31	-	5	5	4	4	7	-	5	1
33242	Metal Tank (Heavy Gauge) Manufacturing	27	-	7	2	4	2	10	1	-	1
33243	Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing	47	-	10	8	5	13	6	2	1	2
33251	Hardware Manufacturing (pt)	217	0.2	63	27	25	23	55	4	14	6
33261	Spring and Wire Product Manufacturing	271	0.3	102	29	24	28	52	9	19	8
33271	Machine Shops	19,293	20.0	12,961	1,529	1,335	529	1,953	355	241	390
33272	Turned Product and Screw, Nut and Bolt Manufacturing	1,704	1.8	718	227	179	109	326	70	36	39
33281	Coating, Engraving, Heat Treating, and Allied Activities	607	0.6	260	76	50	51	80	25	25	40
33291	Metal Valve Manufacturing	852	0.9	160	152	151	62	236	18	54	19
332991	Ball and Roller Bearing Manufacturing	282	0.3	45	33	38	28	99	12	23	4
332992	Small Arms Ammunition Manufacturing	57	0.1	6	2	11	4	31	-	3	-
332993	Ammunition (except Small Arms) Manufacturing	50	0.1	9	4	5	7	21	1	2	1
332994	Small Arms Ordnance, and Ordnance Accessories Manufacturing	267	0.3	92	14	25	15	97	5	17	2
332996	Fabricated Pipe and Pipe Fitting Manufacturing	254	0.3	74	47	34	21	48	7	12	11
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,202	1.2	578	108	114	87	206	14	53	42
	Sub-Total NAICS 332	28,209	29.2	16,357	2,649	2,340	1,213	3,800	587	611	652
333	MACHINERY MANUFACTURING										
333111	Farm Machinery and Equipment Manufacturing (pt)	823	0.9	318	94	60	59	198	11	67	16
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	116	0.1	31	11	14	9	38	2	9	2
33312	Construction Machinery Manufacturing	674	0.7	168	79	80	64	199	14	49	21
333131	Mining Machinery and Equipment Manufacturing	249	0.3	77	30	40	27	50	5	14	6
333132	Oil and Gas Field Machinery and Equipment Manufacturing	752	0.8	276	119	102	57	128	14	21	35
333241	Food Product Machinery Manufacturing	266	0.3	79	26	43	18	76	7	15	2
333242	Semiconductor Machinery Manufacturing	55	0.1	11	2	7	9	19	-	5	2
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	213	0.2	70	24	36	16	45	5	10	7
333244	Printing Machinery and Equipment Manufacturing	154	0.2	43	23	20	12	36	2	11	7
333249	All Other Industrial Machinery Manufacturing	963	1.0	295	100	92	106	222	7	68	73
333314	Optical Instrument and Lens Manufacturing	421	0.4	62	84	51	61	120	5	18	20
333316	Photographic and Photocopying Equipment Manufacturing	87	0.1	21	4	10	9	24	2	13	4
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	375	0.4	109	32	38	41	96	7	37	15
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	200	0.2	49	28	23	19	64	2	6	9
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	84	0.1	16	14	10	7	23	-	13	1
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	291	0.3	47	29	34	36	95	5	34	11

		MANUFACTURING										
						Production		Engineering				
NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing	Management	Department	Management	Department	Quality Assurance Control	Product Design Research and Development	Other Qualified Personnel	
333511	Industrial Mold Manufacturing	4,796	5.0	2,451	435	445	312	648	69	235	201	
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,848	1.9	826	178	247	108	304	26	70	89	
333515	Cutting Tool and Machine Tool Accessory Manufacturing	1,881	2.0	687	188	162	101	334	24	109	276	
333517	Machine Tool Manufacturing	1,904	2.0	699	169	173	150	373	21	96	223	
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	344	0.4	101	29	44	26	87	4	18	35	
333611	Turbine and Turbine Generator Set Unit Manufacturing	317	0.3	43	22	40	33	140	9	19	11	
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	410	0.4	98	44	64	32	123	21	16	12	
333613	Mechanical Power Transmission Equipment Manufacturing	457	0.5	83	60	71	39	135	26	28	15	
333618	Other Engine Equipment Manufacturing (pt)	523	0.5	155	40	30	54	176	26	32	10	
333911	Pump and Pumping Equipment Manufacturing (pt)	472	0.5	90	79	89	45	130	9	17	13	
333912	Air and Gas Compressor Manufacturing	222	0.2	35	23	35	17	70	7	20	15	
333913	Measuring and Dispensing Pump Manufacturing	34	-	5	7	6	1	11	2	2	-	
333921	Elevator and Moving Stairway Manufacturing	33	-	5	4	2	5	6	4	6	1	
333922	Conveyor and Conveying Equipment Manufacturing (pt)	336	0.4	87	56	34	32	79	3	24	21	
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	120	0.1	34	9	16	15	33	2	7	4	
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	239	0.2	57	26	22	24	86	3	17	4	
333991	Power-Driven Handtool Manufacturing	195	0.2	64	18	17	14	43	9	13	17	
333992	Welding and Soldering Equipment Manufacturing	121	0.1	36	13	17	12	22	5	7	9	
333993	Packaging Machinery Manufacturing	250	0.3	46	32	52	24	68	3	14	11	
333994	Industrial Process Furnace and Oven Manufacturing	134	0.1	30	18	16	10	36	-	18	6	
333995	Fluid Power Cylinder and Actuator Manufacturing	325	0.3	67	53	50	30	92	7	18	8	
333996	Fluid Power Pump and Motor Manufacturing	236	0.2	40	22	33	30	92	6	11	2	
333997	Scale and Balance (except Laboratory) Manufacturing	30	-	4	2	3	4	13	-	3	1	
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	1,317	1.4	540	130	109	87	276	17	77	81	
	Sub-Total NAICS 333	22,267	23.1	7,955	2,356	2,437	1,755	4,810	391	1,267	1,296	
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING											
3341	Computer and Peripheral Equipment Manufacturing	220	0.2	60	16	15	40	58	4	20	7	
3342	Communications Equipment Manufacturing	444	0.5	90	33	47	69	137	18	40	10	
3343	Audio and Video Equipment Manufacturing	54	0.1	13	9	3	7	15	2	5	-	
3344	Semiconductor and Other Electronic Component Manufacturing	1,227	1.3	258	93	125	155	363	51	151	31	
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	2,247	2.3	451	192	242	293	711	68	229	61	
3346	Manufacturing and Reproducing Magnetic and Optical Media	28	-	7	2	1	2	6	-	5	5	
	Sub-Total NAICS 334	4,220	4.4	879	345	433	566	1,290	143	450	114	
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING											
33511	Electric Lamp Bulb and Part Manufacturing	16	-	1	-	2	3	8	1	-	1	
33512	Lighting Fixture Manufacturing	166	0.2	51	23	10	27	37	3	13	2	
33521	Small Electrical Appliance Manufacturing	46	-	12	6	4	7	10	3	4	-	
33522	Major Appliance Manufacturing	78	0.1	13	7	5	5	37	1	10	-	
33531	Electrical Equipment Manufacturing	1,126	1.2	226	119	112	159	346	32	80	52	
33591	Battery Manufacturing	80	0.1	13	5	9	9	25	3	15	1	
33592	Communication and Energy Wire and Cable Manufacturing	63	0.1	8	12	2	10	20	1	9	1	
33593	Wiring Device Manufacturing	277	0.3	46	33	50	25	82	9	23	9	
33599	All Other Electrical Equipment and Component Manufacturing	480	0.5	93	51	45	65	146	11	48	21	
	Sub-Total NAICS 335	2,332	2.5	463	256	239	310	711	64	202	87	
336	TRANSPORTATION EQUIPMENT MANUFACTURING											
336111	Automobile Manufacturing	1,185	1.2	282	83	62	178	372	35	138	35	
336112	Light Truck and Utility Vehicle Manufacturing	30	-	12	3	-	4	7	1	3	-	
336120	Heavy Duty Truck Manufacturing	108	0.1	28	10	4	20	20	7	15	4	
336211	Motor Vehicle Body Manufacturing (pt)	1,057	1.1	356	150	65	107	212	39	84	44	
336212	Truck Trailer Manufacturing	395	0.4	205	43	16	40	58	3	21	9	
336213	Motor Home Manufacturing	86	0.1	33	15	4	7	17	1	9	-	
336214	Travel Trailer and Camper Manufacturing (pt)	84	0.1	54	8	1	5	9	1	6	-	
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	420	0.4	162	31	25	46	108	16	22	10	
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	431	0.5	115	36	24	59	125	18	47	7	
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	78	0.1	17	6	2	16	27	2	8	-	
336340	Motor Vehicle Brake System Manufacturing	147	0.2	38	16	9	25	46	6	7	-	
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	312	0.3	66	29	22	44	106	19	21	5	

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing	MANUFACTURING							
					Production		Engineering			Quality Assurance Control	Product Design Research and Development	Other Qualified Personnel
					Management Department	Management Department	Management Department	Management Department	Management Department			
336360	Motor Vehicle Seating and Interior Trim Manufacturing	81	0.1	23	13	8	9	14	3	10	1	
336370	Motor Vehicle Metal Stamping	308	0.3	91	50	19	38	66	15	20	9	
336390	Other Motor Vehicle Parts Manufacturing	6,154	6.4	2,236	547	363	692	1,381	281	465	189	
336411	Aircraft Manufacturing	2,111	2.2	260	209	141	297	819	126	190	69	
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,164	1.2	188	140	94	167	436	49	56	34	
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,871	5.0	1,194	655	434	535	1,243	432	229	149	
336414	Guided Missile and Space Vehicle Manufacturing	220	0.2	38	17	10	25	89	7	27	7	
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	128	0.1	20	12	11	24	42	8	9	2	
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	253	0.3	38	15	16	38	90	7	42	7	
3365	Railroad Rolling Stock Manufacturing	144	0.1	26	21	12	13	48	7	13	4	
3366	Ship and Boat Building	238	0.2	76	34	22	21	46	4	22	13	
3369	Other Transportation Equipment Manufacturing	395	0.4	153	38	41	37	87	7	24	8	
	Sub-Total NAICS 336	20,400	21.0	5,711	2,181	1,405	2,447	5,468	1,094	1,488	606	
337	FURNITURE AND RELATED PRODUCT MANUFACTURING											
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	189	0.2	67	17	20	23	31	3	24	4	
3372	Office Furniture (including Fixtures) Manufacturing	116	0.1	27	13	11	17	31	1	14	2	
3379	Other Furniture Related Product Manufacturing	15	-	3	-	-	2	4	1	4	1	
	Sub-Total NAICS 337	320	0.3	97	30	31	42	66	5	42	7	
339	MISCELLANEOUS MANUFACTURING											
339112	Surgical and Medical Instrument Manufacturing	3,304	3.4	648	657	313	391	914	79	235	67	
339113	Surgical Appliance and Supplies Manufacturing	1,780	1.8	444	309	174	173	473	44	130	33	
339114	Dental Equipment and Supplies Manufacturing	240	0.2	86	18	28	26	45	5	23	9	
339115	Ophthalmic Goods Manufacturing	137	0.1	36	19	5	15	43	2	14	3	
339116	Dental Laboratories	9	-	4	-	1	-	4	-	-	-	
33991	Jewelry and Silverware Manufacturing	109	0.1	38	12	11	13	27	-	6	2	
33992	Sporting and Athletic Goods Manufacturing	210	0.2	73	28	15	14	48	5	24	3	
33993	Doll, Toy, and Game Manufacturing	48	-	26	6	1	1	7	-	5	2	
33994	Office Supplies (except Paper) Manufacturing	89	0.1	32	13	10	1	20	-	3	10	
33995	Sign Manufacturing	56	0.1	18	11	1	4	12	-	5	5	
33999	All Other Miscellaneous Manufacturing	1,179	1.2	577	99	90	85	199	21	56	52	
	Sub-Total NAICS 339	7,161	7.2	1,982	1,172	649	723	1,792	156	501	186	
311-324	OTHER MISCELLANEOUS MANUFACTURING	390	0.4	121	43	36	36	81	5	37	31	
	Total Manufacturing	90,352	93.5	34,963	9,644	8,066	7,698	19,295	2,564	4,937	3,185	
42	WHOLESALE TRADE	1,642	1.7	898	79	43	51	160	5	37	369	
541	PROFESSIONAL SERVICES	1,810	1.9	838	61	73	198	344	16	173	107	
	OTHER QUALIFIED NAICS, N.E.C.	2,754	2.9	1,102	188	215	192	554	23	202	278	
	Total Non-Manufacturing	6,206	6.5	2,838	328	331	441	1,058	44	412	754	
	TOTAL QUALIFIED CIRCULATION	96,558	100.0	37,801	9,972	8,397	8,139	20,353	2,608	5,349	3,939	

CORPORATE EXECUTIVE: titles include Chairman, General Manager, Owner, Partner, President and Vice President.

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.

MANUFACTURING PRODUCTION DEPARTMENT: titles include Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor and Production Supervisor.

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.

MANUFACTURING ENGINEERING (ENGINEERS): include most engineering titles where the individual does not manage the department.

MANUFACTURING (OTHER MANUFACTURING PERSONNEL): titles include Diemaker, Expediter, Leadman, Chief Machinist and Chief Toolmaker.

QUALITY ASSURANCE/CONTROL MANAGEMENT: titles include Quality Assurance Manager, Quality Control Director and Chief of Quality Engineering.

QUALITY ASSURANCE/CONTROL ENGINEERS: titles include Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor.

PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT: titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering and Director of Research.

PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS: titles include Design Project Engineer, Development Engineer and Research & Design Engineer.

PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL): titles include Draftsman.

FACTORY AUTOMATION MANAGEMENT: titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.

FACTORY AUTOMATION ENGINEERS: titles include Factory Automation Engineer, Automation Foreman, Systems Designer and Systems Engineer.

PURCHASING: titles include Buyer, Procurement Chief and Purchasing Manager.

SALES & MARKETING: includes all Sales & Marketing titles.

OTHER NEC: includes titles not elsewhere classified.

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	66,948	14,134	-	81,082	84.0
II. Request from recipient's company:	1,407	-	-	1,407	1.4
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):*	8,084	-	-	8,084	8.4
V. TOTAL – Sources other than above (listed alphabetically):	5,985	-	-	5,985	6.2
Association rosters and directories	-	-	-	-	-
*Business directories	5,973	-	-	5,973	6.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	12	-	-	12	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	82,424	14,134	-	96,558	100.0
PERCENT	85.4	14.6	-	100.0	

*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	96,558	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	96,558	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 2012	July – December 2012	January – June 2013	July – December 2013	January – June 2014*	July – December 2014*
Total Audit Average Qualified:	95,247	96,302	94,101	96,261	95,478	96,381
Qualified Non-Paid:	95,247	96,302	94,101	96,261	95,478	96,381
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 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

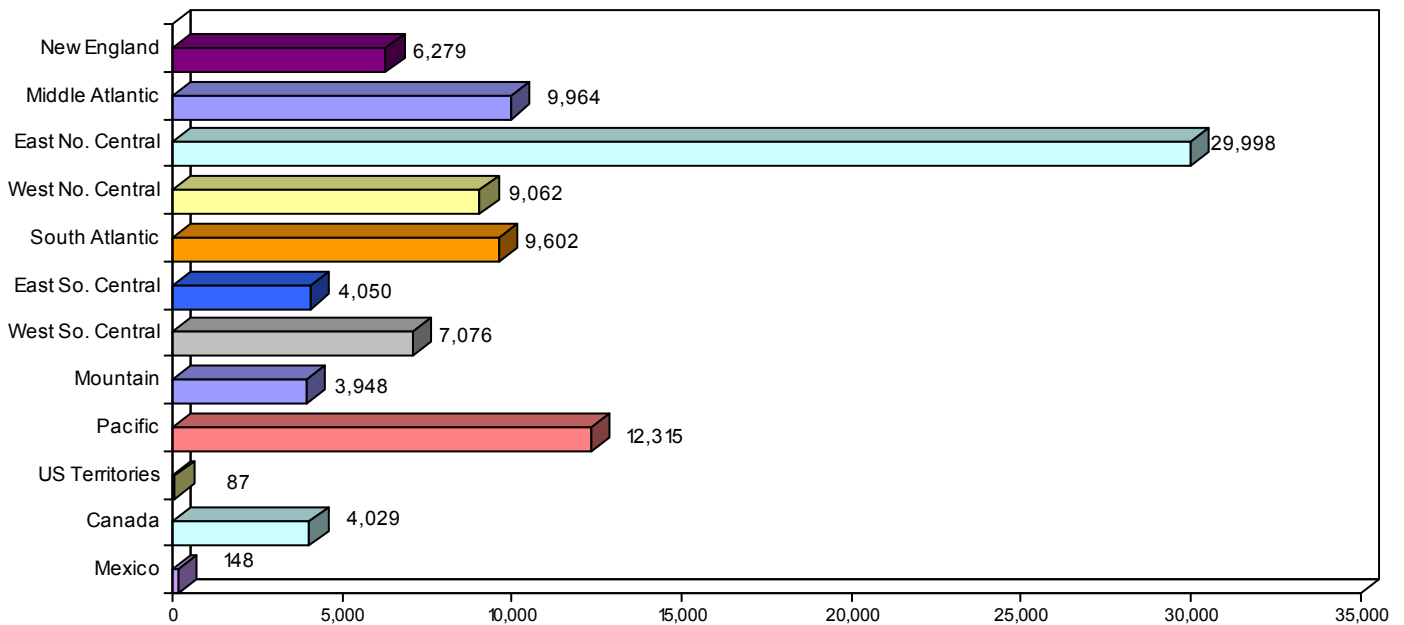
**NC = None Claimed.

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	362		Kentucky	1,072	
New Hampshire	754		Tennessee	1,602	
Vermont	250		Alabama	1,012	
Massachusetts	2,398		Mississippi	364	
Rhode Island	323		EAST SO. CENTRAL	4,050	4.2
Connecticut	2,192		Arkansas	553	
NEW ENGLAND	6,279	6.5	Louisiana	662	
New York	3,665		Oklahoma	987	
New Jersey	1,683		Texas	4,874	
Pennsylvania	4,616		WEST SO. CENTRAL	7,076	7.3
MIDDLE ATLANTIC	9,964	10.3	Montana	187	
Ohio	7,293		Idaho	300	
Indiana	4,176		Wyoming	98	
Illinois	7,120		Colorado	909	
Michigan	7,154		New Mexico	220	
Wisconsin	4,255		Arizona	1,214	
EAST NO. CENTRAL	29,998	31.1	Utah	766	
Minnesota	3,136		Nevada	254	
Iowa	1,657		MOUNTAIN	3,948	4.1
Missouri	1,892		Alaska	51	
North Dakota	176		Washington	1,880	
South Dakota	365		Oregon	933	
Nebraska	620		California	9,413	
Kansas	1,216		Hawaii	38	
WEST NO. CENTRAL	9,062	9.4	PACIFIC	12,315	12.8
Delaware	120		UNITED STATES	92,294	95.6
Maryland	764		U.S. Territories	87	
Washington, DC	21		Canada	4,029	
Virginia	1,194		Mexico	148	
West Virginia	272		Other International	-	
North Carolina	2,156		APO/FPO	-	
South Carolina	1,188				
Georgia	1,533				
Florida	2,354				
SOUTH ATLANTIC	9,602	9.9			
			TOTAL QUALIFIED CIRCULATION	96,558	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2014	MMS Extra	The Shop - Blog
JULY		
July 2	68,467	-
July 3	-	68,337
July 11	-	68,265
July 16	68,140	-
July 18	-	68,022
July 25	-	67,928
AUGUST		
August 1	-	67,818
August 6	67,696	-
August 8	-	68,288
August 15	-	68,107
August 21	67,754	-
August 29	-	67,518
SEPTEMBER		
September 4	67,350	-
September 5	-	67,266
September 9	-	67,115
September 12	-	66,982
September 17	66,905	-
September 19	-	66,735
September 26	-	66,661
OCTOBER		
October 1	66,570	-
October 3	-	66,479
October 10	-	66,377
October 15	66,254	-
October 17	-	66,183
October 24	-	66,089
October 31	-	66,020
NOVEMBER		
November 5	65,905	-
November 7	-	65,817
November 14	-	65,725
November 19	65,518	-
November 21	-	65,439
November 28	-	65,355
DECEMBER		
December 3	65,303	-
December 5	-	65,184
December 12	-	65,148
December 17	64,965	-
December 19	-	64,842
AVERAGE:	66,736	66,708

MMS Extra E-Newsletter (12 issued in the period)
The Shop - Blog E-Newsletter (25 issued in the period)

WEBSITE CHANNEL

WWW.MMSONLINE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	227,462	137,240	109,488	1.25	01:57	01:27
August	224,523	136,076	105,588	1.29	01:55	01:26
September	223,687	141,152	109,104	1.29	02:02	01:24
October	240,767	155,095	121,193	1.28	02:08	01:27
November	235,722	147,805	118,002	1.25	02:04	01:29
December	211,617	132,678	103,843	1.28	02:05	01:23
AVERAGE:	227,296	141,674	111,203	1.27	02:02	01:26

July - December 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.

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 7 sources of circulation for quantities of 651 copies or 0.67% and 2,299 copies of 2.4%. Business directories include 3 sources of circulation for quantities of 800 copies or 0.8% to 3,931 copies or 4.1%. Other sources include 1 source of circulation for quantities of 12 copies or -%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website 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

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

February 4, 2015

State

Ohio

County

Hamilton

Received by BPA Worldwide

February 4, 2015

Type

BD

ID Number

M102B0D4

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.