

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
96,675 average circulation

MODERN MACHINE SHOP E-NEWSLETTERS



2 E-Newsletters in the period
37 total issued in the period
60,347 average per occurrence
60,511 average per occurrence

MODERN MACHINE SHOP WEBSITE



124,919 average unique browsers

MODERN MACHINE SHOP SOCIAL MEDIA



6,704 Twitter followers
5,305 Facebook likes
1,946 LinkedIn group members
101,429 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)	96,675	-	96,675
MODERN MACHINE SHOP E-NEWSLETTERS			
a. MMS Extra (12 issued in the period)	60,347	-	60,347
b. The Shop - Blog (25 issued in the period)	60,511	-	60,511
MODERN MACHINE SHOP WEBSITE (Monthly Unique Browsers with 241,371 average Page Impressions)	124,919	-	124,919
MODERN MACHINE SHOP SOCIAL MEDIA			
a. Twitter followers	*6,704	-	*6,704
b. Facebook likes	*5,305	-	*5,305
c. LinkedIn group members	*1,946	-	*1,946
d. YouTube views	*101,429	-	*101,429

*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	97
Advertiser and Agency	5,316
Allocated for Trade Shows and Conventions	158
All Other	803
TOTAL	6,374

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	96,675	100.0	96,675	100.0	-	-
Sponsored Individually	-	-	-	-	-	-
Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	96,675	100.0	96,675	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	96,252
February	96,638
March	96,452
April	96,364
May	97,200
June	97,142

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is 0.7% or 630 copies above the average of the other 5 issues reported in Paragraph two.

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)	Management (C,R)	Department (D,G,S)	Management (E,V)	Department (F,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	491	0.5	150	26	39	80	81	22	54	39
326	PLASTICS AND RUBBER PRODUCTS MANUFACTURING										
326 (Excl. 326199)	Plastics and Rubber Products Manufacturing	546	0.6	128	60	53	149	81	14	45	16
326199	All Other Plastics Product Manufacturing	1,391	1.4	441	159	119	308	210	31	72	51
	Subtotal NAICS 326	1,937	2.0	569	219	172	457	291	45	117	67
327	NONMETALLIC MINERAL PRODUCT MANUFACTURING	212	0.2	60	18	18	49	34	2	14	17
331	PRIMARY METAL MANUFACTURING										
3311	Iron and Steel Mills and Ferroalloy Manufacturing	359	0.4	156	51	29	64	27	7	12	13
3312	Steel Product Manufacturing from Purchased Steel	248	0.2	66	36	21	49	38	11	17	10
3313	Alumina and Aluminum Production and Processing	154	0.2	46	20	17	27	24	5	7	8
3314	Nonferrous Metal (except Aluminum) Production and Processing	174	0.2	48	24	13	32	22	11	14	10
3315	Foundries	739	0.7	162	109	71	171	149	16	32	29
	Sub-Total NAICS 331	1,674	1.7	478	240	151	343	260	50	82	70
332	FABRICATED METAL PRODUCT MANUFACTURING										
33211	Forging and Stamping	981	1.0	365	133	76	179	118	34	41	35
33221	Cutlery and Handtool Manufacturing	386	0.4	186	38	33	53	41	8	17	10
33231	Plate Work and Fabricated Structural Product Manufacturing	851	0.9	382	120	70	142	75	12	31	19
33232	Ornamental and Architectural Metal Products Manufacturing	754	0.8	391	73	58	120	59	15	22	16
33241	Power Boiler and Heat Exchanger Manufacturing (pt)	37	-	6	5	4	14	7	-	1	-
33242	Metal Tank (Heavy Gauge) Manufacturing	44	-	11	5	7	16	3	1	1	-
33243	Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing	50	0.1	11	9	1	17	4	3	2	3
33251	Hardware Manufacturing (pt)	242	0.2	75	29	25	49	41	6	12	5
33261	Spring and Wire Product Manufacturing	266	0.3	103	23	14	70	30	9	12	5
33271	Machine Shops	22,709	23.4	14,681	1,629	1,761	2,124	1,126	526	403	459
33272	Turned Product and Screw, Nut and Bolt Manufacturing	2,065	2.1	913	248	193	314	211	100	47	39
33281	Coating, Engraving, Heat Treating, and Allied Activities	665	0.7	322	85	33	95	45	24	32	29
33291	Metal Valve Manufacturing	748	0.8	146	115	107	166	139	24	31	20
332991	Ball and Roller Bearing Manufacturing	231	0.2	42	20	19	58	57	11	14	10
332992	Small Arms Ammunition Manufacturing	36	-	5	8	3	8	7	-	5	-
332993	Ammunition (except Small Arms) Manufacturing	26	-	2	2	4	9	7	1	1	-
332994	Small Arms Ordnance, and Ordnance Accessories Manufacturing	209	0.2	88	13	21	37	33	4	12	1
332996	Fabricated Pipe and Pipe Fitting Manufacturing	194	0.2	71	29	15	35	23	3	8	10
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,054	1.1	508	90	93	177	87	16	55	28
	Sub-Total NAICS 332	31,548	32.4	18,308	2,674	2,537	3,683	2,113	797	747	689
333	MACHINERY MANUFACTURING										
333111	Farm Machinery and Equipment Manufacturing (pt)	966	1.0	323	81	77	235	143	24	59	24
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	128	0.1	27	14	10	42	19	4	9	3
33312	Construction Machinery Manufacturing	800	0.8	182	77	68	217	160	23	51	22
333131	Mining Machinery and Equipment Manufacturing	295	0.3	86	38	27	80	41	3	13	7
333132	Oil and Gas Field Machinery and Equipment Manufacturing	785	0.8	251	104	101	153	87	28	31	30
333241	Food Product Machinery Manufacturing	191	0.2	61	26	24	40	26	5	8	1
333242	Semiconductor Machinery Manufacturing	42	0.0	9	2	5	18	4	1	2	1
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	210	0.2	71	15	32	44	25	6	10	7
333244	Printing Machinery and Equipment Manufacturing	120	0.1	37	15	17	26	8	1	13	3
333249	All Other Industrial Machinery Manufacturing	783	0.8	272	58	74	177	88	16	49	49
333314	Optical Instrument and Lens Manufacturing	226	0.2	62	17	22	60	30	9	18	8
333316	Photographic and Photocopying Equipment Manufacturing	86	0.1	21	4	9	33	9	-	7	3
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	352	0.4	110	23	33	93	48	5	26	14

		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,G,S)	Management (E,V)	Department (F,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	148	0.2	41	18	8	39	22	9	10	1
336370	Motor Vehicle Metal Stamping	428	0.4	93	55	30	117	75	16	23	19
336390	Other Motor Vehicle Parts Manufacturing	4,816	5.0	1,502	399	296	1,247	808	188	229	147
336411	Aircraft Manufacturing	1,345	1.4	192	69	117	447	350	30	98	42
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,153	1.2	191	82	110	345	289	50	51	35
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,046	4.2	1,037	355	351	1,006	771	234	162	130
336414	Guided Missile and Space Vehicle Manufacturing	185	0.2	25	9	10	62	44	5	23	7
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	163	0.2	25	13	18	45	40	9	9	4
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	232	0.2	56	12	18	73	45	5	18	5
3365	Railroad Rolling Stock Manufacturing	241	0.2	37	27	21	75	54	10	12	5
3366	Ship and Boat Building	343	0.4	105	29	29	84	50	5	27	14
3369	Other Transportation Equipment Manufacturing	450	0.5	161	35	39	83	70	11	33	18
	Sub-Total NAICS 336	18,386	19.2	4,922	1,469	1,344	4,944	3,437	745	972	553
337	FURNITURE AND RELATED PRODUCT MANUFACTURING										
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	180	0.2	72	19	12	29	23	3	17	5
3372	Office Furniture (including Fixtures) Manufacturing	109	0.1	29	13	10	34	13	2	7	1
3379	Other Furniture Related Product Manufacturing	13	-	3	-	-	8	2	-	-	-
	Sub-Total NAICS 337	302	0.3	104	32	22	71	38	5	24	6
339	MISCELLANEOUS MANUFACTURING										
339112	Surgical and Medical Instrument Manufacturing	2,650	2.7	709	239	242	636	451	117	196	60
339113	Surgical Appliance and Supplies Manufacturing	1,375	1.4	428	113	106	318	236	51	97	26
339114	Dental Equipment and Supplies Manufacturing	299	0.3	123	24	25	48	37	9	29	4
339115	Ophthalmic Goods Manufacturing	180	0.2	71	12	9	41	28	2	10	7
339116	Dental Laboratories	67	0.1	58	1	1	4	1	-	2	-
33991	Jewelry and Silverware Manufacturing	95	0.1	45	7	10	16	10	-	5	2
33992	Sporting and Athletic Goods Manufacturing	199	0.2	76	26	19	29	15	8	24	2
33993	Doll, Toy, and Game Manufacturing	48	-	26	4	3	8	3	1	2	1
33994	Office Supplies (except Paper) Manufacturing	70	0.1	30	12	6	9	5	-	4	4
33995	Sign Manufacturing	61	0.1	27	5	1	9	6	1	7	5
33999	All Other Miscellaneous Manufacturing	939	1.0	408	80	70	165	97	17	61	41
	Sub-Total NAICS 339	5,983	6.2	2,001	523	492	1,283	889	206	437	152
	TOTAL METALWORKING MANUFACTURING	88,650	91.2	35,962	7,730	7,406	17,085	10,918	2,590	3,941	3,018
311-324	OTHER MISCELLANEOUS MANUFACTURING	413	0.4	126	39	45	63	56	5	43	36
	TOTAL MANUFACTURING	89,063	91.6	36,088	7,769	7,451	17,148	10,974	2,595	3,984	3,054
42	WHOLESALE TRADE	2,126	2.2	1,085	105	79	161	129	18	47	502
541	PROFESSIONAL SERVICES	2,399	2.5	1,027	84	93	519	285	30	217	144
	OTHER QUALIFIED NAICS, N.E.C.	3,612	3.7	1,206	158	250	451	686	49	151	661
	TOTAL NON-MANUFACTURING	8,137	8.4	3,318	347	422	1,131	1,100	97	415	1,307
	TOTAL QUALIFIED CIRCULATION	97,200	100.0	39,406	8,116	7,873	18,279	12,074	2,692	4,399	4,361

- (B) COMPANY MANAGEMENT, 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, CNC Programmer, 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 MAY 2016

This is an analysis of 81,586 or 83.9% recipients who manufacture for the following industries. 60,035 are classified based on their response to the question 'Which of the following markets do you manufacture for?' and 21,551 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,G,S)	Manufacturing Engineering Management (E,V)	Manufacturing Engineering Department (F,T)	Quality Assurance, Quality Control (P,Q)	Product Design, Research & Development (H,I,J)	Other Qualified Personnel (A,N,U,X,Z)
Aerospace/Aviation									
OEMs, Components & Parts	7,745	1,619	572	680	2,181	1,692	356	408	237
Captive Shops, Contract Shops & Job Shops	32,421	11,979	2,902	3,278	6,120	3,964	1,050	1,412	1,716
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,448	1,468	132	189	494	367	46	145	607
Totals	43,614	15,066	3,606	4,147	8,795	6,023	1,452	1,965	2,560
Automotive/Transportation									
OEMs, Components & Parts	10,228	3,093	838	631	2,724	1,724	386	539	293
Captive Shops, Contract Shops & Job Shops	39,512	14,542	3,606	3,850	7,618	5,081	1,155	1,736	1,924
Other Qualified: R&D, Consultants, Testing & Design, Q/A	3,800	1,768	158	194	513	361	48	171	587
Totals	53,540	19,403	4,602	4,675	10,855	7,166	1,589	2,446	2,804
Medical/Dental									
OEMs, Components & Parts	4,757	1,446	392	397	1,098	778	185	358	103
Captive Shops, Contract Shops & Job Shops	28,431	10,216	2,513	2,863	5,535	3,575	898	1,271	1,560
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,894	1,266	115	133	399	270	41	153	517
Totals	36,082	12,928	3,020	3,393	7,032	4,623	1,124	1,782	2,180
Oil & Gas/Energy									
OEMs, Components & Parts	1,080	337	142	128	233	128	31	44	37
Captive Shops, Contract Shops & Job Shops	34,107	11,243	3,265	3,629	6,809	4,786	1,128	1,497	1,750
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,707	1,134	118	163	379	280	34	118	481
Totals	37,894	12,714	3,525	3,920	7,421	5,194	1,193	1,659	2,268
Military/Defense									
OEMs, Components & Parts	932	218	67	80	254	191	24	72	26
Captive Shops, Contract Shops & Job Shops	38,198	12,146	3,385	3,835	8,171	5,629	1,378	1,800	1,854
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,860	1,127	120	164	450	316	41	131	511
Totals	41,990	13,491	3,572	4,079	8,875	6,136	1,443	2,003	2,391
Offroad/Construction/Agriculture									
OEMs, Components & Parts	1,894	532	172	155	494	322	51	119	49
Captive Shops, Contract Shops & Job Shops	31,567	11,059	2,977	3,183	6,083	4,309	962	1,413	1,581
Other Qualified: R&D, Consultants, Testing & Design, Q/A	2,498	1,112	105	129	334	255	17	102	444
Totals	35,959	12,703	3,254	3,467	6,911	4,886	1,030	1,634	2,074

Note 1: OEM, Components & Parts: 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 MAY 2016

This is an analysis of 34,560 recipients in the indicated NAICS classifications, of whom 26,210 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,G,S)	Manufacturing Engineering Management (E,V)	Manufacturing Engineering Department (F,T)	Quality Assurance, Quality Control (P,Q)	Product Design, Research & Development (H,I,J)	Other Qualified Personnel (A,N,U,X,Z)
Aerospace/Aviation	16,007	7,616	1,454	1,727	2,330	1,316	529	417	618
Automotive/Transportation	18,774	9,160	1,751	1,907	2,717	1,523	538	500	678
Medical/Dental	13,733	6,490	1,275	1,475	2,008	1,143	440	365	537
Oil & Gas/Energy	14,284	6,653	1,390	1,633	2,055	1,140	471	355	587
Military/Defense	14,864	6,860	1,391	1,631	2,204	1,263	532	402	581
Offroad/Construction/Agriculture	13,506	6,465	1,289	1,468	1,899	1,095	414	347	529

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	68,228	19,327	-	87,555	90.1
II. Request from recipient's company:	279	-	-	279	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	5,103	-	-	5,103	5.2
V. TOTAL - Sources other than above (listed alphabetically):	4,263	-	-	4,263	4.4
Association rosters and directories	-	-	-	-	-
Business directories	4,143	-	-	4,143	4.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	120	-	-	120	0.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,873	19,327	-	97,200	100.0
PERCENT	80.1	19.9	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	97,163	100.0
Individuals by name only	37	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	97,200	100.0

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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	96,261	95,478	96,381	96,319	96,619	96,675
Qualified Non-Paid:	96,261	95,478	96,381	96,319	96,619	96,675
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 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

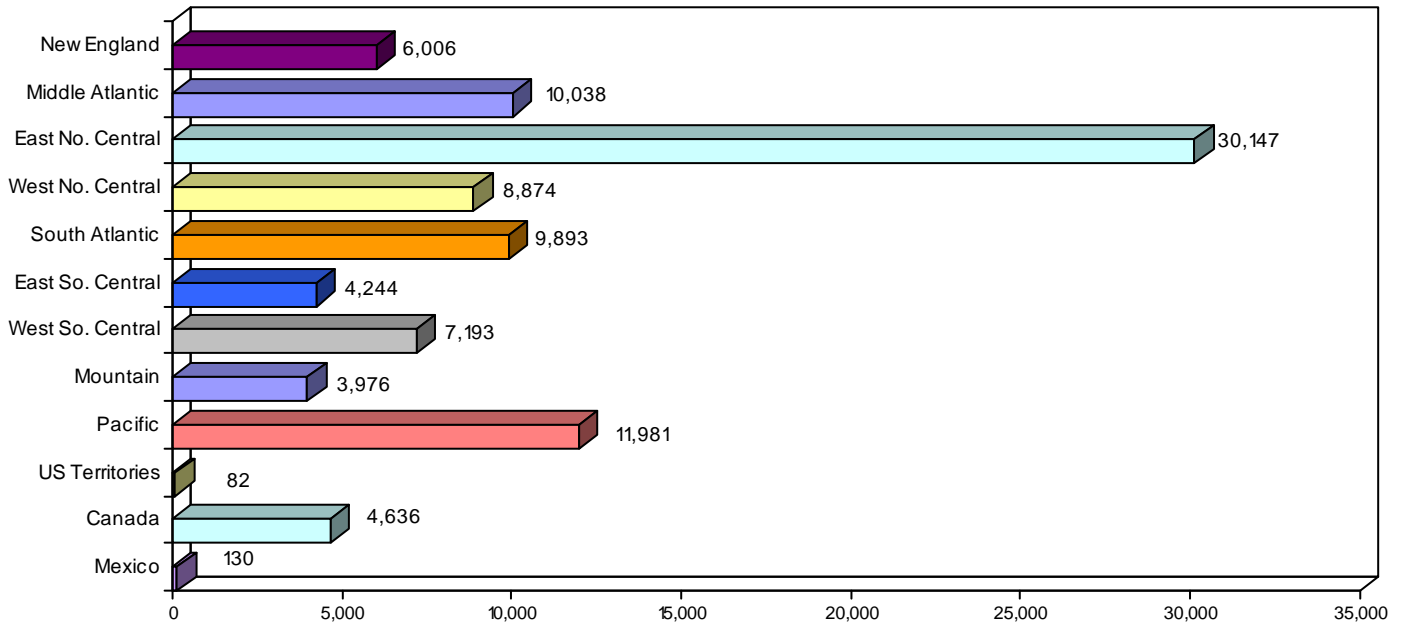
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	381		Kentucky	1,178	
New Hampshire	727		Tennessee	1,623	
Vermont	239		Alabama	1,065	
Massachusetts	2,323		Mississippi	378	
Rhode Island	352		EAST SO. CENTRAL	4,244	4.4
Connecticut	1,984		Arkansas	527	
NEW ENGLAND	6,006	6.2	Louisiana	664	
New York	3,628		Oklahoma	1,053	
New Jersey	1,643		Texas	4,949	
Pennsylvania	4,767		WEST SO. CENTRAL	7,193	7.4
MIDDLE ATLANTIC	10,038	10.3	Montana	196	
Ohio	7,169		Idaho	312	
Indiana	4,074		Wyoming	104	
Illinois	7,226		Colorado	889	
Michigan	7,260		New Mexico	266	
Wisconsin	4,418		Arizona	1,214	
EAST NO. CENTRAL	30,147	31.0	Utah	767	
Minnesota	2,942		Nevada	228	
Iowa	1,602		MOUNTAIN	3,976	4.1
Missouri	1,905		Alaska	61	
North Dakota	217		Washington	1,864	
South Dakota	349		Oregon	959	
Nebraska	649		California	9,054	
Kansas	1,210		Hawaii	43	
WEST NO. CENTRAL	8,874	9.1	PACIFIC	11,981	12.3
Delaware	124		UNITED STATES	92,352	95.0
Maryland	882		U.S. Territories	82	
Washington, DC	39		Canada	4,636	
Virginia	1,178		Mexico	130	
West Virginia	279		Other International	-	
North Carolina	2,273		APO/FPO	-	
South Carolina	1,174				
Georgia	1,424				
Florida	2,520				
SOUTH ATLANTIC	9,893	10.2			
			TOTAL QUALIFIED CIRCULATION	97,200	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2016	MMS Extra	The Shop - Blog
JANUARY		
January 6	59,515	-
January 8	-	59,365
January 15	-	59,179
January 20	59,029	-
January 22	-	58,943
January 29	-	58,731
FEBRUARY		
February 3	58,682	-
February 5	-	58,702
February 12	-	58,483
February 17	58,436	-
February 19	-	58,340
February 26	-	58,408
MARCH		
March 2	58,182	-
March 4	-	58,203
March 11	-	58,098
March 16	57,856	-
March 18	-	57,935
March 25	-	57,874
APRIL		
April 1	-	63,553
April 6	63,321	-
April 8	-	63,151
April 15	-	63,033
April 20	62,895	-
April 22	-	62,760
April 29	-	62,534
MAY		
May 4	62,321	-
May 6	-	62,332
May 13	-	62,146
May 18	60,580	-
May 20	-	62,043
May 27	-	61,782
JUNE		
June 1	61,683	-
June 3	-	61,568
June 10	-	61,786
June 15	61,663	-
June 17	-	61,496
June 24	-	62,335
AVERAGE:	60,347	60,511

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

WEBSITE CHANNEL

WWW.MMSONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	279,062	176,600	139,973	1.26	02:19	01:21
February	95,156	60,598	51,914	1.17	02:30	01:26
March	288,463	186,084	149,319	1.25	02:41	01:29
April	277,080	181,142	144,446	1.25	02:44	01:27
May	254,641	168,605	135,397	1.25	02:34	01:19
June	253,821	160,902	128,462	1.25	02:31	01:27
AVERAGE:	241,371	155,655	124,919	1.24	02:33	01:25

January – June 2016 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.adcompli.com

SOCIAL MEDIA CHANNEL

Modern Machine Shop Social Media

2016	 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 https://www.youtube.com/user/mmsonlinevideos
Beginning Balance:	5,933	3,633	1,901	81,552
January	6,033	3,846	1,917	85,112
February	6,197	4,152	1,933	88,385
March	6,321	4,569	1,935	91,994
April	6,448	4,873	1,941	95,341
May	6,585	5,044	1,942	98,690
June	6,704	5,305	1,946	101,429

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

July 19, 2016

Ohio

Hamilton

July 19, 2016

BD

M102B0J6

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.