

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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MOLDMAKING TECHNOLOGY is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the die/mold machining and plastic injection molding market. MoldMaking Technology'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.

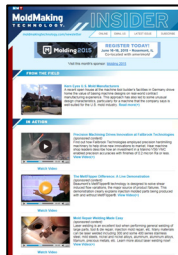
CHANNELS

MOLDMAKING TECHNOLOGY MAGAZINE



6 Issues in the period
20,338 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
33 total issued in the period
15,559 average per occurrence
12,089 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



23,567 average
unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MOLDMAKING TECHNOLOGY MAGAZINE (6 issues in the period)	20,338	-	20,338
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	15,559	-	15,559
b. MMT Blog (27 issued in the period)	12,089	-	12,089
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Unique Browsers with 59,185 average Page Impressions)	23,567	-	23,567

FIELD SERVED

MOLDBAKING TECHNOLOGY MAGAZINE serves the field of manufacturers, users and maintenance providers of industrial molds, as described in paragraph 3a. Also served are other manufacturing, wholesale trade, and professional, scientific, and technical services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production/engineering, design, quality assurance and quality control, research & development, purchasing, and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency Allocated for Trade Shows and Conventions	1,556
	133
All Other	914
TOTAL	2,613

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	20,338	100.0	20,338	100.0	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,338	100.0	20,338	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
July	20,159
August	20,339
September	20,320
October	20,333
November	20,397
December	20,480

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015
 This issue is 0.3% or 71 copies above the average of the other 5 issues reported in Paragraph two.

NAICS	BUSINESS/INDUSTRY	Total Qualified	Percent of Total	Company Mgmt; Purchasing (B,L)	Manufacturing Production/ Engineering (C,D,E,V,F,T,G,R,S)	Design; Quality; R&D (H,I,J,P,Q)	Qualified Personnel N.E.C. (A,N,U,X,Z)
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	28	0.1	4	19	4	1
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	7	-	2	4	-	1
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	120	0.6	32	70	14	4
326121	Unlaminated Plastics Profile Shape Manufacturing	65	0.3	23	33	6	3
326122	Plastics Pipe and Pipe Fitting Manufacturing	91	0.4	13	64	12	2
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	55	0.3	25	24	3	3
326140	Polystyrene Foam Product Manufacturing	5	-	1	2	2	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	81	0.4	27	42	7	5
326160	Plastics Bottle Manufacturing	103	0.5	28	68	7	-
326191	Plastics Plumbing Fixture Manufacturing	37	0.2	15	18	3	1
326199	All Other Plastics Product Manufacturing	4,468	21.9	1,838	2,217	280	133
326211	Tire Manufacturing (except Retreading)	16	0.1	2	12	2	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	54	0.3	19	32	3	-
326291	Rubber Product Manufacturing for Mechanical Use	36	0.2	17	14	4	1
326299	All Other Rubber Product Manufacturing	143	0.7	34	90	18	1
	Subtotal 326	5,309	26.0	2,080	2,709	365	155
327	Nonmetallic Mineral Product Manufacturing	46	0.2	20	21	4	1
331	Primary Metal Manufacturing	220	1.1	58	122	14	26
332	Fabricated Metal Product Manufacturing	1,514	7.4	836	561	80	37
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	164	0.8	34	110	14	6
3332	Industrial Machinery Manufacturing	211	1.0	79	104	21	7
3333	Commercial and Service Industry Machinery Manufacturing	142	0.7	40	79	14	9
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	48	0.2	12	27	7	2
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,517	7.5	846	524	74	73
333511	Industrial Mold Manufacturing	3,105	15.2	1,526	1,329	160	90
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	51	0.3	18	27	5	1
3339	Other General Purpose Machinery Manufacturing	325	1.6	91	204	16	14
	Subtotal 333	5,563	27.3	2,646	2,404	311	202
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	66	0.3	19	42	5	-
3342	Communications Equipment Manufacturing	85	0.4	20	57	8	-
3343	Audio and Video Equipment Manufacturing	20	0.1	3	14	3	-
3344	Semiconductor and Other Electronic Component Manufacturing	305	1.5	79	187	31	8
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	515	2.5	139	294	68	14
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	0.1	1	4	1	2
	Subtotal 334	999	4.9	261	598	116	24
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	48	0.2	17	28	3	-
3352	Household Appliance Manufacturing	35	0.2	5	26	4	-
3353	Electrical Equipment Manufacturing	179	0.9	29	117	24	9
3359	Other Electrical Equipment and Component Manufacturing	211	1.0	44	138	20	9
	Subtotal 335	473	2.3	95	309	51	18
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	135	0.7	35	81	14	5
3362	Motor Vehicle Body and Trailer Manufacturing	71	0.3	12	53	5	1
3363	Motor Vehicle Parts Manufacturing	1,331	6.5	184	958	170	19
3364	Aerospace Product and Parts Manufacturing	1,484	7.3	152	1,187	124	21
3365	Railroad Rolling Stock Manufacturing	17	0.1	2	13	1	1
3366	Ship and Boat Building	78	0.4	33	36	5	4
3369	Other Transportation Equipment Manufacturing	36	0.2	9	20	6	1
	Subtotal 336	3,152	15.5	427	2,348	325	52
337	Furniture and Related Product Manufacturing	65	0.3	22	35	8	-
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	1,280	6.3	443	670	141	26
3399	Other Miscellaneous Manufacturing	414	2.0	157	220	27	10
	Subtotal 339	1,694	8.3	600	890	168	36
311-325	Other Manufacturing, N.E.C.	213	1.0	67	95	36	15
42	Wholesale Trade	167	0.8	86	39	13	29
541	Professional, Scientific, and Technical Services	522	2.6	245	197	49	31
	Miscellaneous Others	460	2.3	173	215	37	35
	TOTAL QUALIFIED CIRCULATION	20,397	100.0	7,616	10,543	1,577	661

- (B) **Corporate Management:** titles include Chairman, General Manager, Owner, President, Vice President and related titles.
- (C) **Manufacturing Production Management:** titles include Mold Coordinator, Mold Design Mgr, Advanced Mfg Director, and related titles.
- (D) **Manufacturing Production Department:** titles include Mold Dept Supv, Mold Design Supv, Mold Facility, Mfg Supervisor and related titles.
- (E,V) **Manufacturing Engineering Management:** titles include Engr Mgr, Chief Engineer, Engr Dept Mgr and other related titles.
- (F,T,G) **Manufacturing Engineering Department:** include most engineering titles where the individual does not manage the department. Diemaker, Mold Maker, Machine Operator and related titles.
- (R) **Factory Automation Management:** titles include Factory Automation Mgr, Chief Factory Automation Engr, Systems Design Mgr, and related titles.
- (S) **Factory Automation Department:** titles include Factory Automn Engr, Automn Foreman, Systems Designer, Systems Engineer and related titles.
- (H) **Product Design, Research and Development Management:** titles include Design Engr Dir, R&D Director and related titles.
- (I,J) **Product Design, Research and Development Department:** titles include Des Engineer, Devel Engineer, R&D Engineer, Designer, Parts Designer, Draftsman and related titles.
- (L) **Purchasing:** titles include Purch Director, Sr Buyer, Purch Manager and related titles.
- (P) **Quality Assurance/Control Management:** titles include Q/A Manager, Q/C Director and Quality Engr Mgr, and related titles.
- (Q) **Quality Assurance/Control Department:** titles include Q/A Engineer, Q/C Foreman, Qual Supv and other related titles.
- (X,Z) **Sales & Marketing:** includes all Sales & Marketing titles.
- (A,N,U) **Other NEC:** includes titles not elsewhere classified.

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:	14,320	3,959	-	18,279	89.6
II. Request from recipient's company:	54	-	-	54	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2,013	-	-	2,013	9.9
V. TOTAL – Sources other than above (listed alphabetically):	51	-	-	51	0.2
Association rosters and directories	-	-	-	-	-
Business directories	51	-	-	51	0.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,438	3,959	-	20,397	100.0
PERCENT	80.6	19.4	-	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	20,397	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,397	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
	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July - December 2015*
Total Audit Average Qualified:	19,967	20,045	20,174	20,165	20,127	20,338
Qualified Non-Paid:	19,967	20,045	20,174	20,165	20,127	20,338
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: July – 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	41		Kentucky	222	
New Hampshire	140		Tennessee	314	
Vermont	67		Alabama	161	
Massachusetts	482		Mississippi	67	
Rhode Island	86		EAST SO. CENTRAL	764	3.7
Connecticut	410		Arkansas	123	
NEW ENGLAND	1,226	6.0	Louisiana	63	
New York	809		Oklahoma	122	
New Jersey	384		Texas	753	
Pennsylvania	929		WEST SO. CENTRAL	1,061	5.2
MIDDLE ATLANTIC	2,122	10.4	Montana	28	
Ohio	1,652		Idaho	54	
Indiana	837		Wyoming	14	
Illinois	1,392		Colorado	172	
Michigan	1,780		New Mexico	30	
Wisconsin	1,100		Arizona	231	
EAST NO. CENTRAL	6,761	33.1	Utah	150	
Minnesota	705		Nevada	71	
Iowa	261		MOUNTAIN	750	3.7
Missouri	426		Alaska	8	
North Dakota	29		Washington	323	
South Dakota	54		Oregon	203	
Nebraska	145		California	1,740	
Kansas	227		Hawaii	3	
WEST NO. CENTRAL	1,847	9.1	PACIFIC	2,277	11.2
Delaware	22		UNITED STATES	18,738	91.9
Maryland	152		U.S. Territories	28	
Washington, DC	3		Canada	1,538	
Virginia	202		Mexico	93	
West Virginia	36		Other International	-	
North Carolina	489		APO/FPO	-	
South Carolina	197				
Georgia	266				
Florida	563				
SOUTH ATLANTIC	1,930	9.5			
			TOTAL QUALIFIED CIRCULATION	20,397	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2015	MMT Insider	MMT Blog
JULY		
July 3	-	12,305
July 10	-	12,310
July 14	15,803	-
July 17	-	12,269
July 24	-	12,286
July 31	-	12,266
AUGUST		
August 7	-	12,220
August 11	15,697	-
August 14	-	12,200
August 21	-	12,177
August 28	-	12,167
SEPTEMBER		
September 4	-	12,155
September 8	15,635	-
September 11	-	12,108
September 18	-	12,114
September 25	-	12,090
OCTOBER		
October 2	-	12,083
October 9	-	12,079
October 13	15,456	-
October 16	-	12,040
October 23	-	12,031
October 30	-	12,001
NOVEMBER		
November 6	-	11,989
November 10	15,422	-
November 13	-	12,012
November 20	-	11,991
November 27	-	11,973
DECEMBER		
December 4	-	11,899
December 8	15,342	-
December 11	-	11,943
December 18	-	11,925
December 24	-	11,887
December 31	-	11,876
AVERAGE:	15,559	12,089

MMT Insider E-Newsletter (6 issued in the period)
MMT Blog E-Newsletter (27 issued in the period)

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	56,948	32,301	21,883	1.48	02:33	02:04
August	53,234	30,765	21,074	1.46	02:53	02:13
September	62,539	35,907	25,745	1.39	02:30	01:58
October	62,572	35,643	24,877	1.43	02:43	02:11
November	61,416	34,314	24,449	1.40	02:36	02:08
December	58,403	34,083	23,374	1.46	02:12	01:40
AVERAGE:	59,185	33,836	23,567	1.44	02:34	02:02

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

ADDITIONAL DATA

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.

Ryan Delahanty, 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	February 18, 2016
State	Ohio
County	Cincinnati
Received by BPA Worldwide	February 18, 2016
Type	BD
ID Number	M405B0D5

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.