



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.

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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
20,174 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
15,469 average per occurrence
13,558 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



28,041 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)	20,174	-	20,174
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	15,469	-	15,469
b. MMT Blog (26 issued in the period)	13,558	-	13,558
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Unique Browsers with 56,991 average Page Impressions)	28,041	-	28,041

FIELD SERVED

MOLDMAKING TECHNOLOGY MAGAZINE serves the fields of manufacturing, including industrial mold manufacturing, as described in paragraph 3a. Also included are wholesale trade, and professional, scientific, and technical services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company management, manufacturing production/engineering, design, quality control/assurance, R&D, purchasing, and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		7
Advertiser and Agency Allocated for Trade Shows and Conventions		1,363 388
All Other		766
TOTAL		2,524

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	20,174	100.0	20,174	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,174	100.0	20,174	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
January	53	100	20,177
February	56	15	20,136
March	107	197	20,226
April	95	-	20,131
May	53	125	20,203
June	149	116	20,170
TOTAL	513	553	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
 This issue is 0.2% or 35 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS	BUSINESS/INDUSTRY	Total Qualified	Percent of Total	Company Mgmt; Purchasing (B,L)	Manufacturing Production/Engineering (C,D,E,F,G,R,S,V,T)	Design; Quality; R&D (H,I,J,P,O)	Qualified Personnel N.E.C. (N,X,Z)
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	9	-	6	2	1	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	9	-	4	4	1	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	125	0.6	39	69	12	5
326121	Unlaminated Plastics Profile Shape Manufacturing	193	1.0	59	113	18	3
326122	Plastics Pipe and Pipe Fitting Manufacturing	81	0.4	24	52	5	-
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	67	0.3	18	37	9	3
326140	Polystyrene Foam Product Manufacturing	11	0.1	2	4	5	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	18	0.1	4	10	4	-
326160	Plastics Bottle Manufacturing	201	1.0	51	128	20	2
326191	Plastics Plumbing Fixture Manufacturing	50	0.2	15	32	2	1
326199	All Other Plastics Product Manufacturing	5,433	26.9	2,334	2,598	377	124
326211	Tire Manufacturing (except Retreading)	23	0.1	4	14	5	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	50	0.2	23	21	5	1
326291	Rubber Product Manufacturing for Mechanical Use	-	-	-	-	-	-
326299	All Other Rubber Product Manufacturing	145	0.7	38	84	18	5
	Subtotal 326	6,415	31.6	2,621	3,168	482	144
327	Nonmetallic Mineral Product Manufacturing	75	0.4	25	33	12	5
331	Primary Metal Manufacturing	270	1.3	86	132	27	25
332	Fabricated Metal Product Manufacturing	1,631	8.1	818	623	106	84
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	89	0.4	22	53	14	-
3332	Industrial Machinery Manufacturing	196	1.0	65	89	28	14
3333	Commercial and Service Industry Machinery Manufacturing	94	0.5	29	49	12	4
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	50	0.2	10	31	8	1
3335	Metalworking Machinery Manufacturing (not incl. 333511)	982	4.9	554	294	68	66
333511	Industrial Mold Manufacturing	4,970	24.6	2,520	1,931	306	213
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	71	0.4	17	43	9	2
3339	Other General Purpose Machinery Manufacturing	273	1.4	86	155	24	8
	Subtotal 333	6,725	33.4	3,303	2,645	469	308
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	53	0.3	17	30	6	-
3342	Communications Equipment Manufacturing	78	0.4	17	47	13	1
3343	Audio and Video Equipment Manufacturing	13	0.1	1	10	2	-
3344	Semiconductor and Other Electronic Component Manufacturing	253	1.3	51	157	37	8
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	286	1.4	73	155	47	11
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	-	1	7	-	-
	Subtotal 334	691	3.5	160	406	105	20
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	47	0.2	13	30	4	-
3352	Household Appliance Manufacturing	36	0.2	4	28	3	1
3353	Electrical Equipment Manufacturing	137	0.7	27	88	15	7
3359	Other Electrical Equipment and Component Manufacturing	130	0.6	33	75	18	4
	Subtotal 335	350	1.7	77	221	40	12
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	70	0.3	16	38	11	5
3362	Motor Vehicle Body and Trailer Manufacturing	80	0.4	18	50	9	3
3363	Motor Vehicle Parts Manufacturing	726	3.6	203	432	76	15
3364	Aerospace Product and Parts Manufacturing	296	1.5	56	180	51	9
3365	Railroad Rolling Stock Manufacturing	7	-	-	6	1	-
3366	Ship and Boat Building	40	0.2	23	11	2	4
3369	Other Transportation Equipment Manufacturing	34	0.2	12	20	2	-
	Subtotal 336	1,253	6.2	328	737	152	36
337	Furniture and Related Product Manufacturing	45	0.2	18	18	8	1
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	1,503	7.4	586	741	159	17
3399	Other Miscellaneous Manufacturing	402	2.0	155	185	49	13
	Subtotal 339	1,905	9.4	741	926	208	30
311-325	Other Manufacturing, N.E.C.	272	1.4	68	134	54	16
42	Wholesale Trade	150	0.7	82	27	6	35
541	Professional, Scientific, and Technical Services	421	2.1	218	122	52	29
	TOTAL QUALIFIED CIRCULATION	20,203	100.0	8,545	9,192	1,721	745

- (B) CORPORATE EXECUTIVE 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) MANUFACTURING ENGINEERING MANAGEMENT titles include Engr Mgr., Chief Engineer, Engr Dept Mgr and other related titles.
- (F) MANUFACTURING ENGINEERING (ENGINEERS) titles include most engineering titles where the individual does not manage the department.
- (G) MANUFACTURING (OTHER MANUFACTURING PERSONNEL) titles include Diemaker, Mold Maker, Machine Operator and related titles.
- (H) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Q/A Manager, Q/C Director and Quality Engr Mgr, and related titles.
- (I) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Q/A Engineer, Q/C Foreman, Qual Supv and other related titles.
- (J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Design Engr Dir, R&D Director and related titles.
- (K) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Des Engineer, Devel Engineer, R&D Engineer and related titles.
- (L) PRODUCT DESIGN, R&D (OTHER DESIGN PERSONNEL) titles include Designer, Parts Designer, Draftsman and related titles.
- (M) FACTORY AUTOMATION MGMT titles include Factory Automation Mgr, Chief Factory Automation Engr, Systems Design Mgr, and related titles.
- (N) FACTORY AUTOMATION ENGINEERS titles include Factory Automn Engr, Automn Foreman, Systems Designer, Systems Engineer and related titles.
- (O) PURCHASING titles include Purch Director, Sr Buyer, Purch Manager and related titles.
- (P, X, Z) Other qualified titles, Sales, Marketing and those not included in categories above.

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:	13,129	3,903	-	17,032	84.3
II. Request from recipient's company:	143	-	-	143	0.7
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,028	-	-	3,028	15.0
Association rosters and directories	-	-	-	-	-
*Business directories	1,550	-	-	1,550	7.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,478	-	-	1,478	7.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,300	3,903	-	20,203	100.0
PERCENT	80.7	19.3	-	100.0	

*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	20,203	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,203	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
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	20,044	20,056	20,392	19,967	20,045	20,174
Qualified Non-Paid:	20,044	20,056	20,392	19,967	20,045	20,174
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 2013 – 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	25		Kentucky	211	
New Hampshire	135		Tennessee	262	
Vermont	71		Alabama	128	
Massachusetts	427		Mississippi	54	
Rhode Island	76		EAST SO. CENTRAL	655	3.2
Connecticut	344		Arkansas	120	
NEW ENGLAND	1,078	5.3	Louisiana	57	
New York	663		Oklahoma	68	
New Jersey	353		Texas	583	
Pennsylvania	850		WEST SO. CENTRAL	828	4.1
MIDDLE ATLANTIC	1,866	9.3	Montana	27	
Ohio	1,588		Idaho	39	
Indiana	822		Wyoming	9	
Illinois	1,367		Colorado	167	
Michigan	1,704		New Mexico	17	
Wisconsin	1,071		Arizona	192	
EAST NO. CENTRAL	6,552	32.4	Utah	144	
Minnesota	652		Nevada	59	
Iowa	224		MOUNTAIN	654	3.2
Missouri	378		Alaska	1	
North Dakota	10		Washington	220	
South Dakota	52		Oregon	176	
Nebraska	143		California	1,488	
Kansas	141		Hawaii	4	
WEST NO. CENTRAL	1,600	7.9	PACIFIC	1,889	9.4
Delaware	17		UNITED STATES	16,911	83.7
Maryland	121		U.S. Territories	44	
Washington, DC	3		Canada	1,620	
Virginia	158		Mexico	1,628	
West Virginia	37		Other International	-	
North Carolina	444		APO/FPO	-	
South Carolina	186				
Georgia	234				
Florida	589				
SOUTH ATLANTIC	1,789	8.9			
			TOTAL QUALIFIED CIRCULATION	20,203	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2014	MMT Insider	MMT Blog
JANUARY		
January 3	-	13,838
January 10	-	13,812
January 15	16,392	-
January 17	-	13,779
January 24	-	13,740
January 31	-	13,720
FEBRUARY		
February 7	-	13,689
February 11	15,073	-
February 14	-	13,685
February 21	-	13,664
February 28	-	13,654
MARCH		
March 7	-	13,630
March 11	15,443	-
March 14	-	13,559
March 21	-	13,611
March 28	-	13,572
APRIL		
April 4	-	13,601
April 8	15,282	-
April 11	-	13,585
April 18	-	13,317
April 25	-	13,505
MAY		
May 2	-	13,498
May 9	-	13,144
May 13	15,339	-
May 16	-	13,425
May 23	-	13,339
May 30	-	13,425
JUNE		
June 6	-	13,679
June 10	15,282	-
June 13	-	13,342
June 20	-	13,362
June 27	-	13,327
AVERAGE:	15,469	13,558

MMT Insider E-Newsletter (6 issued in the period)
MMT Blog E-Newsletter (26 issued in the period)

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	54,804	31,480	26,395	1.19	01:48	01:29
February	53,931	30,129	25,696	1.17	01:54	01:40
March	57,953	33,296	28,367	1.17	01:50	01:35
April	56,366	33,153	28,407	1.17	01:54	01:27
May	61,784	35,918	30,601	1.17	01:49	01:28
June	57,109	34,411	28,781	1.20	01:51	01:22
AVERAGE:	56,991	33,065	28,041	1.18	01:51	01:30

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 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 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:

Business directories include 2 sources of circulation for quantities of 575 copies or 2.8% and 975 copies or 4.8%
Other sources include 4 sources of circulation for quantities of 147 copies or 0.7% to 490 copies or 2.4%

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.

Claude Mas, 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

Cincinnati

Received by BPA Worldwide

August 4, 2014

Type

BD

ID Number

M405B0J4

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.