

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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MOLDBAKING 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

MOLDBAKING TECHNOLOGY MAGAZINE



6 Issues in the period
20,165 average circulation

MOLDBAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
31 total issued in the period
16,195 average per occurrence
13,493 average per occurrence

MOLDBAKING TECHNOLOGY WEBSITE



21,517 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MOLDBAKING TECHNOLOGY MAGAZINE (6 issues in the period)	20,165	-	20,165
MOLDBAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	16,195	-	16,195
b. MMT Blog (25 issued in the period)	13,493	-	13,493
MOLDBAKING TECHNOLOGY WEBSITE (Monthly Unique Browsers with 52,606 average Page Impressions)	21,517	-	21,517

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	1,436
	275
All Other	901
TOTAL	2,619

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	20,165	100.0	20,165	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,165	100.0	20,165	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
July	42	48	20,176
August	47	36	20,165
September	62	49	20,152
October	161	163	20,154
November	4,800	4,816	20,170
December	7	8	20,171
TOTAL	5,119	5,120	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014
This issue is -% or 6 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS	BUSINESS/INDUSTRY	Total Qualified	Percent of Total	Company Mgmt; Purchasing	Manufacturing Production/Engineering	Design; Quality; R&D	Qualified Personnel N.E.C.
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	37	0.2	10	21	5	1
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	15	0.1	3	10	2	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	128	0.6	42	67	16	3
326121	Unlaminated Plastics Profile Shape Manufacturing	74	0.4	26	36	8	4
326122	Plastics Pipe and Pipe Fitting Manufacturing	315	1.6	78	188	38	11
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	69	0.3	28	32	6	3
326140	Polystyrene Foam Product Manufacturing	8	-	2	4	2	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	93	0.5	36	45	9	3
326160	Plastics Bottle Manufacturing	127	0.6	39	75	12	1
326191	Plastics Plumbing Fixture Manufacturing	46	0.2	20	21	1	4
326199	All Other Plastics Product Manufacturing	5,389	26.7	2,563	2,266	388	172
326211	Tire Manufacturing (except Retreading)	16	0.1	5	6	5	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	65	0.3	27	31	6	1
326299	All Other Rubber Product Manufacturing	164	0.8	44	93	22	5
	Subtotal 326	6,546	32.4	2,923	2,895	520	208
327	Nonmetallic Mineral Product Manufacturing	58	0.3	23	25	7	3
331	Primary Metal Manufacturing	236	1.2	58	122	22	34
332	Fabricated Metal Product Manufacturing	1,434	7.1	798	486	84	66
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	77	0.4	26	36	11	4
3332	Industrial Machinery Manufacturing	166	0.8	62	71	20	13
3333	Commercial and Service Industry Machinery Manufacturing	127	0.6	32	70	17	8
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	37	0.2	9	25	2	1
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,379	6.8	672	524	101	82
333511	Industrial Mold Manufacturing	4,510	22.4	2,313	1,711	295	191
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	49	0.2	13	26	7	3
3339	Other General Purpose Machinery Manufacturing	320	1.6	105	173	31	11
	Subtotal 333	6,665	33.0	3,232	2,636	484	313
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	37	0.2	14	21	2	-
3342	Communications Equipment Manufacturing	46	0.2	16	26	3	1
3343	Audio and Video Equipment Manufacturing	10	0.1	1	7	2	-
3344	Semiconductor and Other Electronic Component Manufacturing	213	1.1	52	126	28	7
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	265	1.3	66	149	41	9
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	-	2	4	1	1
	Subtotal 334	579	2.9	151	333	77	18
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	34	0.2	15	16	3	-
3352	Household Appliance Manufacturing	34	0.2	6	24	4	-
3353	Electrical Equipment Manufacturing	115	0.6	21	69	16	9
3359	Other Electrical Equipment and Component Manufacturing	185	0.9	31	114	30	10
	Subtotal 335	368	1.9	73	223	53	19
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	121	0.6	24	71	23	3
3362	Motor Vehicle Body and Trailer Manufacturing	57	0.3	17	28	9	3
3363	Motor Vehicle Parts Manufacturing	717	3.6	200	424	80	13
3364	Aerospace Product and Parts Manufacturing	411	2.0	71	272	60	8
3365	Railroad Rolling Stock Manufacturing	9	-	1	7	1	-
3366	Ship and Boat Building	63	0.3	32	18	9	4
3369	Other Transportation Equipment Manufacturing	39	0.2	10	24	5	-
	Subtotal 336	1,417	7.0	355	844	187	31
337	Furniture and Related Product Manufacturing	63	0.3	21	35	6	1
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	1,260	6.2	340	704	184	32
3399	Other Miscellaneous Manufacturing	449	2.2	178	204	53	14
	Subtotal 339	1,709	8.4	518	908	237	46
311-325	Other Manufacturing, N.E.C.	300	1.5	76	142	60	22
42	Wholesale Trade	153	0.8	75	30	8	40
541	Professional, Scientific, and Technical Services	368	1.8	193	98	54	23
	Miscellaneous Others	274	1.4	133	84	22	35
	TOTAL QUALIFIED CIRCULATION	20,170	100.0	8,629	8,861	1,821	859

CORPORATE EXECUTIVE: titles include Chairman, General Manager, Owner, President, Vice President and related titles.
MANUFACTURING PRODUCTION MANAGEMENT: titles include Mold Coordinator, Mold Design Mgr, Advanced Mfg Director, and related titles.
MANUFACTURING PRODUCTION DEPARTMENT: titles include Mold Dept Supv, Mold Design Supv, Mold Facility, Mfg Supervisor and related titles.
MANUFACTURING ENGINEERING MANAGEMENT: titles include Engr Mgr, Chief Engineer, Engr Dept Mgr and other related titles.
MANUFACTURING ENGINEERING (ENGINEERS): include most engineering titles where the individual does not manage the department.
MANUFACTURING (OTHER MANUFACTURING PERSONNEL): titles include Diemaker, Mold Maker, Machine Operator and related titles.
QUALITY ASSURANCE/CONTROL MANAGEMENT: titles include Q/A Manager, Q/C Director and Quality Engr Mgr, and related titles.
QUALITY ASSURANCE/CONTROL ENGINEERS: titles include Q/A Engineer, Q/C Foreman, Qual Supv and other related titles.
PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT: titles include Design Engr Dir, R&D Director and related titles.
PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS: titles include Des Engineer, Devel Engineer, R&D Engineer and related titles.
PRODUCT DESIGN, R&D (OTHER DESIGN PERSONNEL): titles include Designer, Parts Designer, Draftsman and related titles.
FACTORY AUTOMATION MGMT: titles include Factory Automation Mgr, Chief Factory Automation Engr, Systems Design Mgr, and related titles.
FACTORY AUTOMATION ENGINEERS: titles include Factory Automn Engr, Automn Foreman, Systems Designer, Systems Engineer and related titles.
PURCHASING: titles include Purch Director, Sr Buyer, Purch Manager and related titles.
Other qualified titles, Sales, Marketing: and those not included in categories above.

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:	12,726	3,850	-	16,576	82.2
II. Request from recipient's company:	416	-	-	416	2.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):*	3,178	-	-	3,178	15.8
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,320	3,850	-	20,170	100.0
PERCENT	80.9	19.1	-	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	20,170	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,170	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 2012	July – December 2012	January – June 2013	July – December 2013	January – June 2014	July – December 2014*
Total Audit Average Qualified:	20,056	20,392	19,967	20,045	20,174	20,165
Qualified Non-Paid:	20,056	20,392	19,967	20,045	20,174	20,165
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 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 NOVEMBER 2014*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	38		Kentucky	232	
New Hampshire	131		Tennessee	282	
Vermont	72		Alabama	125	
Massachusetts	453		Mississippi	63	
Rhode Island	83		EAST SO. CENTRAL	702	3.5
Connecticut	360		Arkansas	125	
NEW ENGLAND	1,137	5.6	Louisiana	56	
New York	713		Oklahoma	81	
New Jersey	363		Texas	635	
Pennsylvania	951		WEST SO. CENTRAL	897	4.4
MIDDLE ATLANTIC	2,027	10.1	Montana	28	
Ohio	1,777		Idaho	44	
Indiana	941		Wyoming	11	
Illinois	1,551		Colorado	183	
Michigan	1,931		New Mexico	15	
Wisconsin	1,220		Arizona	167	
EAST NO. CENTRAL	7,420	36.8	Utah	145	
Minnesota	739		Nevada	59	
Iowa	265		MOUNTAIN	652	3.2
Missouri	399		Alaska	3	
North Dakota	12		Washington	257	
South Dakota	55		Oregon	189	
Nebraska	137		California	1,417	
Kansas	162		Hawaii	2	
WEST NO. CENTRAL	1,769	8.8	PACIFIC	1,868	9.3
Delaware	17		UNITED STATES	18,247	90.5
Maryland	114		U.S. Territories	40	
Washington, DC	1		Canada	1,787	
Virginia	153		Mexico	96	
West Virginia	32		Other International	-	
North Carolina	465		APO/FPO	-	
South Carolina	190				
Georgia	253				
Florida	550				
SOUTH ATLANTIC	1,775	8.8			
			TOTAL QUALIFIED CIRCULATION	20,170	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2014	MMT Insider	MMT Blog
JULY		
July 3	-	13,904
July 8	15,906	-
July 11	-	13,895
July 18	-	13,888
July 25	-	13,867
AUGUST		
August 1	-	13,856
August 8	-	13,835
August 12	16,516	-
August 15	-	13,820
August 22	-	13,800
August 29	-	13,787
SEPTEMBER		
September 5	-	13,765
September 9	16,363	-
September 12	-	13,746
September 19	-	13,730
September 26	-	13,727
OCTOBER		
October 3	-	13,699
October 10	-	13,063
October 14	16,170	-
October 17	-	13,056
October 24	-	13,001
October 31	-	13,032
NOVEMBER		
November 7	-	12,983
November 11	16,147	-
November 14	-	13,000
November 21	-	12,974
November 28	-	13,561
DECEMBER		
December 5	-	13,544
December 9	16,066	-
December 12	-	12,890
December 19	-	12,891
AVERAGE:	16,195	13,493

MMT Insider E-Newsletter (6 issued in the period)
MMT Blog E-Newsletter (25 issued in the period)

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	54,819	32,508	26,587	1.22	02:01	01:29
August	54,889	30,772	21,376	1.44	02:49	02:23
September	56,318	31,882	22,295	1.43	02:37	02:09
October	57,895	33,154	23,371	1.42	02:47	02:15
November	55,220	31,039	21,890	1.42	02:32	02:08
December	36,497	19,506	13,584	1.44	02:11	02:06
AVERAGE:	52,606	29,810	21,517	1.39	02:30	02:05

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 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

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 7 sources of circulation for quantities of 64 copies or 0.32% and 1,254 copies of 6.2%.

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 February 4, 2015

State Ohio

County Cincinnati

Received by BPA Worldwide February 4, 2015

Type BD

ID Number M405B0D4

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.