

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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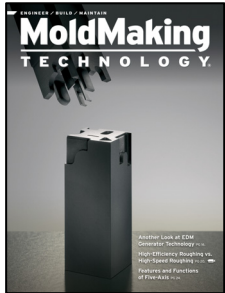
**MOLDMAKING TECHNOLOGY** is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the die/mold machining and plastic injection molding market. MMT has been addressing the complete lifecycle of the design, manufacture and maintenance of a mold—from design to first shot—since its launch in 1998. MMT remains committed to bringing subscribers what’s new and what works in mold manufacturing by focusing on the needs of today’s mold builders when it comes to anything from successful business practices to manufacturing strategies. This might be in the form of a technology article, application story, shop profile or tip of the month that applies to today’s mold shop owner, moldmaker, tooling engineer or CNC technician.

### 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.

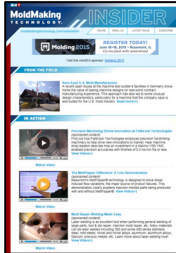
## CHANNELS

### MOLDMAKING TECHNOLOGY MAGAZINE



6 Issues in the period  
20,766 average circulation

### MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period  
32 total issued in the period  
15,113 average per occurrence  
15,106 average per occurrence

### MOLDMAKING TECHNOLOGY WEBSITE



26,819 average  
unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MOLDMAKING TECHNOLOGY MAGAZINE</b> (6 issues in the period)	20,766	-	20,766
<b>MOLDMAKING TECHNOLOGY E-NEWSLETTERS</b>			
a. MMT Insider (6 issued in the period)	15,113	-	15,113
b. MMT Blog (26 issued in the period)	15,106	-	15,106
<b>MOLDMAKING TECHNOLOGY WEBSITE</b> (Monthly Unique Browsers with 62,448 average Page Impressions)	26,819	-	26,819

**FIELD SERVED**

**MOLDMAKING 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	5
Advertiser and Agency Allocated for Trade Shows and Conventions	1,602
	283
All Other	796
<b>TOTAL</b>	<b>2,686</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,766	100.0	20,766	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,766</b>	<b>100.0</b>	<b>20,766</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Total Qualified
July	20,486
August	20,523
September	21,058
October	21,785
November	20,360
December	20,385

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**  
**This issue is 2.3% or 487 copies below 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,V,F,G,T,R,S)	Design; Quality; R&D (H,I,J,P,Q)	Qualified Personnel N.E.C. (A,N,U,X,Z)
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>						
326111	Plastics Bag Manufacturing	20	0.1	3	13	3	1
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	6	-	2	3	1	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	100	0.5	27	54	18	1
326121	Unlaminated Plastics Profile Shape Manufacturing	57	0.3	20	32	3	2
326122	Plastics Pipe and Pipe Fitting Manufacturing	88	0.4	25	47	14	2
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	52	0.3	24	19	6	3
326140	Polystyrene Foam Product Manufacturing	9	-	2	6	1	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	83	0.4	26	41	12	4
326160	Plastics Bottle Manufacturing	76	0.4	20	49	6	1
326191	Plastics Plumbing Fixture Manufacturing	33	0.2	15	16	2	-
326199	All Other Plastics Product Manufacturing	4,437	21.8	1,841	2,102	348	146
326211	Tire Manufacturing (except Retreading)	86	0.4	56	18	10	2
326212	Tire Retreading	26	0.1	24	2	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	81	0.4	40	30	7	4
326291	Rubber Product Manufacturing for Mechanical Use	94	0.5	45	39	9	1
326299	All Other Rubber Product Manufacturing	391	1.9	227	115	27	22
	<b>Subtotal 326</b>	<b>5,639</b>	<b>27.7</b>	<b>2,397</b>	<b>2,586</b>	<b>467</b>	<b>189</b>
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	57	0.3	26	24	5	2
<b>331</b>	<b>Primary Metal Manufacturing</b>	252	1.2	68	127	25	32
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>	1,574	7.7	801	574	123	76
<b>333</b>	<b>Machinery Manufacturing</b>						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	144	0.7	24	83	31	6
3332	Industrial Machinery Manufacturing	209	1.0	93	79	26	11
3333	Commercial and Service Industry Machinery Manufacturing	143	0.7	38	82	19	4
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	55	0.3	13	22	13	7
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,802	8.9	1,129	469	77	127
333511	Industrial Mold Manufacturing	2,428	11.9	1,189	962	181	96
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	59	0.3	14	36	8	1
3339	Other General Purpose Machinery Manufacturing	292	1.4	95	158	31	8
	<b>Subtotal 333</b>	<b>5,132</b>	<b>25.2</b>	<b>2,595</b>	<b>1,891</b>	<b>386</b>	<b>260</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>						
3341	Computer and Peripheral Equipment Manufacturing	56	0.3	15	31	10	-
3342	Communications Equipment Manufacturing	82	0.4	24	49	8	1
3343	Audio and Video Equipment Manufacturing	21	0.1	5	13	3	-
3344	Semiconductor and Other Electronic Component Manufacturing	318	1.6	76	185	50	7
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	672	3.3	257	288	104	23
3346	Manufacturing and Reproducing Magnetic and Optical Media	6	-	1	1	2	2
	<b>Subtotal 334</b>	<b>1,155</b>	<b>5.7</b>	<b>378</b>	<b>567</b>	<b>177</b>	<b>33</b>
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>						
3351	Electric Lighting Equipment Manufacturing	43	0.2	12	22	9	-
3352	Household Appliance Manufacturing	35	0.2	5	22	7	1
3353	Electrical Equipment Manufacturing	176	0.8	36	106	23	11
3359	Other Electrical Equipment and Component Manufacturing	196	1.0	39	112	33	12
	<b>Subtotal 335</b>	<b>450</b>	<b>2.2</b>	<b>92</b>	<b>262</b>	<b>72</b>	<b>24</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>						
3361	Motor Vehicle Manufacturing	153	0.8	48	75	25	5
3362	Motor Vehicle Body and Trailer Manufacturing	109	0.5	36	53	13	7
3363	Motor Vehicle Parts Manufacturing	1,331	6.5	522	645	146	18
3364	Aerospace Product and Parts Manufacturing	752	3.7	115	537	83	17
3365	Railroad Rolling Stock Manufacturing	14	0.1	3	9	1	1
3366	Ship and Boat Building	70	0.3	35	21	11	3
3369	Other Transportation Equipment Manufacturing	34	0.2	11	13	9	1
	<b>Subtotal 336</b>	<b>2,463</b>	<b>12.1</b>	<b>770</b>	<b>1,353</b>	<b>288</b>	<b>52</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	80	0.4	32	35	12	1
<b>339</b>	<b>Miscellaneous Manufacturing</b>						
33911	Medical Equipment and Supplies Manufacturing	1,287	6.3	538	549	170	30
3399	Other Miscellaneous Manufacturing	425	2.1	156	216	42	11
	<b>Subtotal 339</b>	<b>1,712</b>	<b>8.4</b>	<b>694</b>	<b>765</b>	<b>212</b>	<b>41</b>
<b>311-325</b>	<b>Other Manufacturing, N.E.C.</b>	407	2.0	157	170	55	25
<b>42</b>	<b>Wholesale Trade</b>	259	1.3	113	68	19	59
<b>541</b>	<b>Professional, Scientific, and Technical Services</b>	615	3.0	286	196	87	46
	<b>Miscellaneous Others</b>	565	2.8	210	225	42	88
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,360</b>	<b>100.0</b>	<b>8,619</b>	<b>8,843</b>	<b>1,970</b>	<b>928</b>

**(B,L) COMPANY MANAGEMENT, PURCHASING:** titles include Chairman, General Manager, Owner, President, Vice President, Purch Director, Sr Buyer, Purch Manager and related titles.  
**(C,D,G,E,V,F,T,R,S) MANUFACTURING PRODUCTION/ENGINEERING; FACTORY AUTOMATION:** titles include Mold Coordinator, Mold Design Mgr, Advanced Mfg Director, Mold Dept Supv, Mfg Supervisor, Diemaker, Mold Maker, Machine Operator, Engr Mgr, Chief Engineer, Engr Dept Mgr, Plant Engineer, Process Engineer, Mfg Engineer, Factory Automation Mgr, Systems Design Mgr, Factory Automation Engr, Automn Foreman, CNC Programmer, Systems Engineer and related titles.  
**(H,I,J,P,Q) PRODUCT DESIGN/R&D;QUALITY ASSURANCE/CONTROL:** titles include Design Engr Dir, R&D Director, Design Engineer, Development Engineer, R&D Engineer, Draftsman, Q/A Manager, Q/C Director, Q/C Foreman, Quality Supervisor and related titles.  
**(A,N,U,X,Z) SALES, MARKETING, OTHER NEC:** Includes all Consultant, Services Mgr, Training Mgr, Instructor, Sales & Marketing Titles and titles not elsewhere classified.

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>13,055</b>	<b>6,066</b>	-	<b>19,121</b>	<b>93.9</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>2</b>	-	-	<b>2</b>	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>1,237</b>	-	-	<b>1,237</b>	<b>6.1</b>
Association rosters and directories	-	-	-	-	-
*Business directories	1,146	-	-	1,146	5.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	91	-	-	91	0.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,294</b>	<b>6,066</b>	-	<b>20,360</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.2</b>	<b>29.8</b>	-	<b>100.0</b>	

\*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	20,360	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,360</b>	<b>100.0</b>

**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 2014	July – December 2014	January – June 2015	July - December 2015	January – June 2016	July - December 2016*
Total Audit Average Qualified:	20,174	20,165	20,127	20,338	20,402	20,766
Qualified Non-Paid:	20,174	20,165	20,127	20,338	20,402	20,766
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 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 NOVEMBER 2016\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	41		Kentucky	234	
New Hampshire	143		Tennessee	338	
Vermont	60		Alabama	163	
Massachusetts	465		Mississippi	60	
Rhode Island	87		<b>EAST SO. CENTRAL</b>	<b>795</b>	<b>3.9</b>
Connecticut	352		Arkansas	122	
<b>NEW ENGLAND</b>	<b>1,148</b>	<b>5.6</b>	Louisiana	63	
New York	788		Oklahoma	122	
New Jersey	391		Texas	767	
Pennsylvania	912		<b>WEST SO. CENTRAL</b>	<b>1,074</b>	<b>5.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,091</b>	<b>10.3</b>	Montana	33	
Ohio	1,600		Idaho	53	
Indiana	787		Wyoming	17	
Illinois	1,318		Colorado	154	
Michigan	2,302		New Mexico	41	
Wisconsin	1,017		Arizona	220	
<b>EAST NO. CENTRAL</b>	<b>7,024</b>	<b>34.5</b>	Utah	152	
Minnesota	691		Nevada	64	
Iowa	247		<b>MOUNTAIN</b>	<b>734</b>	<b>3.6</b>
Missouri	416		Alaska	8	
North Dakota	31		Washington	269	
South Dakota	54		Oregon	201	
Nebraska	127		California	1,624	
Kansas	174		Hawaii	7	
<b>WEST NO. CENTRAL</b>	<b>1,740</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>2,109</b>	<b>10.4</b>
Delaware	23		<b>UNITED STATES</b>	<b>18,597</b>	<b>91.3</b>
Maryland	144		U.S. Territories	23	
Washington, DC	5		Canada	1,636	
Virginia	192		Mexico	104	
West Virginia	37		Other International	-	
North Carolina	453		APO/FPO	-	
South Carolina	182				
Georgia	292				
Florida	554				
<b>SOUTH ATLANTIC</b>	<b>1,882</b>	<b>9.2</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,360</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2016	MMT Insider	MMT Blog
<b>JULY</b>		
July 1	-	15,673
July 8	-	15,644
July 12	15,614	-
July 15	-	15,607
July 22	-	15,570
July 29	-	15,543
<b>AUGUST</b>		
August 5	-	15,466
August 9	15,449	-
August 12	-	15,389
August 19	-	15,358
August 26	-	15,335
<b>SEPTEMBER</b>		
September 2	-	15,300
September 9	-	15,252
September 13	15,209	-
September 16	-	15,208
September 23	-	15,154
September 30	-	15,123
<b>OCTOBER</b>		
October 7	-	15,044
October 11	15,057	-
October 14	-	15,007
October 21	-	14,961
October 28	-	14,922
<b>NOVEMBER</b>		
November 4	-	14,856
November 8	14,892	-
November 11	-	14,841
November 18	-	14,850
November 28	-	14,596
<b>DECEMBER</b>		
December 2	-	14,541
December 9	-	14,499
December 13	14,457	-
December 16	-	14,407
December 22	-	14,605
<b>AVERAGE:</b>	<b>15,113</b>	<b>15,106</b>

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

# WEBSITE CHANNEL

## WWW.MOLDMAKINGTECHNOLOGY.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	58,107	33,986	24,142	1.41	02:12	01:34
August	63,002	35,468	26,168	1.36	02:00	01:34
September	56,319	32,915	24,762	1.33	02:03	01:28
October	66,464	36,717	27,698	1.33	02:00	01:37
November	67,520	40,817	30,197	1.35	02:27	01:37
December	63,278	37,708	27,944	1.35	02:18	01:34
<b>AVERAGE:</b>	<b>62,448</b>	<b>36,269</b>	<b>26,819</b>	<b>1.35</b>	<b>02:10</b>	<b>01:34</b>

July - December 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 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](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 1,146 copies or 5.6%  
Other sources include 1 source of circulation for quantities of 91 copies or 0.5%.

### 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	January 16, 2017
State	Ohio
County	Cincinnati
Received by BPA Worldwide	January 16, 2017
Type	BD
ID Number	M405B0D6

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.