

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
20,402 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
31 total issued in the period
15,583 average per occurrence
15,582 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



24,020 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)	20,402	-	20,402
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	15,583	-	15,583
b. MMT Blog (25 issued in the period)	15,582	-	15,582
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Unique Browsers with 58,727 average Page Impressions)	24,020	-	24,020

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	8
Advertiser and Agency Allocated for Trade Shows and Conventions	1,563
	83
All Other	732
TOTAL	2,386

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,402	100.0	20,402	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,402	100.0	20,402	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	20,381
February	20,432
March	20,382
April	20,409
May	20,407
June	20,398

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is -% or 7 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,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)
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	5	-	3	2	-	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	120	0.6	32	68	16	4
326121	Unlaminated Plastics Profile Shape Manufacturing	59	0.3	25	28	4	2
326122	Plastics Pipe and Pipe Fitting Manufacturing	89	0.4	13	59	14	3
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	55	0.3	24	25	3	3
326140	Polystyrene Foam Product Manufacturing	6	-	1	3	2	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	79	0.4	25	42	7	5
326160	Plastics Bottle Manufacturing	103	0.5	29	67	7	-
326191	Plastics Plumbing Fixture Manufacturing	37	0.2	15	18	3	1
326199	All Other Plastics Product Manufacturing	4,470	21.9	1,839	2,194	297	140
326211	Tire Manufacturing (except Retreading)	17	0.1	2	12	3	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	54	0.3	18	31	5	-
326291	Rubber Product Manufacturing for Mechanical Use	36	0.2	17	14	4	1
326299	All Other Rubber Product Manufacturing	145	0.7	32	93	18	2
	Subtotal 326	5,303	26.0	2,079	2,675	387	162
327	Nonmetallic Mineral Product Manufacturing	45	0.2	18	24	2	1
331	Primary Metal Manufacturing	222	1.1	64	121	13	24
332	Fabricated Metal Product Manufacturing	1,524	7.5	846	559	83	36
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	162	0.8	38	103	16	5
3332	Industrial Machinery Manufacturing	214	1.0	80	101	23	10
3333	Commercial and Service Industry Machinery Manufacturing	139	0.7	36	79	15	9
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	51	0.2	13	26	9	3
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,511	7.4	843	525	69	74
333511	Industrial Mold Manufacturing	3,074	15.1	1,520	1,291	170	93
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	52	0.3	18	27	6	1
3339	Other General Purpose Machinery Manufacturing	331	1.6	91	202	22	16
	Subtotal 333	5,534	27.1	2,639	2,354	330	211
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	65	0.3	19	39	7	-
3342	Communications Equipment Manufacturing	87	0.4	20	59	8	-
3343	Audio and Video Equipment Manufacturing	20	0.1	3	14	3	-
3344	Semiconductor and Other Electronic Component Manufacturing	309	1.5	77	186	35	11
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	516	2.5	144	285	71	16
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	0.1	1	4	1	2
	Subtotal 334	1,005	4.9	264	587	125	29
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	48	0.2	17	27	4	-
3352	Household Appliance Manufacturing	36	0.2	5	28	3	-
3353	Electrical Equipment Manufacturing	181	0.9	29	116	26	10
3359	Other Electrical Equipment and Component Manufacturing	212	1.0	44	134	24	10
	Subtotal 335	477	2.3	95	305	57	20
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	127	0.6	35	73	15	4
3362	Motor Vehicle Body and Trailer Manufacturing	69	0.3	11	50	7	1
3363	Motor Vehicle Parts Manufacturing	1,325	6.5	192	939	176	18
3364	Aerospace Product and Parts Manufacturing	1,457	7.1	159	1,159	117	22
3365	Railroad Rolling Stock Manufacturing	20	0.1	2	16	1	1
3366	Ship and Boat Building	77	0.4	32	37	4	4
3369	Other Transportation Equipment Manufacturing	36	0.2	10	19	6	1
	Subtotal 336	3,111	15.2	441	2,293	326	51
337	Furniture and Related Product Manufacturing	69	0.3	23	37	9	-
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	1,292	6.3	443	669	154	26
3399	Other Miscellaneous Manufacturing	420	2.1	160	225	25	10
	Subtotal 339	1,712	8.4	603	894	179	36
311-325	Other Manufacturing, N.E.C.	229	1.1	71	99	39	20
42	Wholesale Trade	172	0.9	84	40	14	34
541	Professional, Scientific, and Technical Services	538	2.7	235	206	64	33
	Miscellaneous Others	466	2.3	172	214	41	39
	TOTAL QUALIFIED CIRCULATION	20,407	100.0	7,634	10,408	1,669	696

(B) COMPANY 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,G) MANUFACTURING PRODUCTION DEPARTMENT: titles include Mold Dept Supv, Mold Design Supv, Mold Facility, Mfg Supervisor, Diemaker, Mold Maker, Machine Operator and related titles

(E,V) MANUFACTURING ENGINEERING MANAGEMENT: titles include Engr Mgr, Chief Engineer, Engr Dept Mgr and other related titles.

(F,T) MANUFACTURING ENGINEERING DEPARTMENT (ENGINEERS): includes most engineering titles where the individual does not manage the department Plant Engineer, Process Engineer, Mfg. 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.

(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, CNC Programmer, Systems Designer, Systems Engineer and related titles.

(A,N,U,X,Z) SALES, MARKETING, OTHER NEC: Includes Consultant, Services Mgr, Training Mgr, Instructor, all Sales & Marketing Titles and titles not elsewhere classified.

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:	14,327	3,961	-	18,288	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):	2,014	-	-	2,014	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	16,446	3,961	-	20,407	100.0
PERCENT	80.6	19.4	-	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	20,407	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,407	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 2013	January – June 2014	July – December 2014	January – June 2015	July - December 2015*	January – June 2016*
Total Audit Average Qualified:	20,045	20,174	20,165	20,127	20,338	20,402
Qualified Non-Paid:	20,045	20,174	20,165	20,127	20,338	20,402
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 2015 – 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	41		Kentucky	228	
New Hampshire	143		Tennessee	322	
Vermont	68		Alabama	163	
Massachusetts	485		Mississippi	64	
Rhode Island	88		EAST SO. CENTRAL	777	3.8
Connecticut	408		Arkansas	124	
NEW ENGLAND	1,233	6.0	Louisiana	64	
New York	813		Oklahoma	119	
New Jersey	379		Texas	752	
Pennsylvania	930		WEST SO. CENTRAL	1,059	5.2
MIDDLE ATLANTIC	2,122	10.4	Montana	29	
Ohio	1,641		Idaho	54	
Indiana	835		Wyoming	14	
Illinois	1,389		Colorado	174	
Michigan	1,787		New Mexico	30	
Wisconsin	1,092		Arizona	234	
EAST NO. CENTRAL	6,744	33.1	Utah	154	
Minnesota	712		Nevada	71	
Iowa	258		MOUNTAIN	760	3.7
Missouri	422		Alaska	8	
North Dakota	30		Washington	320	
South Dakota	54		Oregon	204	
Nebraska	146		California	1,730	
Kansas	227		Hawaii	3	
WEST NO. CENTRAL	1,849	9.1	PACIFIC	2,265	11.1
Delaware	21		UNITED STATES	18,747	91.9
Maryland	153		U.S. Territories	28	
Washington, DC	3		Canada	1,531	
Virginia	201		Mexico	101	
West Virginia	36		Other International	-	
North Carolina	489		AP0/FPO	-	
South Carolina	199				
Georgia	272				
Florida	564				
SOUTH ATLANTIC	1,938	9.5			
			TOTAL QUALIFIED CIRCULATION	20,407	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	MMT Insider	MMT Blog
JANUARY		
January 8	-	15,242
January 12	15,208	-
January 15	-	15,205
January 22	-	15,176
January 29	-	15,179
FEBRUARY		
February 5	-	15,130
February 9	15,124	-
February 12	-	14,713
February 19	-	15,088
February 26	-	14,993
MARCH		
March 4	-	15,009
March 8	14,964	-
March 11	-	14,934
March 18	-	14,884
March 25	-	14,853
APRIL		
April 1	-	16,460
April 8	-	16,431
April 12	16,331	-
April 15	-	16,278
April 22	-	16,239
April 29	-	16,190
MAY		
May 6	-	16,125
May 10	16,101	-
May 13	-	16,049
May 20	-	15,984
May 27	-	15,937
JUNE		
June 3	-	15,915
June 10	-	15,860
June 14	15,770	-
June 17	-	15,774
June 24	-	15,902
AVERAGE:	15,583	15,582

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

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	62,045	37,336	25,093	1.49	02:25	01:40
February	32,599	19,282	13,845	1.39	02:17	01:36
March	65,969	38,701	27,086	1.43	02:22	01:41
April	64,574	38,044	26,523	1.43	02:27	01:43
May	65,578	37,100	26,316	1.41	02:20	01:48
June	61,597	35,930	25,256	1.42	02:26	01:45
AVERAGE:	58,727	34,399	24,020	1.43	02:23	01:42

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 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

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	July 19, 2016
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County	Cincinnati
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ID Number	M405B0J6

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.