



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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PRODUCTS FINISHING is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the field of finishing. Products Finishing'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.

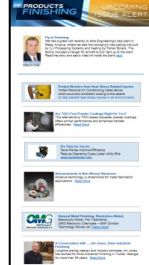
CHANNELS

PRODUCTS FINISHING MAGAZINE



6 Issues in the period
28,126 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
12 total issued in the period
19,353 average per occurrence
19,423 average per occurrence

PRODUCTS FINISHING WEBSITE



40,931 average
unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PRODUCTS FINISHING MAGAZINE (6 issues in the period)	28,126	-	28,126
PRODUCTS FINISHING E-NEWSLETTERS			
a. PF Digital Dispatch (6 issued in the period)	19,353	-	19,353
b. PF News Alert (6 issued in the period)	19,423	-	19,423
PRODUCTS FINISHING WEBSITE (Monthly Unique Browsers with 81,747 average Page Impressions)	40,931	-	40,931

FIELD SERVED

PRODUCTS FINISHING serves the finishing field. Included are plants whose products fall in manufacturing industries. Also served are wholesale trade firms, and professional, scientific and technical services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company management, manufacturing production, manufacturing engineering, quality, product design and research & development engineering, purchasing, sales, company copies and other qualified personnel as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	25
Advertiser and Agency Allocated for Trade Shows and Conventions	1,716 225
All Other	827
TOTAL	2,793

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,126	100.0	28,126	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,126	100.0	28,126	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
January	133	177	28,115
February	43	107	28,179
March	109	78	28,148
April	78	8	28,078
May	88	149	28,139
June	177	135	28,097
TOTAL	628	654	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

This issue is 0.1% or 16 copies above the average of the other 5 issues reported in Paragraph 2.

The North American Industry Classification System (NAICS) was adopted in 2003 by the Office of Management and Budget (OMB) to replace the SIC system. For additional information on NAICS including details on purchasing a copy of the NAICS manual, go to www.census.gov/epcd/www/naics.html (Classification based on 2002 NAICS Manual).

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
				COMPANY MANAGEMENT (B)	MANUFACTURING PRODUCTION (C,D,R,S)	MANUFACTURING ENGINEERING (E,F,G,T,V)	QUALITY, PRODUCT DESIGN & R&D (H,I,J,P,Q)	PURCHASING (L)	OTHER QUALIFIED TITLES, N.E.C. (N,X,Z)
325	Chemical Manufacturing	769	2.7	369	46	83	87	5	179
326	Plastics and Rubber Products Manufacturing	621	2.2	370	76	100	46	8	21
327	Nonmetallic Mineral Product Manufacturing	136	0.5	82	16	16	9	3	10
331	Primary Metal Manufacturing	725	2.6	391	149	95	43	23	24
332	Fabricated Metal Product Manufacturing								
3321	Forging and Stamping	277	1.0	115	59	55	25	13	10
3322	Cutlery and Handtool Manufacturing	194	0.7	91	39	32	17	8	7
3323	Architectural and Structural Metals Manufacturing	1,686	6.0	1,073	265	174	66	55	53
3324	Boiler, Tank, and Shipping Container	35	0.1	10	10	9	1	2	3
3325	Hardware Manufacturing	31	0.1	13	7	4	4	-	3
3326	Spring and Wire Product Manufacturing	170	0.6	78	34	29	18	1	10
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,085	7.4	1,326	335	205	116	52	51
332811	Metal Heat Treating	972	3.5	618	103	112	67	13	59
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	1,572	5.6	1,004	246	124	82	27	89
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	5,058	18.0	3,121	803	390	421	64	259
3329	Other Fabricated Metal Product Manufacturing	2,039	7.2	1,147	337	279	148	42	86
	Sub-Total	14,119	50.2	8,596	2,238	1,413	965	277	630
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	398	1.4	134	88	120	31	14	11
3332	Industrial Machinery Manufacturing	358	1.3	143	78	77	23	11	26
3333	Commercial and Service Industry Machinery Manufacturing	156	0.6	56	24	32	22	6	16
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	187	0.7	57	38	48	16	3	25
3335	Metalworking Machinery Manufacturing	866	3.1	497	145	122	57	11	34
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	183	0.6	53	31	65	21	6	7
3339	Other General Purpose Machinery Manufacturing	689	2.4	244	113	193	55	15	69
	Sub-Total	2,837	10.1	1,184	517	657	225	66	188
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	39	0.1	14	5	13	3	-	4
3342	Communications Equipment Manufacturing	127	0.5	27	28	50	18	2	2
3343	Audio and Video Equipment Manufacturing	33	0.1	6	7	11	8	-	1
3344	Semiconductor and Other Electronic Component Manufacturing	296	1.1	62	47	130	38	9	10
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	264	0.9	74	37	95	37	4	17
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	1	-	-	-	-
	Sub-Total	760	2.7	183	125	299	104	15	34
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	133	0.5	47	37	28	10	6	5
3352	Household Appliance Manufacturing	74	0.3	19	11	34	7	-	3
3353	Electrical Equipment Manufacturing	186	0.7	41	30	78	30	4	3
3359	Other Electrical Equipment and Component Manufacturing	125	0.4	38	20	50	6	3	8
	Sub-Total	518	1.9	145	98	190	53	13	19
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	296	1.1	88	36	111	45	11	5
3362	Motor Vehicle Body and Trailer Manufacturing	567	2.0	200	94	165	82	15	11
3363	Motor Vehicle Parts Manufacturing	2,398	8.5	767	403	775	345	70	38
3364	Aerospace Product and Parts Manufacturing	1,629	5.8	267	287	723	285	50	17
3365	Railroad Rolling Stock Manufacturing	68	0.2	15	11	22	19	-	1
3366	Ship and Boat Building	123	0.4	46	20	32	21	4	-
3369	Other Transportation Equipment Manufacturing	191	0.7	69	30	55	21	12	4
	Sub-Total	5,272	18.7	1,452	881	1,883	818	162	76
337	Furniture and Related Product Manufacturing	208	0.7	91	43	44	21	5	4
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	1,001	3.6	229	202	368	170	19	13
3399	Other Miscellaneous Manufacturing	404	1.4	203	87	67	28	4	15
	Sub-Total	1,405	5.0	432	289	435	198	23	28
311-324	Miscellaneous Manufacturing	178	0.6	103	25	19	17	2	12
42	Wholesale Trade	355	1.3	246	14	14	9	5	67
541	Professional, Scientific and Technical Svcs	236	0.8	114	9	52	32	1	28
	Sub-Total	769	2.7	463	48	85	58	8	107
	TOTAL QUALIFIED CIRCULATION	28,139	100.0	13,758	4,526	5,300	2,627	608	1,320

(B) COMPANY MANAGEMENT titles include Chairman, Director, General Manager, Managing Director, Owner, President, Vice President and other Company Management titles.

(C,D,R,S) MANUFACTURING PRODUCTION titles include: Vice President of Manufacturing (or Production), Die Designer, District Production Manager, Inspector, Foreman, Leadman, Machinist, Manager of Manufacturing, Millwright, and other Manufacturing/Production titles.

(E,F,G,T,V) MANUFACTURING ENGINEERING titles include Vice President of Manufacturing (or Production) Engineering, Abrasive Engineer, Administrative Value Engineer, Automation Engineer, Control Engineer, Design & Tool Engineer, Environmental Engineer, Estimate Engineer, Finishing Engineer, Plant Services Engineer, Production Design Engineer, Production Engineer and other Manufacturing/Production Engineering titles.

(H,I,J,P,Q) QUALITY, PRODUCT DESIGN, & R&D titles include Vice President of Product Design & Development Engineering, Detailer, Development Engineer, Development & Project Engineer, Division Engineer, Engineering Planner, Draftsman, Product Design Engineer, Product Design & Development Engineer, Product Designer, Product Planning Engineer, Engineer, and other Product Design and Development Engineering titles.

(L) PURCHASING titles include Vice President of Purchasing, Buyer, Procurement Engineer, Purchaser and other Purchasing titles.

(N,X,Z) OTHER QUALIFIED TITLES, N.E.C. titles include Apprentice Instructor, Chief Clerk, Sales, Marketing and other related titles.

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:	19,156	5,627	-	24,783	88.1
II. Request from recipient's company:	391	-	-	391	1.4
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,965	-	-	2,965	10.5
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,965	-	-	2,965	10.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,512	5,627	-	28,139	100.0
PERCENT	80.0	20.0	-	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	28,139	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	28,139	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
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*
Total Audit Average Qualified:	32,076	31,802	30,454	30,361	29,752	28,126
Qualified Non-Paid:	32,076	31,802	30,454	30,361	29,752	28,126
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: January - 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	95		Kentucky	326	
New Hampshire	131		Tennessee	562	
Vermont	64		Alabama	352	
Massachusetts	671		Mississippi	131	
Rhode Island	158		EAST SO. CENTRAL	1,371	4.9
Connecticut	601		Arkansas	201	
NEW ENGLAND	1,720	6.1	Louisiana	160	
New York	1,163		Oklahoma	290	
New Jersey	512		Texas	1,474	
Pennsylvania	1,375		WEST SO. CENTRAL	2,125	7.5
MIDDLE ATLANTIC	3,050	10.8	Montana	50	
Ohio	2,223		Idaho	92	
Indiana	1,172		Wyoming	23	
Illinois	1,827		Colorado	279	
Michigan	2,043		New Mexico	65	
Wisconsin	1,193		Arizona	379	
EAST NO. CENTRAL	8,458	30.1	Utah	231	
Minnesota	780		Nevada	96	
Iowa	388		MOUNTAIN	1,215	4.3
Missouri	647		Alaska	15	
North Dakota	52		Washington	524	
South Dakota	112		Oregon	318	
Nebraska	244		California	2,531	
Kansas	346		Hawaii	16	
WEST NO. CENTRAL	2,569	9.1	PACIFIC	3,404	12.1
Delaware	36		UNITED STATES	27,080	96.2
Maryland	225		U.S. Territories	25	
Washington, DC	3		Canada	966	
Virginia	333		Mexico	68	
West Virginia	82		Other International	-	
North Carolina	662		APO/FPO	-	
South Carolina	412				
Georgia	505				
Florida	910				
SOUTH ATLANTIC	3,168	11.3			
			TOTAL QUALIFIED CIRCULATION	28,139	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2014	PF Digital Dispatch	PF News Alert
JANUARY		
January 8	-	20,573
January 22	20,418	-
FEBRUARY		
February 12	-	20,207
February 26	20,123	-
MARCH		
March 12	-	19,147
March 26	19,162	-
APRIL		
April 9	-	19,072
April 23	18,982	-
MAY		
May 14	-	18,822
May 28	18,749	-
JUNE		
June 11	-	18,715
June 25	18,681	-
AVERAGE:	19,353	19,423

PF Digital Dispatch E-Newsletter (6 issued in the period)
 PF News Alert E-Newsletter (6 issued in the period)

WEBSITE CHANNEL

WWW.PFONLINE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	82,320	45,217	38,726	1.17	01:42	01:24
February	84,365	47,778	41,235	1.16	01:46	01:21
March	84,407	49,623	42,473	1.17	01:50	01:17
April	79,981	47,847	41,093	1.16	01:51	01:15
May	78,306	47,660	40,847	1.17	01:55	01:14
June	81,105	48,316	41,214	1.17	01:46	01:12
AVERAGE:	81,747	47,740	40,931	1.17	01:48	01:17

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:

Other sources include 5 sources of circulation for quantities of 87 copies or 0.3% to 1,105 copies or 3.9%

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.

Todd Luciano, 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

Hamilton

Received by BPA Worldwide

August 4, 2014

Type

BD

ID Number

P141B0J4

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.