

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.

Gardner Business Media, Inc.
6915 Valley Avenue
Cincinnati, OH 45244
Tel. No.: (513) 527-8800
Fax No.: (513) 527-8801
E-mail RJacobs@gardnerweb.com

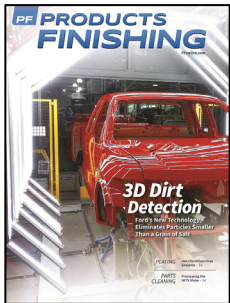
PRODUCTS FINISHING is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the field of finishing. Products Finishing's editorial team and expert contributors produce information on new product technology, operational best practices, market 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.

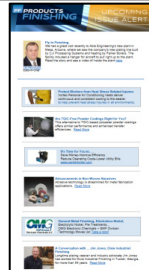
CHANNELS

PRODUCTS FINISHING MAGAZINE



6 Issues in the period
28,062 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
12 total issued in the period
14,501 average per occurrence
14,455 average per occurrence

PRODUCTS FINISHING WEBSITE



37,779 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)	28,062	-	28,062
PRODUCTS FINISHING E-NEWSLETTERS			
a. PF News Alert (6 issued in the period)	14,501	-	14,501
b. PF Upcoming (6 issued in the period)	14,455	-	14,455
PRODUCTS FINISHING WEBSITE (Monthly Unique Browsers with 76,032 average Page Impressions)	37,779	-	37,779

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	24
Advertiser and Agency Allocated for Trade Shows and Conventions	1,718 188
All Other	873
TOTAL	2,803

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,062	100.0	28,062	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,062	100.0	28,062	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
July	67	45	28,075
August	82	52	28,045
September	321	306	28,030
October	85	65	28,010
November	4,928	5,024	28,106
December	16	13	28,103
TOTAL	5,499	5,505	

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

This issue is 0.2% or 53 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	MANUFACTURING PRODUCTION	MANUFACTURING ENGINEERING	ENGINEERING QUALITY, PRODUCT DESIGN & R&D	PURCHASING	OTHER QUALIFIED TITLES, N.E.C.
325	Chemical Manufacturing	806	2.9	377	56	87	94	6	186
326	Plastics and Rubber Products Manufacturing	746	2.7	405	113	140	51	14	23
327	Nonmetallic Mineral Product Manufacturing	101	0.4	56	18	13	4	3	7
331	Primary Metal Manufacturing	534	1.9	271	108	75	42	11	27
332	Fabricated Metal Product Manufacturing								
3321	Forging and Stamping	268	0.9	116	52	54	26	10	10
3322	Cutlery and Handtool Manufacturing	164	0.6	89	26	22	14	8	5
3323	Architectural and Structural Metals Manufacturing	1,729	6.2	1,145	275	157	61	47	44
3324	Boiler, Tank, and Shipping Container Manufacturing	57	0.2	23	17	8	5	3	1
3325	Hardware Manufacturing	139	0.5	47	31	40	15	4	2
3326	Spring and Wire Product Manufacturing	130	0.5	66	28	24	8	-	4
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	1,919	6.8	1,233	306	185	113	43	39
332811	Metal Heat Treating	435	1.5	204	88	57	52	9	25
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	1,629	5.8	1,043	241	137	87	31	90
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	4,441	15.8	2,822	648	313	356	55	247
3329	Other Fabricated Metal Product Manufacturing	1,353	4.8	810	204	167	85	21	66
	Sub-Total	12,264	43.6	7,598	1,916	1,164	822	231	533
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	361	1.3	121	76	104	33	14	13
3332	Industrial Machinery Manufacturing	367	1.3	161	77	69	17	11	32
3333	Commercial and Service Industry Machinery Manufacturing	168	0.6	55	21	42	24	5	21
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	160	0.6	43	31	47	17	7	15
3335	Metalworking Machinery Manufacturing	652	2.3	358	124	99	36	9	26
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	138	0.5	44	24	47	17	4	2
3339	Other General Purpose Machinery Manufacturing	742	2.6	262	122	198	66	21	73
	Sub-Total	2,588	9.2	1,044	475	606	210	71	182
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	36	0.1	13	5	12	5	-	1
3342	Communications Equipment Manufacturing	99	0.4	27	17	40	10	-	5
3343	Audio and Video Equipment Manufacturing	27	0.1	6	4	8	8	-	1
3344	Semiconductor and Other Electronic Component Manufacturing	251	0.9	58	40	98	40	9	6
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	292	1.0	71	41	103	51	7	19
3346	Manufacturing and Reproducing Magnetic and Optical Media	3	-	-	1	-	1	-	1
	Sub-Total	708	2.5	175	108	261	115	16	33
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	101	0.4	39	32	19	6	4	1
3352	Household Appliance Manufacturing	65	0.2	19	14	24	5	-	3
3353	Electrical Equipment Manufacturing	154	0.5	36	24	67	19	2	6
3359	Other Electrical Equipment and Component Manufacturing	152	0.5	45	24	57	13	4	9
	Sub-Total	472	1.6	139	94	167	43	10	19
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	517	1.8	137	73	193	93	15	6
3362	Motor Vehicle Body and Trailer Manufacturing	645	2.3	249	121	170	68	27	10
3363	Motor Vehicle Parts Manufacturing	2,888	10.3	1,082	462	898	341	76	29
3364	Aerospace Product and Parts Manufacturing	2,313	8.2	478	413	1,012	320	73	17
3365	Railroad Rolling Stock Manufacturing	56	0.2	11	10	21	13	-	1
3366	Ship and Boat Building	214	0.8	101	31	39	31	11	1
3369	Other Transportation Equipment Manufacturing	292	1.0	120	48	77	31	10	6
	Sub-Total	6,925	24.6	2,178	1,158	2,410	897	212	70
337	Furniture and Related Product Manufacturing	224	0.8	106	39	48	16	7	8
339	Miscellaneous Manufacturing								
3391.1	Medical Equipment and Supplies Manufacturing	662	2.4	177	127	237	96	13	12
3399	Other Miscellaneous Manufacturing	445	1.6	221	89	72	35	10	18
	Sub-Total	1,107	4.0	398	216	309	131	23	30
311-324	Miscellaneous Manufacturing	154	0.5	88	22	12	13	4	15
42	Wholesale Trade	375	1.3	259	15	16	10	4	71
541	Professional, Scientific and Technical Svcs	214	0.8	101	5	53	24	3	28
	Miscellaneous Others	888	3.2	674	53	72	25	4	60
	Sub-Total	1,631	5.8	1,122	95	153	72	15	174
	TOTAL QUALIFIED CIRCULATION	28,106	100.0	13,869	4,396	5,433	2,497	619	1,292

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

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.

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.

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.

PURCHASING: titles include Vice President of Purchasing, Buyer, Procurement Engineer, Purchaser and other Purchasing titles.

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 NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	18,666	5,382	-	24,048	85.6
II. Request from recipient's company:	442	-	-	442	1.6
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):*	3,613	-	-	3,613	12.8
V. TOTAL - Sources other than above (listed alphabetically):	3	-	-	3	-
Association rosters and directories	-	-	-	-	-
Business directories	1	-	-	1	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	2	-	-	2	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,724	5,382	-	28,106	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	28,106	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	28,106	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
	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*	July - December 2014*
Total Audit Average Qualified:	31,802	30,454	30,361	29,752	28,126	28,062
Qualified Non-Paid:	31,802	30,454	30,361	29,752	28,126	28,062
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 - December 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	88		Kentucky	300	
New Hampshire	133		Tennessee	538	
Vermont	66		Alabama	346	
Massachusetts	610		Mississippi	125	
Rhode Island	149		EAST SO. CENTRAL	1,309	4.7
Connecticut	593		Arkansas	194	
NEW ENGLAND	1,639	5.8	Louisiana	163	
New York	1,154		Oklahoma	284	
New Jersey	459		Texas	1,390	
Pennsylvania	1,345		WEST SO. CENTRAL	2,031	7.2
MIDDLE ATLANTIC	2,958	10.5	Montana	54	
Ohio	2,137		Idaho	96	
Indiana	1,194		Wyoming	24	
Illinois	1,757		Colorado	285	
Michigan	2,176		New Mexico	65	
Wisconsin	1,193		Arizona	382	
EAST NO. CENTRAL	8,457	30.1	Utah	227	
Minnesota	740		Nevada	93	
Iowa	373		MOUNTAIN	1,226	4.4
Missouri	656		Alaska	18	
North Dakota	55		Washington	614	
South Dakota	112		Oregon	302	
Nebraska	247		California	2,570	
Kansas	356		Hawaii	16	
WEST NO. CENTRAL	2,539	9.0	PACIFIC	3,520	12.5
Delaware	34		UNITED STATES	26,750	95.2
Maryland	199		U.S. Territories	28	
Washington, DC	3		Canada	1,269	
Virginia	318		Mexico	59	
West Virginia	88		Other International	-	
North Carolina	652		APO/FPO	-	
South Carolina	385				
Georgia	492				
Florida	900				
SOUTH ATLANTIC	3,071	11.0			
			TOTAL QUALIFIED CIRCULATION	28,106	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2014	PF News Alert	PF Upcoming
JULY		
July 10	19,659	-
July 23	-	19,625
AUGUST		
August 13	17,017	-
August 27	-	16,933
SEPTEMBER		
September 10	16,880	-
September 24	-	16,828
OCTOBER		
October 8	16,771	-
October 22	-	16,718
NOVEMBER		
November 12	16,681	-
November 26	-	16,625
DECEMBER		
December 4	16,546	-
December 11	-	16,502
AVERAGE:	14,501	14,455

PF News Alert E-Newsletter (6 issued in the period)
 PF Upcoming 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
July	81,035	49,012	41,267	1.19	01:54	01:14
August	73,850	45,692	36,976	1.24	01:58	01:13
September	76,407	46,994	38,570	1.22	01:53	01:11
October	81,229	49,628	40,473	1.23	01:55	01:14
November	73,280	43,349	35,483	1.22	01:50	01:17
December	70,391	42,140	33,907	1.24	01:54	01:17
AVERAGE:	76,032	46,136	37,779	1.22	01:54	01:14

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 47 copies or 0.17% and 1,489 copies of 5.3%.

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

State

County

Received by BPA Worldwide

Type

ID Number

February 5, 2015

Ohio

Hamilton

February 5, 2015

BD

P141B0D4

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.