

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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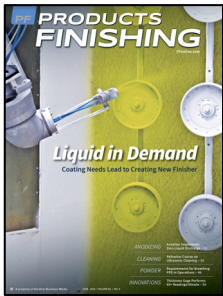
PRODUCTS FINISHING is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the field of finishing. Products Finishing's editorial team and expert contributors produce information on new product technology, operational best practices, market 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
28,443 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
20 total issued in the period
15,351 average per occurrence
15,492 average per occurrence

PRODUCTS FINISHING WEBSITE



47,482 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)	28,443	-	28,443
PRODUCTS FINISHING E-NEWSLETTERS			
a. PF Latest News Alert (14 issued in the period)	15,351	-	15,351
b. PF Upcoming Issue Alert (6 issued in the period)	15,492	-	15,492
PRODUCTS FINISHING WEBSITE (Monthly Unique Browsers with 88,080 average Page Impressions)	47,482	-	47,482

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 include corporate executives as well as company management, manufacturing production, manufacturing engineering, quality assurance and quality control, product design and research and development engineering, purchasing, sales, company copies and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency Allocated for Trade Shows and Conventions	1,727
	133
All Other	908
TOTAL	2,784

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,443	100.0	28,443	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,443	100.0	28,443	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	28,337
August	28,331
September	28,787
October	29,113
November	27,993
December	28,098

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
This issue is 1.9% or 540 copies below the average of the other 5 issues reported in Paragraph 2.

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE						
				COMPANY MANAGEMENT (B)	MANUFACTURING PRODUCTION (C, D, G, R, S)	MANUFACTURING ENGINEERING (E, F, T, V)	Engineering		PURCHASING (L)	OTHER QUALIFIED TITLES, N.E.C. (A, N, U, X, Z)
							QUALITY, PRODUCT DESIGN & R&D (P, Q, H, I, J)			
325	Chemical Manufacturing	836	3.0	367	100	81	101	9	178	
326	Plastics and Rubber Products Manufacturing	584	2.1	281	116	121	50	5	11	
327	Nonmetallic Mineral Product Manufacturing	81	0.3	38	14	15	5	2	7	
331	Primary Metal Manufacturing	480	1.7	223	108	70	50	7	22	
332	Fabricated Metal Product Manufacturing									
3321	Forging and Stamping	368	1.3	159	87	82	25	9	6	
3322	Cutlery and Handtool Manufacturing	164	0.6	77	31	29	21	4	2	
3323	Architectural and Structural Metals Manufacturing	1,704	6.1	1,111	318	142	55	43	35	
3324	Boiler, Tank, and Shipping Container Manufacturing	98	0.4	50	20	17	5	3	3	
3325	Hardware Manufacturing	142	0.5	47	35	35	18	5	2	
3326	Spring and Wire Product Manufacturing	153	0.5	82	38	20	9	-	4	
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,500	8.9	1,636	430	207	132	51	44	
332811	Metal Heat Treating	444	1.6	292	68	33	30	6	15	
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	2,191	7.8	1,606	287	105	91	26	76	
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	3,943	14.1	2,525	614	229	334	40	201	
3329	Other Fabricated Metal Product Manufacturing	886	3.2	473	166	131	68	16	32	
	Sub-Total 332	12,593	45.0	8,058	2,094	1,030	788	203	420	
333	Machinery Manufacturing									
3331	Agriculture, Construction, and Mining Machinery Manufacturing	487	1.7	166	101	133	60	18	9	
3332	Industrial Machinery Manufacturing	341	1.2	164	64	51	24	7	31	
3333	Commercial and Service Industry Machinery Manufacturing	134	0.5	40	21	42	19	1	11	
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	144	0.5	46	27	40	10	7	14	
3335	Metalworking Machinery Manufacturing	790	2.8	353	222	153	31	10	21	
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	130	0.5	35	22	45	24	3	1	
3339	Other General Purpose Machinery Manufacturing	578	2.1	218	98	143	53	12	54	
	Sub-Total 333	2,604	9.3	1,022	555	607	221	58	141	
334	Computer and Electronic Product Manufacturing									
3341	Computer and Peripheral Equipment Manufacturing	33	0.1	10	2	13	5	-	3	
3342	Communications Equipment Manufacturing	87	0.3	17	11	43	13	1	2	
3343	Audio and Video Equipment Manufacturing	24	0.1	6	6	6	6	-	-	
3344	Semiconductor and Other Electronic Component Manufacturing	233	0.8	61	44	79	33	12	4	
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	375	1.4	88	62	135	64	9	17	
3346	Manufacturing and Reproducing Magnetic and Optical Media	4	-	1	-	1	1	-	1	
	Sub-Total 334	756	2.7	183	125	277	122	22	27	
335	Electrical Equipment, Appliance, and Component Manufacturing									
3351	Electric Lighting Equipment Manufacturing	72	0.3	31	19	14	6	1	1	
3352	Household Appliance Manufacturing	47	0.2	10	10	18	8	1	-	
3353	Electrical Equipment Manufacturing	141	0.5	29	26	55	22	3	6	
3359	Other Electrical Equipment and Component Manufacturing	137	0.5	44	23	43	13	5	9	
	Sub-Total 335	397	1.5	114	78	130	49	10	16	
336	Transportation Equipment Manufacturing									
3361	Motor Vehicle Manufacturing	679	2.4	388	93	127	50	11	10	
3362	Motor Vehicle Body and Trailer Manufacturing	959	3.4	645	120	124	41	18	11	
3363	Motor Vehicle Parts Manufacturing	3,212	11.5	1,779	438	668	238	66	23	
3364	Aerospace Product and Parts Manufacturing	1,784	6.4	367	404	740	195	47	31	
3365	Railroad Rolling Stock Manufacturing	37	0.1	8	7	13	8	1	-	
3366	Ship and Boat Building	153	0.5	66	38	28	18	3	-	
3369	Other Transportation Equipment Manufacturing	171	0.6	81	23	44	18	5	-	
	Sub-Total 336	6,995	24.9	3,334	1,123	1,744	568	151	75	
337	Furniture and Related Product Manufacturing	265	0.9	121	61	46	21	6	10	
339	Miscellaneous Manufacturing									
33911	Medical Equipment and Supplies Manufacturing	657	2.3	199	142	199	97	14	6	
3399	Other Miscellaneous Manufacturing	335	1.2	157	78	60	19	8	13	
	Sub-Total 339	992	3.5	356	220	259	116	22	19	
311-324	Miscellaneous Manufacturing	155	0.6	71	39	13	19	1	12	
42	Wholesale Trade	423	1.5	259	26	30	14	7	87	
541	Professional, Scientific and Technical Svcs	328	1.2	159	26	86	32	2	23	
	Miscellaneous Others	504	1.8	293	58	76	28	4	45	
	TOTAL QUALIFIED CIRCULATION	27,993	100.0	14,879	4,743	4,585	2,184	509	1,093	

(B) Company Management: titles include Chairman, Director, General Manager, Managing Director, Owner, President, Vice President and other Company Management titles.
(C,D,G,R,S) Manufacturing Production: titles include CNC Programmer, District Production Manager, Inspector, Foreman, Leadman, Machinist, Manager of Manufacturing, Millwright, Automation Engineer, and other Manufacturing/Production titles.
(E,V,F,T) Manufacturing Engineering: titles include Abrasive Engineer, Administrative Value Engineer, Control Engineer, Design & Tool Engineer, Environmental Engineer, Estimate Engineer, Finishing Engineer, Plant Services Engineer, and other Manufacturing/Engineering titles.
(P,Q,H,I,J) Quality, Product Design, & R&D: Vice President of Product Design & Development Engineering, Detailer, Development Engineer, Development & Project Engineer, Draftsman, Product Design Engineer, Product Design & Development Engineer, Product Designer, Product Planning 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.
(A,N,U,X,Z) Other Qualified Titles, N.E.C.: titles include Apprentice Instructor, Chief Clerk, Sales, Marketing and other qualified titles.

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:	17,650	6,349	-	23,999	85.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,271	-	-	1,271	4.6
V. TOTAL - Sources other than above (listed alphabetically):	2,723	-	-	2,723	9.7
Association rosters and directories	-	-	-	-	-
*Business directories	2,717	-	-	2,717	9.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	6	-	-	6	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,644	6,349	-	27,993	100.0
PERCENT	77.3	22.7	-	100.0	

*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	27,993	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	27,993	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 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2016*
Total Audit Average Qualified:	28,126	28,062	28,060	28,268	28,346	28,443
Qualified Non-Paid:	28,126	28,062	28,060	28,268	28,346	28,443
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 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	89		Kentucky	275	
New Hampshire	149		Tennessee	518	
Vermont	62		Alabama	322	
Massachusetts	589		Mississippi	135	
Rhode Island	144		EAST SO. CENTRAL	1,250	4.5
Connecticut	628		Arkansas	175	
NEW ENGLAND	1,661	5.9	Louisiana	151	
New York	1,156		Oklahoma	280	
New Jersey	494		Texas	1,385	
Pennsylvania	1,293		WEST SO. CENTRAL	1,991	7.1
MIDDLE ATLANTIC	2,943	10.5	Montana	53	
Ohio	2,080		Idaho	100	
Indiana	1,118		Wyoming	29	
Illinois	1,690		Colorado	264	
Michigan	2,151		New Mexico	74	
Wisconsin	1,192		Arizona	361	
EAST NO. CENTRAL	8,231	29.4	Utah	219	
Minnesota	763		Nevada	97	
Iowa	425		MOUNTAIN	1,197	4.3
Missouri	645		Alaska	16	
North Dakota	54		Washington	530	
South Dakota	105		Oregon	324	
Nebraska	240		California	2,585	
Kansas	347		Hawaii	11	
WEST NO. CENTRAL	2,579	9.2	PACIFIC	3,466	12.4
Delaware	52		UNITED STATES	26,372	94.2
Maryland	236		U.S. Territories	27	
Washington, DC	4		Canada	1,521	
Virginia	322		Mexico	73	
West Virginia	81		Other International	-	
North Carolina	607		APO/FPO	-	
South Carolina	375				
Georgia	499				
Florida	878				
SOUTH ATLANTIC	3,054	10.9			
			TOTAL QUALIFIED CIRCULATION	27,993	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	PF Latest News Alert	PF Upcoming Issue Alert
JULY		
July 6	-	15,923
July 13	15,927	-
July 27	15,838	-
AUGUST		
August 3	-	15,764
August 10	15,740	-
August 24	15,254	-
SEPTEMBER		
September 7	-	15,591
September 14	15,546	-
September 28	15,492	-
OCTOBER		
October 5	-	15,444
October 12	15,419	-
October 26	15,286	-
NOVEMBER		
November 2	-	15,302
November 9	15,218	-
November 16	15,236	-
November 23	15,160	-
DECEMBER		
December 7	-	14,927
December 14	14,881	-
December 21	15,026	-
December 28	14,891	-
AVERAGE:	15,351	15,492

PF Latest News Alert E-Newsletter (14 issued in the period)
 PF Upcoming Issue Alert E-Newsletter (6 issued in the period)

WEBSITE CHANNEL

WWW.PFONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	88,990	57,716	46,980	1.23	01:59	01:05
August	96,414	61,884	50,907	1.22	01:58	01:06
September	88,705	59,033	48,940	1.21	02:05	01:03
October	88,312	58,395	48,765	1.20	02:09	01:06
November	86,992	57,255	46,882	1.22	02:05	01:05
December	79,067	51,271	42,417	1.21	02:01	01:06
AVERAGE:	88,080	57,592	47,482	1.22	02:03	01:05

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 2,717 copies or 9.7%
Other sources include 1 source of circulation for quantities of 6 copies or -%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website is 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

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

Hamilton

Received by BPA Worldwide

January 16, 2017

Type

BD

ID Number

P141B0D6

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.