

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
JBall@gardnerweb.com
www.productionmachining.com

PRODUCTION MACHINING is a business-to-business media brand that produces a monthly print magazine, digital media, industry research and live events for the high volume precision turned parts market. Production Machining'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.

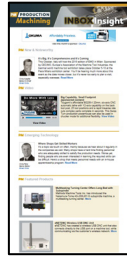
CHANNELS

PRODUCTION MACHINING MAGAZINE



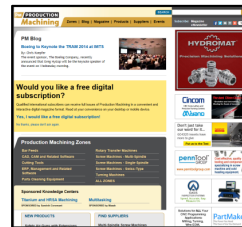
6 Issues in the period
20,838 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
33 total issued in the period
14,183 average per occurrence
11,771 average per occurrence

PRODUCTION MACHINING WEBSITE



22,754 average
unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PRODUCTION MACHINING MAGAZINE (6 issues in the period)	20,838	-	20,838
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (6 issued in the period)	14,183	-	14,183
b. PM Blog (27 issued in the period)	11,771	-	11,771
PRODUCTION MACHINING WEBSITE (Monthly Unique Browsers with 47,989 average Page Impressions)	22,754	-	22,754

FIELD SERVED

PRODUCTION MACHINING serves the high volume turned parts and precision machining industries, focused on production of discreet parts and components in general manufacturing industries, 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, production and manufacturing engineering, quality assurance and quality control, product design, 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	1,941 67
All Other	1,078
TOTAL	3,094

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,838	100.0	20,838	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,838	100.0	20,838	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
July	20,742
August	20,822
September	20,819
October	20,924
November	20,561
December	21,159

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

This issue is 1.6% or 332 copies below 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 Code	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management; Purchasing (B,L)	Production or Manufacturing Engineering (C,D,E,V,F,T,G,R,S)	Quality; Design; Research (H,I,J,P,Q)	Other Qualified Titles N.E.C. (A,N,U,X,Z)
332	FABRICATED METAL PRODUCT MANUFACTURING						
3321	Forging and Stamping	159	0.8	77	69	5	8
3322	Cutlery and Handtool Manufacturing	54	0.3	28	22	2	2
3323	Architectural and Structural Metals Manufacturing	696	3.4	483	177	27	9
3324	Boiler, Tank, and Shipping Container Manufacturing	10	-	6	4	-	-
3325	Hardware Manufacturing	37	0.2	16	17	1	3
3326	Spring and Wire Product Manufacturing	42	0.2	18	20	2	2
332710	Machine Shops	10,637	51.7	8,511	1,808	215	103
332721	Precision Turned Product Manufacturing	1,170	5.7	651	443	65	11
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	580	2.8	278	243	42	17
3328	Coating, Engraving, Heat Treating, and Allied Activities	138	0.7	76	46	9	7
3329	Other Fabricated Metal Product Manufacturing	525	2.5	254	233	23	15
	Subtotal 332	14,048	68.3	10,398	3,082	391	177
333	MACHINERY MANUFACTURING						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	300	1.5	132	141	20	7
3332	Industrial Machinery Manufacturing	157	0.8	72	69	10	6
3333	Commercial and Service Industry Machinery Manufacturing	54	0.3	20	27	4	3
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	45	0.2	16	24	3	2
3335	Metalworking Machinery Manufacturing	1,901	9.2	1,213	518	71	99
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	119	0.6	42	70	2	5
3339	Other General Purpose Machinery Manufacturing	440	2.1	193	199	22	26
	Subtotal 333	3,016	14.7	1,688	1,048	132	148
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING						
3341	Computer and Peripheral Equipment Manufacturing	12	0.1	5	3	2	2
3342	Communications Equipment Manufacturing	24	0.1	3	19	2	-
3343	Audio and Video Equipment Manufacturing	5	-	1	3	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	103	0.5	25	70	6	2
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	133	0.6	37	79	13	4
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	-	-	1
	Subtotal 334	278	1.3	71	174	24	9
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING						
3351	Electric Lighting Equipment Manufacturing	14	0.1	5	9	-	-
3352	Household Appliance Manufacturing	7	-	2	4	1	-
3353	Electrical Equipment Manufacturing	100	0.5	26	66	6	2
3359	Other Electrical Equipment and Component Manufacturing	83	0.4	26	49	3	5
	Subtotal 335	204	1.0	59	128	10	7
336	TRANSPORTATION EQUIPMENT MANUFACTURING						
3361	Motor Vehicle Manufacturing	57	0.3	27	26	3	1
3362	Motor Vehicle Body and Trailer Manufacturing	43	0.2	23	17	-	3
3363	Motor Vehicle Parts Manufacturing	675	3.3	325	298	36	16
3364	Aerospace Product and Parts Manufacturing	576	2.8	276	257	36	7
3365	Railroad Rolling Stock Manufacturing	16	0.1	4	9	3	-
3366	Ship and Boat Building	19	0.1	10	7	2	-
3369	Other Transportation Equipment Manufacturing	40	0.2	26	12	1	1
	Subtotal 336	1,426	7.0	691	626	81	28
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	31	0.2	17	13	1	-
339	MISCELLANEOUS MANUFACTURING						
33911	Medical Equipment and Supplies Manufacturing	302	1.5	110	172	15	5
3399	Other Miscellaneous Manufacturing	140	0.7	76	52	4	8
	Subtotal 339	442	2.2	186	224	19	13
311-331	MISCELLANEOUS MANUFACTURING OTHER	523	2.5	226	234	22	41
	Subtotal Manufacturing	19,968	97.2	13,336	5,529	680	423
42	WHOLESALE TRADE	291	1.4	96	52	9	134
541	PROFESSIONAL SERVICES	128	0.6	74	41	6	7
	Miscellaneous Others	174	0.8	87	47	11	29
	TOTAL QUALIFIED CIRCULATION	20,561	100.0	13,593	5,669	706	593

(B,L) Company Management; Purchasing: titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR. Buyer and other related titles.

(C,D,R,S,E,V,F,T,G) Production or Manufacturing Engineering: titles include Director or Mfg. Engr, Plant Manager, Factory Manager, Foreman, Plant Supervisor and other related titles

(H,I,J,P,Q) Quality; Design; Research: titles include Q/A MGR, Quality Supervisor, Dir. of Design Engr, Q/C Director and other related titles.

(A,N,U,X,Z) Other Qualified Titles, N.E.C.: titles include Consultant, Services Mgr. Training Mgr. and other related titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	14,320	3,620	-	17,940	87.3
II. Request from recipient's company:	50	-	-	50	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2,571	-	-	2,571	12.5
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,941	3,620	-	20,561	100.0
PERCENT	82.4	17.6	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	20,561	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,561	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 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015*	July – December 2015*
Total Audit Average Qualified:	20,044	20,605	20,541	20,604	20,586	20,838
Qualified Non-Paid:	20,044	20,605	20,541	20,604	20,586	20,838
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 2015 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 2015*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	87		Kentucky	205	
New Hampshire	180		Tennessee	325	
Vermont	48		Alabama	213	
Massachusetts	531		Mississippi	77	
Rhode Island	79		EAST SO. CENTRAL	820	4.0
Connecticut	448		Arkansas	109	
NEW ENGLAND	1,373	6.7	Louisiana	189	
New York	917		Oklahoma	216	
New Jersey	385		Texas	1,031	
Pennsylvania	1,186		WEST SO. CENTRAL	1,545	7.5
MIDDLE ATLANTIC	2,488	12.1	Montana	41	
Ohio	1,720		Idaho	82	
Indiana	754		Wyoming	27	
Illinois	1,463		Colorado	212	
Michigan	1,484		New Mexico	54	
Wisconsin	968		Arizona	237	
EAST NO. CENTRAL	6,389	31.1	Utah	133	
Minnesota	774		Nevada	54	
Iowa	324		MOUNTAIN	840	4.1
Missouri	400		Alaska	12	
North Dakota	44		Washington	302	
South Dakota	81		Oregon	188	
Nebraska	129		California	1,704	
Kansas	227		Hawaii	4	
WEST NO. CENTRAL	1,979	9.6	PACIFIC	2,210	10.8
Delaware	26		UNITED STATES	19,585	95.3
Maryland	132		U.S. Territories	8	
Washington, DC	3		Canada	939	
Virginia	252		Mexico	29	
West Virginia	76		Other International	-	
North Carolina	450		APO/FPO	-	
South Carolina	235				
Georgia	296				
Florida	471				
SOUTH ATLANTIC	1,941	9.4			
			TOTAL QUALIFIED CIRCULATION	20,561	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2015	PM Inbox Insights	PM Blog
JULY		
July 3	-	11,989
July 10	-	12,010
July 17	-	11,994
July 24	-	11,972
July 28	14,422	-
July 31	-	11,955
AUGUST		
August 7	-	11,906
August 14	-	11,892
August 21	-	11,891
August 25	14,321	-
August 28	-	11,870
SEPTEMBER		
September 4	-	11,850
September 11	-	11,825
September 18	-	11,788
September 25	-	11,766
September 29	14,214	-
OCTOBER		
October 2	-	11,749
October 9	-	11,735
October 16	-	11,729
October 23	-	11,705
October 27	14,127	-
October 30	-	11,689
NOVEMBER		
November 6	-	11,676
November 13	-	11,684
November 20	-	11,672
November 24	14,042	-
November 25	-	11,668
DECEMBER		
December 4	-	11,649
December 11	-	11,643
December 18	-	11,601
December 22	13,972	-
December 23	-	11,317
December 30	-	11,590
AVERAGE:	14,183	11,771

PM Inbox Insights E-Newsletter (6 issued in the period)
 PM Blog E-Newsletter (27 issued in the period)

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	46,786	29,105	20,765	1.40	02:46	01:42
August	45,799	29,213	21,082	1.39	03:02	01:45
September	47,380	30,443	22,732	1.34	02:50	01:36
October	50,551	34,184	25,552	1.34	03:10	01:32
November	47,863	31,868	24,156	1.32	02:58	01:31
December	49,554	31,014	22,239	1.39	02:07	01:17
AVERAGE:	47,989	30,971	22,754	1.36	02:49	01:34

July – December 2015 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 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.

Joseph A. Campise, 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	February 18, 2016
State	Ohio
County	Hamilton
Received by BPA Worldwide	February 18, 2016
Type	BD
ID Number	P428B0D5

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.