



## 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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**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**



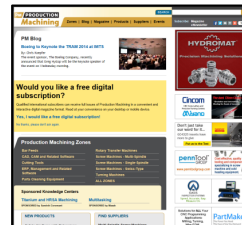
6 Issues in the period  
20,541 average circulation

**PRODUCTION MACHINING E-NEWSLETTERS**



2 E-Newsletters in the period  
32 total issued in the period  
14,881 average per occurrence  
13,323 average per occurrence

**PRODUCTION MACHINING WEBSITE**



30,839 average unique browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>PRODUCTION MACHINING MAGAZINE</b> (6 issues in the period)	20,541	-	20,541
<b>PRODUCTION MACHINING E-NEWSLETTERS</b>			
a. PM Inbox Insights (6 issued in the period)	14,881	-	14,881
b. PM Blog (26 issued in the period)	13,323	-	13,323
<b>PRODUCTION MACHINING WEBSITE</b> (Monthly Unique Browsers with 53,549 average Page Impressions)	30,839	-	30,839

**FIELD SERVED**

**PRODUCTION MACHINING** serves the screw machine and precision machining industries, focused on production of discreet parts and components in general manufacturing industries. Also served are other manufacturing, wholesale trade, and miscellaneous others as shown in paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include company management, production and manufacturing engineering, quality assurance and quality control, product design, research and development, purchasing and other qualified personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency Allocated for Trade Shows and Conventions	1,822 197
All Other	786
<b>TOTAL</b>	<b>2,815</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,541	100.0	20,541	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,541</b>	<b>100.0</b>	<b>20,541</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Number Removed	Number Added	Total Qualified
January	121	195	20,489
February	41	127	20,575
March	81	14	20,508
April	55	-	20,453
May	52	205	20,606
June	37	46	20,615
<b>TOTAL</b>	<b>387</b>	<b>587</b>	

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

This issue is 0.4% or 78 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](http://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,F,G,R,S,T,V)	QUALITY; DESIGN; RESEARCH (H,I,J,P,Q)	OTHER QUALIFIED TITLES N.E.C. (N,X,Z)
<b>332</b>	<b>FABRICATED METAL PRODUCT MANUFACTURING</b>						
3321	Forging and Stamping	157	0.8	66	75	9	7
3322	Cutlery and Handtool Manufacturing	51	0.2	24	22	1	4
3323	Architectural and Structural Metals Manufacturing	673	3.3	451	192	14	16
3324	Boiler, Tank, and Shipping Container Manufacturing	8	-	4	3	1	-
3325	Hardware Manufacturing	5	-	2	3	-	-
3326	Spring and Wire Product Manufacturing	47	0.2	16	26	3	2
332710	Machine Shops	8,526	41.4	6,692	1,595	137	102
332721	Precision Turned Product Manufacturing	2,085	10.1	1,091	856	102	36
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	932	4.5	376	443	92	21
3328	Coating, Engraving, Heat Treating, and Allied Activities	127	0.6	65	51	4	7
3329	Other Fabricated Metal Product Manufacturing	1,206	5.9	595	522	51	38
	<b>Subtotal 332</b>	<b>13,817</b>	<b>67.0</b>	<b>9,382</b>	<b>3,788</b>	<b>414</b>	<b>233</b>
<b>333</b>	<b>MACHINERY MANUFACTURING</b>						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	287	1.4	132	143	9	3
3332	Industrial Machinery Manufacturing	220	1.1	90	115	6	9
3333	Commercial and Service Industry Machinery Manufacturing	71	0.3	18	47	2	4
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	51	0.2	21	24	2	4
3335	Metalworking Machinery Manufacturing	1,532	7.4	902	453	60	117
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	202	1.0	70	108	19	5
3339	Other General Purpose Machinery Manufacturing	533	2.6	190	270	33	40
	<b>Subtotal 333</b>	<b>2,896</b>	<b>14.0</b>	<b>1,423</b>	<b>1,160</b>	<b>131</b>	<b>182</b>
<b>334</b>	<b>COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>						
3341	Computer and Peripheral Equipment Manufacturing	9	0.1	2	4	2	1
3342	Communications Equipment Manufacturing	46	0.2	9	30	6	1
3343	Audio and Video Equipment Manufacturing	8	-	-	7	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	146	0.7	42	89	11	4
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	175	0.9	45	110	15	5
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	1	-	-
	<b>Subtotal 334</b>	<b>385</b>	<b>1.9</b>	<b>98</b>	<b>241</b>	<b>35</b>	<b>11</b>
<b>335</b>	<b>ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING</b>						
3351	Electric Lighting Equipment Manufacturing	24	0.1	4	18	2	-
3352	Household Appliance Manufacturing	10	-	1	8	1	-
3353	Electrical Equipment Manufacturing	114	0.6	29	72	10	3
3359	Other Electrical Equipment and Component Manufacturing	78	0.4	17	50	6	5
	<b>Subtotal 335</b>	<b>226</b>	<b>1.1</b>	<b>51</b>	<b>148</b>	<b>19</b>	<b>8</b>
<b>336</b>	<b>TRANSPORTATION EQUIPMENT MANUFACTURING</b>						
3361	Motor Vehicle Manufacturing	36	0.2	19	15	2	-
3362	Motor Vehicle Body and Trailer Manufacturing	45	0.2	23	14	5	3
3363	Motor Vehicle Parts Manufacturing	629	3.1	265	317	26	21
3364	Aerospace Product and Parts Manufacturing	524	2.5	215	277	24	8
3365	Railroad Rolling Stock Manufacturing	14	0.1	3	8	3	-
3366	Ship and Boat Building	27	0.1	12	12	1	2
3369	Other Transportation Equipment Manufacturing	47	0.2	27	15	3	2
	<b>Subtotal 336</b>	<b>1,322</b>	<b>6.4</b>	<b>564</b>	<b>658</b>	<b>64</b>	<b>36</b>
<b>337</b>	<b>FURNITURE AND RELATED PRODUCT MANUFACTURING</b>						
337		33	0.2	18	14	1	-
<b>339</b>	<b>MISCELLANEOUS MANUFACTURING</b>						
33911	Medical Equipment and Supplies Manufacturing	311	1.5	78	220	8	5
3399	Other Miscellaneous Manufacturing	200	1.0	111	76	3	10
	<b>Subtotal 339</b>	<b>511</b>	<b>2.5</b>	<b>189</b>	<b>296</b>	<b>11</b>	<b>15</b>
<b>325-331</b>	<b>MISCELLANEOUS MANUFACTURING OTHER</b>	<b>748</b>	<b>3.6</b>	<b>385</b>	<b>284</b>	<b>28</b>	<b>51</b>
	<b>Subtotal Manufacturing</b>	<b>19,938</b>	<b>96.7</b>	<b>12,110</b>	<b>6,589</b>	<b>703</b>	<b>536</b>
<b>42</b>	<b>WHOLESALE TRADE</b>	<b>362</b>	<b>1.8</b>	<b>153</b>	<b>63</b>	<b>10</b>	<b>136</b>
	Miscellaneous Others	306	1.5	174	32	21	79
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,606</b>	<b>100.0</b>	<b>12,437</b>	<b>6,684</b>	<b>734</b>	<b>751</b>

COMPANY MANAGEMENT; PURCHASING: Titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR. Buyer and other related titles.

PRODUCTION OR MANUFACTURING ENGINEERING: Titles include Director or Mfg. Engr, Plant Manager, Factory Manager, Foreman, Plant Supervisor and other related titles

QUALITY; DESIGN; RESEARCH: Titles include Q/A MGR, Quality Supervisor, Dir. of Design Engr, Q/C Director and other related titles.

OTHER QUALIFIED TITLES N.E.C.: Titles include Consultant, Services Mgr. Training Mgr. and other related titles.

**ADDITIONAL DATA FOR ISSUE OF MAY 2014**

This is an analysis of respondents by size of facility in which they work. These data are presented for statistical and marketing purposes only.

**ANALYSIS OF RESPONDENTS BY PLANT SIZE**

Plant Size	Quantity	Percent of Total
1 to 99	16,830	81.7
100 to 499	2,934	14.2
500 & above	842	4.1
<b>TOTALS</b>	<b>20,606</b>	<b>100.0</b>

### 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:	15,385	4,112	-	19,497	94.6
II. Request from recipient's company:	308	-	-	308	1.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	801	-	-	801	3.9
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	801	-	-	801	3.9
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,494</b>	<b>4,112</b>	<b>-</b>	<b>20,606</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>100.0</b>	

\*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	20,606	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,606</b>	<b>100.0</b>

### 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:	20,055	20,566	21,110	20,044	20,605	20,541
Qualified Non-Paid:	20,055	20,566	21,110	20,044	20,605	20,541
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	88		Kentucky	199	
New Hampshire	201		Tennessee	367	
Vermont	40		Alabama	237	
Massachusetts	540		Mississippi	95	
Rhode Island	85		<b>EAST SO. CENTRAL</b>	<b>898</b>	<b>4.4</b>
Connecticut	453		Arkansas	118	
<b>NEW ENGLAND</b>	<b>1,407</b>	<b>6.8</b>	Louisiana	194	
New York	982		Oklahoma	186	
New Jersey	368		<b>WEST SO. CENTRAL</b>	<b>1,031</b>	<b>7.4</b>
Pennsylvania	1,139		Montana	39	
<b>MIDDLE ATLANTIC</b>	<b>2,489</b>	<b>12.1</b>	Idaho	95	
Ohio	1,769		Wyoming	23	
Indiana	776		Colorado	204	
Illinois	1,573		New Mexico	50	
Michigan	1,389		Arizona	241	
Wisconsin	948		Utah	118	
<b>EAST NO. CENTRAL</b>	<b>6,455</b>	<b>31.3</b>	Nevada	68	
Minnesota	817		<b>MOUNTAIN</b>	<b>838</b>	<b>4.1</b>
Iowa	324		Alaska	3	
Missouri	406		Washington	287	
North Dakota	39		Oregon	176	
South Dakota	80		California	1,638	
Nebraska	140		Hawaii	-	
Kansas	226		<b>PACIFIC</b>	<b>2,104</b>	<b>10.2</b>
<b>WEST NO. CENTRAL</b>	<b>2,032</b>	<b>9.9</b>	<b>UNITED STATES</b>	<b>19,819</b>	<b>96.2</b>
Delaware	25		U.S. Territories	13	
Maryland	135		Canada	741	
Washington, DC	1		Mexico	33	
Virginia	260		Other International	-	
West Virginia	75		APO/FPO	-	
North Carolina	440				
South Carolina	274				
Georgia	333				
Florida	524				
<b>SOUTH ATLANTIC</b>	<b>2,067</b>	<b>10.0</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,606</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2014	PM Inbox Insights	PM Blog
<b>JANUARY</b>		
January 3	-	13,633
January 10	-	13,526
January 17	-	13,504
January 24	-	13,468
January 28	14,912	-
January 31	-	13,497
<b>FEBRUARY</b>		
February 7	-	13,485
February 14	-	13,418
February 21	-	13,467
February 25	15,111	-
February 28	-	13,422
<b>MARCH</b>		
March 7	-	13,402
March 14	-	13,421
March 21	-	13,356
March 25	14,996	-
March 28	-	13,275
<b>APRIL</b>		
April 4	-	13,346
April 11	-	13,328
April 18	-	12,994
April 25	-	13,304
April 29	14,922	-
<b>MAY</b>		
May 2	-	13,243
May 9	-	13,226
May 16	-	13,148
May 23	-	13,197
May 27	14,611	-
May 30	-	13,177
<b>JUNE</b>		
June 6	-	13,162
June 13	-	13,149
June 20	-	13,116
June 24	14,732	-
June 27	-	13,138
<b>AVERAGE:</b>	<b>14,881</b>	<b>13,323</b>

PM Inbox Insights E-Newsletter (6 issued in the period)  
 PM Blog E-Newsletter (26 issued in the period)

# WEBSITE CHANNEL

## WWW.PRODUCTIONMACHINING.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	57,556	34,565	30,773	1.12	01:38	01:07
February	53,849	33,678	30,159	1.12	01:39	01:01
March	53,588	34,570	31,070	1.11	01:48	01:01
April	53,073	34,723	31,226	1.11	01:44	00:56
May	51,445	34,537	31,209	1.11	01:46	00:53
June	51,780	33,978	30,597	1.11	01:39	00:53
<b>AVERAGE:</b>	<b>53,549</b>	<b>34,342</b>	<b>30,839</b>	<b>1.11</b>	<b>01:42</b>	<b>00:58</b>

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](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 141 copies or 0.7% to 358 copies or 1.7%

### 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.

Joseph A. Campise, 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

P428B0J4

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.