

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



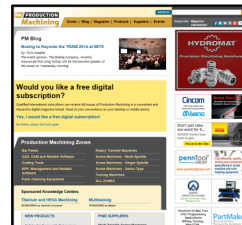
6 Issues in the period
20,604 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
31 total issued in the period
14,977 average per occurrence
13,436 average per occurrence

PRODUCTION MACHINING WEBSITE



23,173 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)	20,604	-	20,604
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (6 issued in the period)	14,977	-	14,977
b. PM Blog (25 issued in the period)	13,436	-	13,436
PRODUCTION MACHINING WEBSITE (Monthly Unique Browsers with 50,052 average Page Impressions)	23,173	-	23,173

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	1,899
	233
All Other	945
TOTAL	3,087

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,604	100.0	20,604	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,604	100.0	20,604	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
July	41	28	20,602
August	73	39	20,568
September	227	235	20,576
October	54	58	20,580
November	2,675	2,747	20,652
December	17	11	20,646
TOTAL	3,087	3,118	

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

This issue is 0.3% or 58 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 Code	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	COMPANY MANAGEMENT; PURCHASING	PRODUCTION OR MANUFACTURING ENGINEERING	QUALITY; DESIGN; RESEARCH	OTHER QUALIFIED TITLES N.E.C.
332	FABRICATED METAL PRODUCT MANUFACTURING						
3321	Forging and Stamping	194	0.9	95	83	6	10
3322	Cutlery and Handtool Manufacturing	65	0.3	33	30	1	1
3323	Architectural and Structural Metals Manufacturing	872	4.2	608	227	14	23
3324	Boiler, Tank, and Shipping Container Manufacturing	13	0.1	5	6	2	-
3325	Hardware Manufacturing	41	0.2	15	24	1	1
3326	Spring and Wire Product Manufacturing	49	0.2	19	21	5	4
332710	Machine Shops	8,560	41.4	6,637	1,653	157	113
332721	Precision Turned Product Manufacturing	1,346	6.5	687	551	76	32
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	658	3.2	274	311	54	19
3328	Coating, Engraving, Heat Treating, and Allied Activities	121	0.6	64	41	7	9
3329	Other Fabricated Metal Product Manufacturing	743	3.6	353	325	37	28
	Subtotal 332	12,662	61.2	8,790	3,272	360	240
333	MACHINERY MANUFACTURING						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	380	1.8	166	166	33	15
3332	Industrial Machinery Manufacturing	192	0.9	85	90	7	10
3333	Commercial and Service Industry Machinery Manufacturing	82	0.4	30	42	4	6
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	71	0.3	24	39	3	5
3335	Metalworking Machinery Manufacturing	2,029	9.8	1,279	497	99	154
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	170	0.8	51	102	13	4
3339	Other General Purpose Machinery Manufacturing	550	2.7	204	280	34	32
	Subtotal 333	3,474	16.7	1,839	1,216	193	226
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING						
3341	Computer and Peripheral Equipment Manufacturing	14	0.1	5	7	1	1
3342	Communications Equipment Manufacturing	34	0.2	8	23	3	-
3343	Audio and Video Equipment Manufacturing	6	-	-	6	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	128	0.6	29	86	11	2
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	176	0.9	32	125	12	7
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	-	-	1
	Subtotal 334	359	1.8	74	247	27	11
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING						
3351	Electric Lighting Equipment Manufacturing	14	0.1	6	7	1	-
3352	Household Appliance Manufacturing	8	-	2	5	1	-
3353	Electrical Equipment Manufacturing	117	0.6	29	78	8	2
3359	Other Electrical Equipment and Component Manufacturing	95	0.5	23	58	9	5
	Subtotal 335	234	1.2	60	148	19	7
336	TRANSPORTATION EQUIPMENT MANUFACTURING						
3361	Motor Vehicle Manufacturing	54	0.3	24	23	7	-
3362	Motor Vehicle Body and Trailer Manufacturing	38	0.2	18	12	4	4
3363	Motor Vehicle Parts Manufacturing	900	4.4	442	372	42	44
3364	Aerospace Product and Parts Manufacturing	632	3.1	281	301	37	13
3365	Railroad Rolling Stock Manufacturing	7	-	1	4	2	-
3366	Ship and Boat Building	19	0.1	8	8	1	2
3369	Other Transportation Equipment Manufacturing	32	0.2	17	13	2	-
	Subtotal 336	1,682	8.3	791	733	95	63
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	46	0.2	24	19	1	2
339	MISCELLANEOUS MANUFACTURING						
33911	Medical Equipment and Supplies Manufacturing	356	1.7	123	215	11	7
3399	Other Miscellaneous Manufacturing	238	1.2	135	86	3	14
	Subtotal 339	594	2.9	258	301	14	21
311-331	MISCELLANEOUS MANUFACTURING OTHER	707	3.4	317	307	26	57
	Subtotal Manufacturing	19,758	95.7	12,153	6,243	735	627
42	WHOLESALE TRADE	354	1.7	142	71	10	131
541	Professional Services	143	0.7	80	40	5	18
	Miscellaneous Others	397	1.9	255	92	7	43
	TOTAL QUALIFIED CIRCULATION	20,652	100.0	12,630	6,446	757	819

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 NOVEMBER 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	17,476	84.6
100 to 499	2,563	12.4
500 & above	613	3.0
TOTALS	20,652	100.0

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:	16,938	3,336	-	20,274	98.2
II. Request from recipient's company:	308	-	-	308	1.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	65	-	-	65	0.3
V. TOTAL – Sources other than above (listed alphabetically):	5	-	-	5	-
Association rosters and directories	-	-	-	-	-
Business directories	1	-	-	1	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	4	-	-	4	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,316	3,336	-	20,652	100.0
PERCENT	83.8	16.2	-	100.0	

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	20,652	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,652	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:	20,566	21,110	20,044	20,605	20,541	20,604
Qualified Non-Paid:	20,566	21,110	20,044	20,605	20,541	20,604
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	93		Kentucky	204	
New Hampshire	172		Tennessee	368	
Vermont	42		Alabama	231	
Massachusetts	504		Mississippi	85	
Rhode Island	87		EAST SO. CENTRAL	888	4.3
Connecticut	414		Arkansas	109	
NEW ENGLAND	1,312	6.4	Louisiana	181	
New York	936		Oklahoma	197	
New Jersey	357		Texas	1,017	
Pennsylvania	1,148		WEST SO. CENTRAL	1,504	7.3
MIDDLE ATLANTIC	2,441	11.8	Montana	39	
Ohio	1,795		Idaho	86	
Indiana	797		Wyoming	25	
Illinois	1,545		Colorado	206	
Michigan	1,575		New Mexico	53	
Wisconsin	991		Arizona	238	
EAST NO. CENTRAL	6,703	32.5	Utah	134	
Minnesota	788		Nevada	67	
Iowa	339		MOUNTAIN	848	4.1
Missouri	406		Alaska	6	
North Dakota	39		Washington	292	
South Dakota	82		Oregon	178	
Nebraska	134		California	1,524	
Kansas	240		Hawaii	-	
WEST NO. CENTRAL	2,028	9.8	PACIFIC	2,000	9.7
Delaware	24		UNITED STATES	19,713	95.5
Maryland	130		U.S. Territories	10	
Washington, DC	1		Canada	905	
Virginia	244		Mexico	24	
West Virginia	72		Other International	-	
North Carolina	425		APO/FPO	-	
South Carolina	252				
Georgia	340				
Florida	501				
SOUTH ATLANTIC	1,989	9.6			
			TOTAL QUALIFIED CIRCULATION	20,652	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2014	PM Inbox Insights	PM Blog
JULY		
July 3	-	13,654
July 8	-	13,647
July 18	-	13,631
July 25	-	13,611
July 29	15,392	-
AUGUST		
August 1	-	13,590
August 8	-	13,566
August 15	-	13,546
August 22	-	13,524
August 26	15,170	-
August 29	-	13,506
SEPTEMBER		
September 5	-	13,487
September 12	-	13,468
September 19	-	13,445
September 26	-	13,430
September 30	14,991	-
OCTOBER		
October 3	-	13,410
October 10	-	13,393
October 17	-	13,378
October 24	-	13,349
October 28	14,867	-
October 31	-	13,333
NOVEMBER		
November 7	-	13,324
November 14	-	13,318
November 21	-	13,298
November 25	14,773	-
November 28	-	13,278
DECEMBER		
December 5	-	13,258
December 12	-	13,246
December 19	-	13,213
December 23	14,666	-
AVERAGE:	14,977	13,436

PM Inbox Insights E-Newsletter (6 issued in the period)
PM Blog E-Newsletter (25 issued in the period)

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	50,381	31,179	26,678	1.17	01:49	01:08
August	47,643	29,162	21,079	1.38	03:13	02:05
September	48,066	30,270	22,484	1.35	03:15	01:57
October	54,912	33,185	24,907	1.33	02:51	01:53
November	52,407	30,805	23,120	1.33	02:26	01:44
December	46,900	29,113	20,772	1.40	02:24	01:29
AVERAGE:	50,052	30,619	23,173	1.33	02:40	01:43

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

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 February 5, 2015

State Ohio

County Hamilton

Received by BPA Worldwide February 5, 2015

Type BD

ID Number P428B0D4

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.