

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



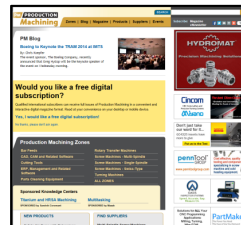
6 Issues in the period
20,551 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
13,053 average per occurrence
13,125 average per occurrence

PRODUCTION MACHINING WEBSITE



24,954 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)	20,551	-	20,551
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (6 issued in the period)	13,053	-	13,053
b. PM Blog (26 issued in the period)	13,125	-	13,125
PRODUCTION MACHINING WEBSITE (Monthly Unique Browsers with 50,509 average Page Impressions)	24,954	-	24,954

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	5
Advertiser and Agency Allocated for Trade Shows and Conventions	1,955
	183
All Other	841
TOTAL	2,984

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,551	100.0	20,551	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,551	100.0	20,551	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	20,478
August	20,534
September	20,714
October	20,895
November	20,313
December	20,371

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is 1.4% or 285 copies below the average of the other 5 issues reported in Paragraph 2.

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. (A,N,U,X,Z)
332	FABRICATED METAL PRODUCT MANUFACTURING						
3321	Forging and Stamping	189	0.9	87	88	6	8
3322	Cutlery and Handtool Manufacturing	69	0.4	32	35	1	1
3323	Architectural and Structural Metals Manufacturing	648	3.2	444	176	16	12
3324	Boiler, Tank, and Shipping Container Manufacturing	16	0.1	8	7	1	-
3325	Hardware Manufacturing	48	0.2	16	25	4	3
3326	Spring and Wire Product Manufacturing	45	0.2	19	21	3	2
332710	Machine Shops	10,217	50.3	7,797	2,058	210	152
332721	Precision Turned Product Manufacturing	1,218	6.0	668	463	67	20
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	533	2.6	254	228	39	12
3328	Coating, Engraving, Heat Treating, and Allied Activities	115	0.6	65	36	8	6
3329	Other Fabricated Metal Product Manufacturing	535	2.6	254	241	21	19
	Subtotal 332	13,633	67.1	9,644	3,378	376	235
333	MACHINERY MANUFACTURING						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	273	1.4	109	134	22	8
3332	Industrial Machinery Manufacturing	162	0.8	70	77	6	9
3333	Commercial and Service Industry Machinery Manufacturing	61	0.3	23	29	4	5
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	44	0.2	13	23	5	3
3335	Metalworking Machinery Manufacturing	1,835	9.0	1,117	491	86	141
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	126	0.6	43	70	8	5
3339	Other General Purpose Machinery Manufacturing	462	2.3	213	204	24	21
	Subtotal 333	2,963	14.6	1,588	1,028	155	192
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING						
3341	Computer and Peripheral Equipment Manufacturing	13	0.1	6	5	-	2
3342	Communications Equipment Manufacturing	27	0.1	4	23	-	-
3343	Audio and Video Equipment Manufacturing	5	-	1	3	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	124	0.6	32	77	13	2
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	162	0.8	45	97	16	4
3346	Manufacturing and Reproducing Magnetic and Optical Media	2	0.0	-	-	-	2
	Subtotal 334	333	1.6	88	205	30	10
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING						
3351	Electric Lighting Equipment Manufacturing	11	0.1	4	7	-	-
3352	Household Appliance Manufacturing	4	-	1	3	-	-
3353	Electrical Equipment Manufacturing	91	0.5	21	64	4	2
3359	Other Electrical Equipment and Component Manufacturing	90	0.4	25	56	4	5
	Subtotal 335	196	1.0	51	130	8	7
336	TRANSPORTATION EQUIPMENT MANUFACTURING						
3361	Motor Vehicle Manufacturing	46	0.2	25	18	1	2
3362	Motor Vehicle Body and Trailer Manufacturing	39	0.2	22	14	1	2
3363	Motor Vehicle Parts Manufacturing	613	3.0	279	275	41	18
3364	Aerospace Product and Parts Manufacturing	535	2.6	234	266	29	6
3365	Railroad Rolling Stock Manufacturing	17	0.1	6	8	3	-
3366	Ship and Boat Building	26	0.1	16	9	1	-
3369	Other Transportation Equipment Manufacturing	45	0.2	31	14	-	-
	Subtotal 336	1,321	6.4	613	604	76	28
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	48	0.2	26	22	-	-
339	MISCELLANEOUS MANUFACTURING						
33911	Medical Equipment and Supplies Manufacturing	275	1.4	82	177	13	3
3399	Other Miscellaneous Manufacturing	162	0.8	94	53	8	7
	Subtotal 339	437	2.2	176	230	21	10
311-331	MISCELLANEOUS MANUFACTURING OTHER	620	3.1	255	278	30	57
	Subtotal Manufacturing	19,551	96.2	12,441	5,875	696	539
42	WHOLESALE TRADE	376	1.9	132	76	9	159
541	PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	129	0.6	71	42	6	10
	Miscellaneous Others	257	1.3	119	87	9	42
	TOTAL QUALIFIED CIRCULATION	20,313	100.0	12,763	6,080	720	750

(B,L) COMPANY MANAGEMENT; PURCHASING: Titles include Chairman, General Mgr, Owner, Partner, President, Purchasing Mgr, Buyer and other related titles.

(C,D,E,F,G,R,S,T,V) PRODUCTION OR MANUFACTURING ENGINEERING: Titles include Mfg Prod Mgr, Mfg Prod Engr, Prod Mgr, Prod Engr, Director or Mfg Engr, Plant Manager, Factory Manager, CNC Programmer, 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, Instructor, 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:	13,777	4,650	-	18,427	90.7
II. Request from recipient's company:	2	-	-	2	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,761	-	-	1,761	8.7
V. TOTAL – Sources other than above (listed alphabetically):	123	-	-	123	0.6
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	123	-	-	123	0.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,663	4,650	-	20,313	100.0
PERCENT	77.1	22.9	-	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	20,313	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,313	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:	20,541	20,604	20,586	20,838	20,503	20,551
Qualified Non-Paid:	20,541	20,604	20,586	20,838	20,503	20,551
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	91		Kentucky	209	
New Hampshire	173		Tennessee	307	
Vermont	52		Alabama	206	
Massachusetts	527		Mississippi	77	
Rhode Island	81		EAST SO. CENTRAL	799	3.9
Connecticut	425		Arkansas	101	
NEW ENGLAND	1,349	6.7	Louisiana	186	
New York	870		Oklahoma	203	
New Jersey	383		Texas	978	
Pennsylvania	1,144		WEST SO. CENTRAL	1,468	7.2
MIDDLE ATLANTIC	2,397	11.8	Montana	42	
Ohio	1,696		Idaho	90	
Indiana	695		Wyoming	28	
Illinois	1,440		Colorado	199	
Michigan	1,412		New Mexico	46	
Wisconsin	932		Arizona	243	
EAST NO. CENTRAL	6,175	30.4	Utah	125	
Minnesota	741		Nevada	55	
Iowa	321		MOUNTAIN	828	4.1
Missouri	414		Alaska	9	
North Dakota	42		Washington	292	
South Dakota	79		Oregon	198	
Nebraska	133		California	1,704	
Kansas	203		Hawaii	7	
WEST NO. CENTRAL	1,933	9.5	PACIFIC	2,210	10.9
Delaware	26		UNITED STATES	19,013	93.6
Maryland	143		U.S. Territories	8	
Washington, DC	6		Canada	1,262	
Virginia	240		Mexico	30	
West Virginia	78		Other International	-	
North Carolina	425		APO/FPO	-	
South Carolina	213				
Georgia	267				
Florida	456				
SOUTH ATLANTIC	1,854	9.1			
			TOTAL QUALIFIED CIRCULATION	20,313	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2016	PM Inbox Insights	PM Blog
JULY		
July 1	-	13,639
July 8	-	13,589
July 15	-	13,562
July 22	-	13,531
July 26	13,498	-
July 29	-	13,471
AUGUST		
August 5	-	13,450
August 12	-	13,430
August 19	-	13,376
August 26	-	13,335
August 30	13,327	-
SEPTEMBER		
September 2	-	13,268
September 9	-	13,284
September 16	-	13,219
September 23	-	13,178
September 27	13,154	-
September 30	-	13,139
OCTOBER		
October 7	-	13,092
October 14	-	13,061
October 21	-	13,035
October 25	13,017	-
October 28	-	12,996
NOVEMBER		
November 4	-	12,952
November 11	-	12,910
November 18	-	12,878
November 28	-	12,593
November 29	12,566	-
DECEMBER		
December 2	-	12,558
December 9	-	12,507
December 16	-	12,500
December 21	12,754	-
December 22	-	12,702
AVERAGE:	13,053	13,125

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

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	50,067	32,791	24,782	1.32	02:30	01:19
August	59,935	36,634	28,711	1.28	02:06	01:20
September	55,489	34,423	27,467	1.25	01:56	01:11
October	49,547	32,422	25,516	1.27	02:20	01:14
November	45,185	30,117	22,294	1.35	03:00	01:30
December	42,831	28,102	20,954	1.34	02:34	01:21
AVERAGE:	50,509	32,415	24,954	1.30	02:24	01:19

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

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website is not reported at the media owner's option.

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request) includes 1 source of circulation for quantities of 1,761 copies or 8.7%.

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

January 16, 2017

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 16, 2017

Type

BD

ID Number

P428B0D6

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.