

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  
20,503 average circulation

**PRODUCTION MACHINING E-NEWSLETTERS**



2 E-Newsletters in the period  
30 total issued in the period  
13,754 average per occurrence  
13,828 average per occurrence

**PRODUCTION MACHINING WEBSITE**



25,324 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)	20,503	-	20,503
<b>PRODUCTION MACHINING E-NEWSLETTERS</b>			
a. PM Inbox Insights (6 issued in the period)	13,754	-	13,754
b. PM Blog (24 issued in the period)	13,828	-	13,828
<b>PRODUCTION MACHINING WEBSITE</b> (Monthly Unique Browsers with 51,229 average Page Impressions)	25,324	-	25,324

**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	7
Advertiser and Agency Allocated for Trade Shows and Conventions	1,947 83
All Other	800
<b>TOTAL</b>	<b>2,837</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	20,503	100.0	20,503	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,503</b>	<b>100.0</b>	<b>20,503</b>	<b>100.0</b>	-	-

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

2016 Issue	Total Qualified
January	20,550
February	20,607
March	20,542
April	20,603
May	20,298
June	20,420

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
 This issue is 1.2% or 246 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](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. (A,N,U,X,Z)
<b>332</b>	<b>FABRICATED METAL PRODUCT MANUFACTURING</b>						
3321	Forging and Stamping	157	0.8	79	66	3	9
3322	Cutlery and Handtool Manufacturing	59	0.3	31	24	3	1
3323	Architectural and Structural Metals Manufacturing	695	3.4	481	180	26	8
3324	Boiler, Tank, and Shipping Container Manufacturing	10	-	6	4	-	-
3325	Hardware Manufacturing	39	0.2	16	18	2	3
3326	Spring and Wire Product Manufacturing	42	0.2	19	19	2	2
332710	Machine Shops	10,513	51.8	8,367	1,815	226	105
332721	Precision Turned Product Manufacturing	1,166	5.7	653	436	65	12
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	556	2.7	264	239	39	14
3328	Coating, Engraving, Heat Treating, and Allied Activities	136	0.7	79	45	7	5
3329	Other Fabricated Metal Product Manufacturing	516	2.5	251	228	24	13
	<b>Subtotal 332</b>	<b>13,889</b>	<b>68.3</b>	<b>10,246</b>	<b>3,074</b>	<b>397</b>	<b>172</b>
<b>333</b>	<b>MACHINERY MANUFACTURING</b>						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	291	1.4	126	142	16	7
3332	Industrial Machinery Manufacturing	155	0.8	71	73	8	3
3333	Commercial and Service Industry Machinery Manufacturing	56	0.3	20	26	6	4
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	44	0.2	16	24	2	2
3335	Metalworking Machinery Manufacturing	1,860	9.2	1,185	508	70	97
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	119	0.6	41	71	2	5
3339	Other General Purpose Machinery Manufacturing	434	2.1	183	201	26	24
	<b>Subtotal 333</b>	<b>2,959</b>	<b>14.6</b>	<b>1,642</b>	<b>1,045</b>	<b>130</b>	<b>142</b>
<b>334</b>	<b>COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>						
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	104	0.5	26	69	8	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	140	0.7	45	80	9	6
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	-	-	1
	<b>Subtotal 334</b>	<b>286</b>	<b>1.4</b>	<b>80</b>	<b>174</b>	<b>22</b>	<b>10</b>
<b>335</b>	<b>ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING</b>						
3351	Electric Lighting Equipment Manufacturing	14	0.1	5	9	-	-
3352	Household Appliance Manufacturing	6	-	1	4	1	-
3353	Electrical Equipment Manufacturing	95	0.5	25	61	6	3
3359	Other Electrical Equipment and Component Manufacturing	87	0.4	26	51	4	6
	<b>Subtotal 335</b>	<b>202</b>	<b>1.0</b>	<b>57</b>	<b>125</b>	<b>11</b>	<b>9</b>
<b>336</b>	<b>TRANSPORTATION EQUIPMENT MANUFACTURING</b>						
3361	Motor Vehicle Manufacturing	51	0.3	25	22	3	1
3362	Motor Vehicle Body and Trailer Manufacturing	42	0.2	24	15	1	2
3363	Motor Vehicle Parts Manufacturing	665	3.3	324	288	37	16
3364	Aerospace Product and Parts Manufacturing	578	2.8	274	258	39	7
3365	Railroad Rolling Stock Manufacturing	17	0.1	6	8	2	1
3366	Ship and Boat Building	17	0.1	9	6	2	-
3369	Other Transportation Equipment Manufacturing	41	0.2	26	13	2	-
	<b>Subtotal 336</b>	<b>1,411</b>	<b>7.0</b>	<b>688</b>	<b>610</b>	<b>86</b>	<b>27</b>
<b>337</b>	<b>FURNITURE AND RELATED PRODUCT MANUFACTURING</b>						
337	Furniture and Related Product Manufacturing	32	0.2	19	12	1	-
<b>339</b>	<b>MISCELLANEOUS MANUFACTURING</b>						
33911	Medical Equipment and Supplies Manufacturing	299	1.5	110	173	13	3
3399	Other Miscellaneous Manufacturing	138	0.7	76	51	4	7
	<b>Subtotal 339</b>	<b>437</b>	<b>2.2</b>	<b>186</b>	<b>224</b>	<b>17</b>	<b>10</b>
<b>311-331</b>	<b>MISCELLANEOUS MANUFACTURING OTHER</b>						
	<b>Subtotal Manufacturing</b>	<b>515</b>	<b>2.5</b>	<b>231</b>	<b>221</b>	<b>23</b>	<b>40</b>
<b>42</b>	<b>WHOLESALE TRADE</b>						
42	Wholesale Trade	306	1.5	95	61	9	141
<b>541</b>	<b>PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES</b>						
541	Professional, Scientific and Technical Services	120	0.6	59	44	8	9
	Miscellaneous Others	141	0.7	66	35	9	31
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,298</b>	<b>100.0</b>	<b>13,369</b>	<b>5,625</b>	<b>713</b>	<b>591</b>

**(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 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 related titles.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	14,137	3,574	-	17,711	87.3
II. Request from recipient's company:	49	-	-	49	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2,538	-	-	2,538	12.5
V. <b>TOTAL</b> – 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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,724</b>	<b>3,574</b>	<b>-</b>	<b>20,298</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.4</b>	<b>17.6</b>	<b>-</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	20,298	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>20,298</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 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016*
Total Audit Average Qualified:	20,605	20,541	20,604	20,586	20,838	20,503
Qualified Non-Paid:	20,605	20,541	20,604	20,586	20,838	20,503
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 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 MAY 2016\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	86		Kentucky	224	
New Hampshire	173		Tennessee	320	
Vermont	48		Alabama	214	
Massachusetts	529		Mississippi	77	
Rhode Island	79		<b>EAST SO. CENTRAL</b>	<b>835</b>	<b>4.1</b>
Connecticut	455		Arkansas	108	
<b>NEW ENGLAND</b>	<b>1,370</b>	<b>6.8</b>	Louisiana	189	
New York	919		Oklahoma	218	
New Jersey	379		Texas	1,018	
Pennsylvania	1,161		<b>WEST SO. CENTRAL</b>	<b>1,533</b>	<b>7.6</b>
<b>MIDDLE ATLANTIC</b>	<b>2,459</b>	<b>12.1</b>	Montana	42	
Ohio	1,712		Idaho	83	
Indiana	735		Wyoming	26	
Illinois	1,424		Colorado	210	
Michigan	1,460		New Mexico	53	
Wisconsin	946		Arizona	235	
<b>EAST NO. CENTRAL</b>	<b>6,277</b>	<b>30.9</b>	Utah	138	
Minnesota	754		Nevada	53	
Iowa	319		<b>MOUNTAIN</b>	<b>840</b>	<b>4.1</b>
Missouri	393		Alaska	12	
North Dakota	44		Washington	306	
South Dakota	81		Oregon	185	
Nebraska	133		California	1,674	
Kansas	223		Hawaii	4	
<b>WEST NO. CENTRAL</b>	<b>1,947</b>	<b>9.6</b>	<b>PACIFIC</b>	<b>2,181</b>	<b>10.8</b>
Delaware	26		<b>UNITED STATES</b>	<b>19,356</b>	<b>95.4</b>
Maryland	133		U.S. Territories	8	
Washington, DC	4		Canada	907	
Virginia	247		Mexico	27	
West Virginia	73		Other International	-	
North Carolina	457		APO/FPO	-	
South Carolina	229				
Georgia	282				
Florida	463				
<b>SOUTH ATLANTIC</b>	<b>1,914</b>	<b>9.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,298</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2016	PM Inbox Insights	PM Blog
<b>JANUARY</b>		
January 15	-	13,905
January 22	-	13,852
January 26	13,815	-
January 29	-	13,801
<b>FEBRUARY</b>		
February 5	-	13,762
February 12	-	13,722
February 19	-	13,679
February 23	13,667	-
February 26	-	13,634
<b>MARCH</b>		
March 4	-	13,607
March 11	-	13,558
March 18	-	13,512
March 25	-	13,498
March 29	13,475	-
<b>APRIL</b>		
April 1	-	14,282
April 8	-	14,200
April 15	-	14,148
April 22	-	14,118
April 26	14,053	-
April 29	-	14,019
<b>MAY</b>		
May 6	-	13,971
May 13	-	13,938
May 20	-	13,910
May 27	-	13,853
May 31	13,851	-
<b>JUNE</b>		
June 3	-	13,827
June 10	-	13,694
June 17	-	13,714
June 24	-	13,669
June 28	13,665	-
<b>AVERAGE:</b>	<b>13,754</b>	<b>13,828</b>

PM Inbox Insights E-Newsletter (6 issued in the period)  
 PM Blog E-Newsletter (24 issued in the period)

## WEBSITE CHANNEL

### WWW.PRODUCTIONMACHINING.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	52,218	32,852	23,331	1.41	02:17	01:21
February	45,335	30,608	22,759	1.34	02:26	01:10
March	55,333	37,399	28,416	1.32	02:38	01:16
April	52,634	35,903	27,328	1.31	02:49	01:19
May	50,484	34,057	25,991	1.31	02:46	01:20
June	51,372	32,291	24,116	1.34	02:23	01:25
<b>AVERAGE:</b>	<b>51,229</b>	<b>33,852</b>	<b>25,324</b>	<b>1.34</b>	<b>02:33</b>	<b>01:18</b>

January – June 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](http://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	July 19, 2016
State	Ohio
County	Hamilton
Received by BPA Worldwide	July 19, 2016
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#### 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.