

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.ptonline.com


PLASTICS TECHNOLOGY is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the plastics processing market. Plastics Technology'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

PLASTICS TECHNOLOGY MAGAZINE



6 Issues in the period
37,315 average circulation

PLASTICS TECHNOLOGY E-NEWSLETTERS



3 E-Newsletters in the period
39 issued in the period
27,947 average per occurrence
26,051 average per occurrence
25,759 average per occurrence

PLASTICS TECHNOLOGY WEBSITE



78,759 average
unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PLASTICS TECHNOLOGY MAGAZINE (6 issues in the period)	37,315	-	37,315
PLASTICS TECHNOLOGY E-NEWSLETTERS			
a. PT Products Insider (6 issued in the period)	27,947	-	27,947
b. PT Insider (6 issued in the period)	26,051	-	26,051
c. PT Weekly (27 issued in the period)	25,759	-	25,759
PLASTICS TECHNOLOGY WEBSITE (Monthly Unique Browsers with 181,941 average Page Impressions)	78,759	-	78,759

FIELD SERVED

PLASTICS TECHNOLOGY serves the plastics processing and plastics product manufacturing industry, 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, manufacturing production and engineering, purchasing, research & development, quality assurance and quality control, and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	133
Advertiser and Agency Allocated for Trade Shows and Conventions	1,768
	13
All Other	1,206
TOTAL	3,119

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,315	100.0	37,315	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,315	100.0	37,315	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
July	37,060
August	37,344
September	37,294
October	37,272
November	37,248
December	37,672

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015
 This issue is 0.2% or 80 copies below the average of the other 5 issues reported in Paragraph 2.

NAICS NO.	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
				Company Mgmt/ Purchasing (B,L)	Prod/Mfg Engr (C,D,E,V,F,T,G,R,S)	Qual: R&D (H,I,J,P,Q)	Other NEC (A,N,U,X,Z)
325	Chemical Manufacturing						
3251	Basic Chemical Manufacturing	283	0.8	69	117	70	27
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	627	1.7	203	278	101	45
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	20	0.1	4	13	1	2
3254	Pharmaceutical and Medicine Manufacturing	54	0.1	14	29	9	2
3255	Paint, Coating, and Adhesive Manufacturing	95	0.3	29	40	19	7
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	86	0.2	18	46	16	6
3259	Other Chemical Product and Preparation Manufacturing	272	0.7	85	111	50	26
	Subtotal 325	1,437	3.9	422	634	266	115
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	252	0.7	112	113	21	6
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	123	0.3	42	56	20	5
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,041	2.8	345	507	140	49
326121	Unlaminated Plastics Profile Shape Manufacturing	314	0.9	121	149	28	16
326122	Plastics Pipe and Pipe Fitting Manufacturing	392	1.1	99	239	42	12
	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	301	0.8	127	132	30	12
326140	Polystyrene Foam Product Manufacturing	52	0.1	14	32	5	1
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	411	1.1	164	193	44	10
326160	Plastics Bottle Manufacturing	344	0.9	110	187	33	14
326191	Plastics Plumbing Fixture Manufacturing	102	0.3	48	42	9	3
326199	All Other Plastics Product Manufacturing	11,035	29.6	4,390	5,293	898	454
326211	Tire Manufacturing (except Retreading)	52	0.1	19	26	6	1
326212	Tire Retreading	2	-	1	1	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	170	0.5	53	100	14	3
326291	Rubber Product Manufacturing for Mechanical Use	115	0.3	44	55	11	5
326299	All Other Rubber Product Manufacturing	383	1.0	138	196	41	8
	Subtotal 326	15,089	40.5	5,827	7,321	1,342	599
327	Nonmetallic Mineral Product Manufacturing	166	0.4	76	74	9	7
331	Primary Metal Manufacturing	337	0.9	110	185	24	18
332	Fabricated Metal Product Manufacturing	1,868	5.0	1,042	642	134	50
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	196	0.5	66	109	16	5
3332	Industrial Machinery Manufacturing	412	1.1	174	175	25	38
3333	Commercial and Service Industry Machinery Manufacturing	288	0.8	64	173	44	7
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	102	0.3	36	52	8	6
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,016	2.7	619	317	42	38
333511	Industrial Mold Manufacturing	2,946	7.9	1,504	1,219	169	54
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	92	0.2	32	50	7	3
3339	Other General Purpose Machinery Manufacturing	547	1.5	185	285	45	32
	Subtotal 333	5,599	15.0	2,680	2,380	356	183
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	91	0.2	16	64	11	-
3342	Communications Equipment Manufacturing	148	0.4	25	106	15	2
3343	Audio and Video Equipment Manufacturing	39	0.1	5	30	4	-
3344	Semiconductor and Other Electronic Component Manufacturing	386	1.1	67	277	33	9
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	701	1.9	206	414	58	23
3346	Manufacturing and Reproducing Magnetic and Optical Media	14	-	4	8	2	-
	Subtotal 334	1,379	3.7	323	899	123	34
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	78	0.2	27	48	3	-
3352	Household Appliance Manufacturing	95	0.3	15	69	9	2
3353	Electrical Equipment Manufacturing	314	0.8	53	224	27	10
3359	Other Electrical Equipment and Component Manufacturing	493	1.3	117	319	40	17
	Subtotal 335	980	2.6	212	660	79	29
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	824	2.2	218	504	86	16
3362	Motor Vehicle Body and Trailer Manufacturing	250	0.7	100	125	22	3
3363	Motor Vehicle Parts Manufacturing	1,657	4.4	613	873	141	30
3364	Aerospace Product and Parts Manufacturing	1,564	4.2	301	1,074	162	27
3365	Railroad Rolling Stock Manufacturing	32	0.1	8	20	2	2
3366	Ship and Boat Building	226	0.6	110	93	15	8
3369	Other Transportation Equipment Manufacturing	96	0.3	34	49	13	-
	Subtotal 336	4,649	12.5	1,384	2,738	441	86
337	Furniture and Related Product Manufacturing	190	0.5	83	87	16	4
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	2,167	5.8	626	1,295	218	28
3399	Other Miscellaneous Manufacturing	756	2.1	322	355	67	12
	Subtotal 339	2,923	7.9	948	1,650	285	40
311-324	Miscellaneous Manufacturing Other	652	1.8	265	270	88	29
42	Merchant Wholesalers	417	1.1	281	68	13	55
541	Professional Services	655	1.8	333	213	56	53
	Miscellaneous Others	907	2.4	427	348	80	52
	TOTAL QUALIFIED CIRCULATION	37,248	100.0	14,413	18,169	3,312	1,354

(B) COMPANY MANAGEMENT titles include Chairman, General Manager, Owner, Partner, President and Vice President.

(C) MANUFACTURING PRODUCTION MANAGEMENT titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Mfg Director, and other qualified titles.

(D) MANUFACTURING PRODUCTION DEPARTMENT titles include Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Production Supervisor and other qual titles.

(E,V) MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer and other qual titles

(F,T, G) MANUFACTURING ENGINEERING (ENGINEERS) include most engineering titles where the individual does not manage the department. Diemaker, Mold maker, Machine Operator and other qual titles.

(P) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Quality Assurance Manager, Quality Control Director and Chief of Quality Engineering, and other titles.

(Q) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor and other titles.

(H) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering and Director of Research and other titles.

(I,J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT DEPARTMENT titles include Design Project Engineer, Development Engineer and Research & Design Engineer, Designer, Parts Designer, Draftsman, and other qual titles.

(R) FACTORY AUTOMATION MANAGEMENT titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design and Chief Systems Engineer.

(S) FACTORY AUTOMATION DEPARTMENT titles include Factory Automation Engineer, Automation Foreman, Systems Designer and Systems Engineer.

(L) PURCHASING titles include Buyer, Procurement Chief and Purchasing Manager and other qual titles.

(X,Z) SALES & MARKETING includes Sales titles and Marketing titles

(A,N,U) OTHER NEC include titles not elsewhere classified

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:	24,348	7,311	-	31,659	85.0
II. Request from recipient's company:	127	-	-	127	0.4
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	5,408	-	-	5,408	14.5
V. TOTAL – Sources other than above (listed alphabetically):	54	-	-	54	0.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	54	-	-	54	0.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,937	7,311	-	37,248	100.0
PERCENT	80.4	19.6	-	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	37,248	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,248	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:	36,844	36,898	37,051	37,089	37,035	37,315
Qualified Non-Paid:	36,844	36,898	37,051	37,089	37,035	37,315
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	68		Kentucky	482	
New Hampshire	259		Tennessee	670	
Vermont	93		Alabama	351	
Massachusetts	991		Mississippi	148	
Rhode Island	202		EAST SO. CENTRAL	1,651	4.4
Connecticut	633		Arkansas	236	
NEW ENGLAND	2,246	6.0	Louisiana	144	
New York	1,270		Oklahoma	207	
New Jersey	833		Texas	1,568	
Pennsylvania	1,729		WEST SO. CENTRAL	2,155	5.8
MIDDLE ATLANTIC	3,832	10.3	Montana	43	
Ohio	3,051		Idaho	69	
Indiana	1,690		Wyoming	26	
Illinois	2,546		Colorado	324	
Michigan	2,847		New Mexico	35	
Wisconsin	2,052		Arizona	317	
EAST NO. CENTRAL	12,186	32.7	Utah	252	
Minnesota	1,239		Nevada	75	
Iowa	470		MOUNTAIN	1,141	3.1
Missouri	755		Alaska	8	
North Dakota	67		Washington	569	
South Dakota	101		Oregon	273	
Nebraska	268		California	2,369	
Kansas	387		Hawaii	8	
WEST NO. CENTRAL	3,287	8.8	PACIFIC	3,227	8.7
Delaware	76		UNITED STATES	34,196	91.8
Maryland	247		U.S. Territories	53	
Washington, DC	8		Canada	2,891	
Virginia	394		Mexico	108	
West Virginia	69		Other International	-	
North Carolina	1,000		AP0/FPO	-	
South Carolina	448				
Georgia	875				
Florida	1,354				
SOUTH ATLANTIC	4,471	12.0			
			TOTAL QUALIFIED CIRCULATION	37,248	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2015	PT Products Insider E-Newsletter	PT Insider E-Newsletter	PT Weekly
JULY			
July 2	-	-	27,314
July 7	-	27,213	-
July 9	-	-	27,214
July 15	28,502	-	-
July 16	-	-	27,156
July 23	-	-	27,101
July 30	-	-	27,061
AUGUST			
August 4	-	27,001	-
August 6	-	-	26,944
August 12	28,371	-	-
August 13	-	-	26,897
August 20	-	-	26,860
August 27	-	-	26,795
SEPTEMBER			
September 1	-	26,753	-
September 3	-	-	26,715
September 9	28,049	-	-
September 10	-	-	25,551
September 17	-	-	25,509
September 24	-	-	25,481
OCTOBER			
October 1	-	-	25,440
October 6	-	25,357	-
October 8	-	-	25,354
October 14	27,792	-	-
October 15	-	-	25,096
October 22	-	-	25,184
October 29	-	-	25,050
NOVEMBER			
November 3	-	25,044	-
November 5	-	-	25,053
November 11	27,507	-	-
November 12	-	-	25,039
November 19	-	-	25,018
November 24	-	-	24,870
DECEMBER			
December 1	-	24,939	-
December 3	-	-	24,906
December 9	27,461	-	-
December 10	-	-	24,807
December 17	-	-	24,725
December 23	-	-	24,507
December 30	-	-	23,851
AVERAGE:	27,947	26,051	25,759

PT Products Insider E-Newsletter (6 issued in the period)
 PT Insider E-Newsletter (6 issued in the period)
 PT Weekly E-Newsletter (27 issued in the period)

WEBSITE CHANNEL

WWW.PTONLINE.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	176,509	102,711	76,281	1.35	02:14	01:37
August	175,238	98,727	73,660	1.34	02:08	01:40
September	180,678	103,011	77,318	1.33	02:14	01:41
October	193,368	112,879	84,748	1.33	02:17	01:38
November	184,046	107,473	81,598	1.32	02:17	01:38
December	181,809	105,449	78,950	1.34	02:19	01:41
AVERAGE:	181,941	105,042	78,759	1.34	02:15	01:39

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-Newsletter 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.

Richard G. Kline, Jr., 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

New York

County

New York

Received by BPA Worldwide

February 18, 2016

Type

BD

ID Number

PO90B0D5

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.