



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/tradeshow/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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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
37,051 average circulation

PLASTICS TECHNOLOGY E-NEWSLETTERS

3 E-Newsletters in the period
35 total issued in the period
30,868 average per occurrence
27,468 average per occurrence
27,973 average per occurrence

PLASTICS TECHNOLOGY WEBSITE

66,000 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)	37,051	-	37,051
PLASTICS TECHNOLOGY E-NEWSLETTERS			
a. PT Materials (6 issued in the period)	30,868	-	30,868
b. PT Insider (6 issued in the period)	27,468	-	27,468
c. PT Weekly (23 issued in the period)	27,973	-	27,973
PLASTICS TECHNOLOGY WEBSITE (Monthly Unique Browsers with 146,902 average Page Impressions)	66,000	-	66,000

FIELD SERVED

PLASTICS TECHNOLOGY serves the plastics processing and plastics product manufacturing industry, as detailed in paragraph 3A. Also served are other manufacturing, merchant wholesalers, and professional services.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	204
Advertiser and Agency Allocated for Trade Shows and Conventions	1,648
All Other	300
TOTAL	2,966

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,051	100.0	37,051	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,051	100.0	37,051	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Number Removed	Number Added	Total Qualified
January	96	106	37,119
February	128	39	37,030
March	183	105	36,952
April	133	156	36,975
May	87	240	37,128
June	213	186	37,101
TOTAL	840	832	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
This issue is 0.3% or 93 copies above 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,F,G, R,S,T,V)	Qual; R&D (H,I,J,P,Q)	Other NEC (N,X,Z)
325	Chemical Manufacturing						
3251	Basic Chemical Manufacturing	355	1.0	60	215	77	3
	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing						
3252	Manufacturing	663	1.8	229	272	136	26
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	13	-	1	6	2	4
3254	Pharmaceutical and Medicine Manufacturing	84	0.2	17	38	19	10
3255	Paint, Coating, and Adhesive Manufacturing	126	0.3	43	44	38	1
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	96	0.3	31	45	17	3
3259	Other Chemical Product and Preparation Manufacturing	374	1.0	136	156	58	24
	Subtotal 325	1,711	4.6	517	776	347	71
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	133	0.4	84	36	8	5
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	93	0.2	40	40	10	3
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,042	2.8	342	506	139	55
326121	Unlaminated Plastics Profile Shape Manufacturing	689	1.9	269	326	62	32
326122	Plastics Pipe and Pipe Fitting Manufacturing	363	1.0	130	191	33	9
	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing						
326130	Manufacturing	288	0.8	108	123	33	24
326140	Polystyrene Foam Product Manufacturing	56	0.2	20	24	11	1
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	89	0.2	38	40	9	2
326160	Plastics Bottle Manufacturing	529	1.4	150	292	66	21
326191	Plastics Plumbing Fixture Manufacturing	115	0.3	45	56	12	2
326199	All Other Plastics Product Manufacturing	12,651	34.1	6,096	5,489	989	77
326211	Tire Manufacturing (except Retreading)	71	0.2	18	40	13	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	209	0.6	60	108	38	3
326299	All Other Rubber Product Manufacturing	393	1.1	125	203	54	11
	Subtotal 326	16,721	45.2	7,525	7,474	1,477	245
327	Nonmetallic Mineral Product Manufacturing	276	0.7	131	103	34	8
331	Primary Metal Manufacturing	239	0.6	88	108	30	13
332	Fabricated Metal Product Manufacturing	2,469	6.6	1,269	1,002	188	10
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	173	0.5	61	83	24	5
3332	Industrial Machinery Manufacturing	449	1.2	179	164	58	48
3333	Commercial and Service Industry Machinery Manufacturing	159	0.4	52	80	24	3
	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing						
3334	Equipment Manufacturing	99	0.3	30	52	15	2
3335	Metalworking Machinery Manufacturing (not incl. 333511)	351	0.9	211	104	22	14
333511	Industrial Mold Manufacturing	2,520	6.8	1,438	888	125	69
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	119	0.3	29	57	28	5
3339	Other General Purpose Machinery Manufacturing	531	1.4	196	250	48	37
	Subtotal 333	4,401	11.8	2,196	1,678	344	183
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	58	0.2	15	33	7	3
3342	Communications Equipment Manufacturing	130	0.4	30	76	18	6
3343	Audio and Video Equipment Manufacturing	29	0.1	7	17	5	-
3344	Semiconductor and Other Electronic Component Manufacturing	325	0.9	73	182	59	11
	Navigation, Measuring, Electromedical, and Control Instruments Manufacturing						
3345	Manufacturing	637	1.7	311	248	61	17
3346	Manufacturing and Reproducing Magnetic and Optical Media	16	-	3	10	1	2
	Subtotal 334	1,195	3.3	439	566	151	39
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	77	0.2	30	35	11	1
3352	Household Appliance Manufacturing	115	0.3	29	66	17	3
3353	Electrical Equipment Manufacturing	187	0.5	49	109	18	11
3359	Other Electrical Equipment and Component Manufacturing	307	0.8	79	159	60	9
	Subtotal 335	686	1.8	187	369	106	24
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	185	0.5	63	94	23	5
3362	Motor Vehicle Body and Trailer Manufacturing	258	0.7	89	130	35	4
3363	Motor Vehicle Parts Manufacturing	2,223	6.0	834	1,143	202	44
3364	Aerospace Product and Parts Manufacturing	1,077	2.9	215	668	167	27
3365	Railroad Rolling Stock Manufacturing	20	0.1	4	14	2	-
3366	Ship and Boat Building	121	0.3	71	28	16	6
3369	Other Transportation Equipment Manufacturing	80	0.2	29	41	8	2
	Subtotal 336	3,964	10.7	1,305	2,118	453	88
337	Furniture and Related Product Manufacturing	220	0.6	93	98	27	2
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	2,131	5.7	800	1,093	209	29
3399	Other Miscellaneous Manufacturing	877	2.4	386	348	114	29
	Subtotal 339	3,008	8.1	1,186	1,441	323	58
311-324	Miscellaneous Manufacturing Other	907	2.4	317	353	194	43
42	Merchant Wholesalers	561	1.5	395	69	27	70
541	Professional Services	770	2.1	445	167	94	64
	TOTAL QUALIFIED CIRCULATION	37,128	100.0	16,093	16,322	3,795	918

(B) CORPORATE EXECUTIVE 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.

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

(T, F) MANUFACTURING ENGINEERING (ENGINEERS) include most engineering titles where the individual does not manage the department.

(G) MANUFACTURING (OTHER MANUFACTURING PERSONNEL) titles include 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) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Design Project Engineer, Development Engineer and Research & Design Engineer and other titles.

(J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include 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 ENGINEERS 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.

(N, X, Z) Other NEC include titles not elsewhere classified, (X) Sales titles, (Z) Marketing Titles

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:	24,524	7,310	-	31,834	85.7
II. Request from recipient's company:	465	-	-	465	1.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	4,829	-	-	4,829	13.0
Association rosters and directories	-	-	-	-	-
*Business directories	2,750	-	-	2,750	7.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,079	-	-	2,079	5.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,818	7,310	-	37,128	100.0
PERCENT	80.3	19.7	-	100.0	

*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	37,128	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,128	100.0

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:	36,958	36,918	37,891	36,844	36,898	37,051
Qualified Non-Paid:	36,958	36,918	37,891	36,844	36,898	37,051
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	57		Kentucky	442	
New Hampshire	251		Tennessee	597	
Vermont	87		Alabama	286	
Massachusetts	940		Mississippi	136	
Rhode Island	199		EAST SO. CENTRAL	1,461	4.0
Connecticut	573		Arkansas	223	
NEW ENGLAND	2,107	5.7	Louisiana	148	
New York	1,138		Oklahoma	175	
New Jersey	800		Texas	1,500	
Pennsylvania	1,581		WEST SO. CENTRAL	2,046	5.5
MIDDLE ATLANTIC	3,519	9.5	Montana	36	
Ohio	2,724		Idaho	61	
Indiana	1,415		Wyoming	17	
Illinois	2,377		Colorado	278	
Michigan	2,427		New Mexico	26	
Wisconsin	1,893		Arizona	259	
EAST NO. CENTRAL	10,836	29.2	Utah	217	
Minnesota	1,048		Nevada	86	
Iowa	419		MOUNTAIN	980	2.6
Missouri	704		Alaska	8	
North Dakota	48		Washington	416	
South Dakota	85		Oregon	264	
Nebraska	242		California	2,243	
Kansas	325		Hawaii	9	
WEST NO. CENTRAL	2,871	7.7	PACIFIC	2,940	7.9
Delaware	86		UNITED STATES	31,143	83.9
Maryland	198		U.S. Territories	62	
Washington, DC	7		Canada	3,094	
Virginia	357		Mexico	2,829	
West Virginia	80		Other International	-	
North Carolina	1,016		APO/FPO	-	
South Carolina	449				
Georgia	803				
Florida	1,387				
SOUTH ATLANTIC	4,383	11.8			
			TOTAL QUALIFIED CIRCULATION	37,128	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2014	PT Products E-Newsletter	PT Insider E-Newsletter	PT Weekly
JANUARY			
January 7	-	25,281	-
January 16	27,417	-	-
January 24	-	-	25,233
January 30	-	-	25,178
FEBRUARY			
February 5	-	25,195	-
February 6	-	-	25,064
February 13	27,269	-	25,113
February 20	-	-	29,437
February 27	-	-	29,221
MARCH			
March 4	-	29,189	-
March 6	-	-	29,051
March 13	33,129	-	28,962
March 20	-	-	28,979
March 27	-	-	28,906
APRIL			
April 1	-	28,784	-
April 3	-	-	28,644
April 10	32,819	-	28,703
April 17	-	-	28,228
April 24	-	-	28,555
MAY			
May 1	-	-	28,456
May 6	-	28,482	-
May 8	32,528	-	28,265
May 15	-	-	28,275
May 22	-	-	28,250
May 29	-	-	28,172
JUNE			
June 3	-	27,874	-
June 5	-	-	28,606
June 12	32,045	-	28,069
June 19	-	-	27,989
June 26	-	-	28,025
AVERAGE:	30,868	27,468	27,973

PT Products E-Newsletter (6 issued in the period)
 PT Insider E-Newsletter (6 issued in the period)
 PT Weekly E-Newsletter (23 issued in the period)

WEBSITE CHANNEL

WWW.PTONLINE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	142,057	73,471	58,839	1.25	01:56	01:49
February	135,258	73,939	59,362	1.25	02:04	01:44
March	145,572	84,590	67,159	1.26	02:11	01:35
April	149,541	84,502	68,033	1.24	02:08	01:39
May	153,528	88,408	70,872	1.25	02:08	01:35
June	155,457	89,366	71,735	1.25	02:06	01:33
AVERAGE:	146,902	82,379	66,000	1.25	02:06	01:39

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 748 copies or 2.0% and 2,002 copies or 5.4%
Other sources include 5 sources of circulation for quantities of 147 copies or 0.4% to 658 copies or 1.8%

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.

Richard G. Kline, Jr., 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, 1014

State

New York

County

New York

Received by BPA Worldwide

August 4, 2014

Type

BD

ID Number

PO90B0J4

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.