

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**



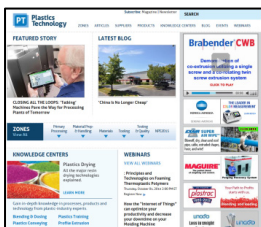
6 Issues in the period  
37,636 average circulation

**PLASTICS TECHNOLOGY E-NEWSLETTERS**



3 E-Newsletters in the period  
37 issued in the period  
25,004 average per occurrence  
24,188 average per occurrence  
24,098 average per occurrence

**PLASTICS TECHNOLOGY WEBSITE**



91,787 average unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PLASTICS TECHNOLOGY MAGAZINE</b> (6 issues in the period)	37,636	-	37,636
<b>PLASTICS TECHNOLOGY E-NEWSLETTERS</b>			
a. PT Products Insider (6 issued in the period)	25,004	-	25,004
b. PT Insider (6 issued in the period)	24,188	-	24,188
c. PT Weekly (25 issued in the period)	24,098	-	24,098
<b>PLASTICS TECHNOLOGY WEBSITE</b> (Monthly Unique Browsers with 207,148 average Page Impressions)	91,787	-	91,787

**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	107
Advertiser and Agency Allocated for Trade Shows and Conventions	1,848
	233
All Other	904
<b>TOTAL</b>	<b>3,092</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	37,636	100.0	37,636	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,636</b>	<b>100.0</b>	<b>37,636</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2016 Issue	Total Qualified
July	37,261
August	37,475
September	38,206
October	38,654
November	37,003
December	37,217

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**  
 This issue is 2.0% or 760 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)
<b>325</b>	<b>Chemical Manufacturing</b>						
3251	Basic Chemical Manufacturing	300	0.8	64	105	100	31
	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing						
3252	5	905	2.5	320	345	176	64
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	5	-	-	4	1	-
3254	Pharmaceutical and Medicine Manufacturing	50	0.1	13	25	11	1
3255	Paint, Coating, and Adhesive Manufacturing	103	0.3	34	33	26	10
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	100	0.3	21	52	22	5
3259	Other Chemical Product and Preparation Manufacturing	292	0.8	85	109	66	32
	<b>Subtotal 325</b>	<b>1,755</b>	<b>4.8</b>	<b>537</b>	<b>673</b>	<b>402</b>	<b>143</b>
<b>326</b>	<b>Plastics and Rubber Products Manufacturing</b>						
326111	Plastics Bag Manufacturing	237	0.6	123	93	15	6
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	165	0.4	76	65	20	4
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,000	2.7	341	439	167	53
326121	Unlaminated Plastics Profile Shape Manufacturing	267	0.7	107	124	27	9
326122	Plastics Pipe and Pipe Fitting Manufacturing	388	1.1	130	202	42	14
	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing						
326130	319	0.9	146	118	40	15	
326140	Polystyrene Foam Product Manufacturing	69	0.2	16	43	8	2
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	522	1.4	271	185	50	16
326160	Plastics Bottle Manufacturing	374	1.0	138	181	43	12
326191	Plastics Plumbing Fixture Manufacturing	111	0.3	53	47	8	3
326199	All Other Plastics Product Manufacturing	12,013	32.5	5,678	4,938	926	471
326211	Tire Manufacturing (except Retreading)	51	0.1	17	22	11	1
326220	Rubber and Plastics Hoses and Belting Manufacturing	187	0.5	79	81	23	4
326291	Rubber Product Manufacturing for Mechanical Use	118	0.3	42	59	14	3
326299	All Other Rubber Product Manufacturing	537	1.5	308	175	46	8
	<b>Subtotal 326</b>	<b>16,358</b>	<b>44.2</b>	<b>7,525</b>	<b>6,772</b>	<b>1,440</b>	<b>621</b>
<b>327</b>	<b>Nonmetallic Mineral Product Manufacturing</b>	200	0.5	92	78	19	11
<b>331</b>	<b>Primary Metal Manufacturing</b>	333	0.9	114	164	34	21
<b>332</b>	<b>Fabricated Metal Product Manufacturing</b>	1,829	4.9	978	630	155	66
<b>333</b>	<b>Machinery Manufacturing</b>						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	144	0.4	47	76	16	5
3332	Industrial Machinery Manufacturing	436	1.2	187	152	40	57
3333	Commercial and Service Industry Machinery Manufacturing	255	0.7	63	135	54	3
	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing						
3334	104	0.3	31	48	20	5	
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,671	4.5	1,335	242	42	52
333511	Industrial Mold Manufacturing	2,004	5.4	1,135	669	131	69
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	87	0.2	25	46	11	5
3339	Other General Purpose Machinery Manufacturing	487	1.3	164	237	49	37
	<b>Subtotal 333</b>	<b>5,188</b>	<b>14.0</b>	<b>2,987</b>	<b>1,605</b>	<b>363</b>	<b>233</b>
<b>334</b>	<b>Computer and Electronic Product Manufacturing</b>						
3341	Computer and Peripheral Equipment Manufacturing	54	0.1	12	31	10	1
3342	Communications Equipment Manufacturing	107	0.3	21	69	13	4
3343	Audio and Video Equipment Manufacturing	25	0.1	3	18	4	-
3344	Semiconductor and Other Electronic Component Manufacturing	316	0.9	57	204	46	9
	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing						
3345	553	1.5	199	275	55	24	
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	-	3	4	1	-
	<b>Subtotal 334</b>	<b>1,063</b>	<b>2.9</b>	<b>295</b>	<b>601</b>	<b>129</b>	<b>38</b>
<b>335</b>	<b>Electrical Equipment, Appliance, and Component Manufacturing</b>						
3351	Electric Lighting Equipment Manufacturing	77	0.2	27	32	15	3
3352	Household Appliance Manufacturing	71	0.2	11	46	12	2
3353	Electrical Equipment Manufacturing	212	0.6	49	127	29	7
3359	Other Electrical Equipment and Component Manufacturing	377	1.0	88	212	57	20
	<b>Subtotal 335</b>	<b>737</b>	<b>2.0</b>	<b>175</b>	<b>417</b>	<b>113</b>	<b>32</b>
<b>336</b>	<b>Transportation Equipment Manufacturing</b>						
3361	Motor Vehicle Manufacturing	371	1.0	130	188	49	4
3362	Motor Vehicle Body and Trailer Manufacturing	230	0.6	101	104	22	3
3363	Motor Vehicle Parts Manufacturing	1,776	4.8	745	808	186	37
3364	Aerospace Product and Parts Manufacturing	1,064	2.9	254	648	125	37
3365	Railroad Rolling Stock Manufacturing	27	0.1	5	16	4	2
3366	Ship and Boat Building	314	0.8	171	90	42	11
3369	Other Transportation Equipment Manufacturing	145	0.4	64	53	25	3
	<b>Subtotal 336</b>	<b>3,927</b>	<b>10.6</b>	<b>1,470</b>	<b>1,907</b>	<b>453</b>	<b>97</b>
<b>337</b>	<b>Furniture and Related Product Manufacturing</b>	277	0.7	124	106	32	15
<b>339</b>	<b>Miscellaneous Manufacturing</b>						
33911	Medical Equipment and Supplies Manufacturing	1,381	3.7	414	757	187	23
3399	Other Miscellaneous Manufacturing	730	2.0	321	312	82	15
	<b>Subtotal 339</b>	<b>2,111</b>	<b>5.7</b>	<b>735</b>	<b>1,069</b>	<b>269</b>	<b>38</b>
<b>311-324</b>	<b>Miscellaneous Manufacturing Other</b>	858	2.3	338	351	127	42
<b>42</b>	<b>Merchant Wholesalers</b>	684	1.9	427	109	35	113
<b>541</b>	<b>Professional, Scientific and Technical Services</b>	835	2.3	443	219	91	82
	<b>Miscellaneous Others</b>	848	2.3	441	255	72	80
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,003</b>	<b>100.0</b>	<b>16,681</b>	<b>14,956</b>	<b>3,734</b>	<b>1,632</b>

**(B) COMPANY MANAGEMENT:** titles include Chairman, General Manager, Owner, Partner, President, Vice President and related titles.  
**(C,D,G) MANUFACTURING PRODUCTION (MANAGEMENT & DEPARTMENT):** titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Mfg Director, Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Production Supervisor and other related titles.  
**(E,F,T,V) MANUFACTURING ENGINEERING (MANAGEMENT & DEPARTMENT):** titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer, Diemaker, Mold maker, Machine Operator and other related titles.  
**(P, Q) QUALITY ASSURANCE/CONTROL (MANAGEMENT & DEPARTMENT):** titles include Quality Assurance Manager, Quality Control Director, Chief of Quality Engineering, Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor and other related titles.  
**(H,I,J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (MANAGEMENT & DEPARTMENT):** titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering, Director of Research, Design Project Engineer, Development Engineer, Research & Design and other related titles.  
**(R,S) FACTORY AUTOMATION (MANAGEMENT & DEPARTMENT):** titles include Factory Automation Manager, Chief Factory Automation Engineer, Manager of Systems Design, Chief Systems Engineer, Factory Automation Engineer, Automation Foreman, CNC Programmer, Systems Designer, Systems Engineer and other related titles  
**(L) PURCHASING:** titles include Buyer, Procurement Chief and Purchasing Manager and other related titles.  
**(A,N,U,X,Z) OTHER QUALIFIED TITLES N.E.C.:** Titles include Consultant, Service Manager, Training Manager, 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:	<b>24,303</b>	<b>8,498</b>	-	<b>32,801</b>	<b>88.7</b>
II. Request from recipient's company:	<b>2</b>	-	-	<b>2</b>	<b>0.0</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>830</b>	-	-	<b>830</b>	<b>2.2</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>3,370</b>	-	-	<b>3,370</b>	<b>9.1</b>
Association rosters and directories	-	-	-	-	-
*Business directories	3,345	-	-	3,345	9.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	25	-	-	25	0.1
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,505</b>	<b>8,498</b>	-	<b>37,003</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.0</b>	<b>23.0</b>	-	<b>100.0</b>	

\*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	37,003	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>37,003</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	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:	37,051	37,089	37,035	37,315	37,243	37,636
Qualified Non-Paid:	37,051	37,089	37,035	37,315	37,243	37,636
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	79		Kentucky	436	
New Hampshire	256		Tennessee	672	
Vermont	96		Alabama	352	
Massachusetts	938		Mississippi	153	
Rhode Island	199		<b>EAST SO. CENTRAL</b>	<b>1,613</b>	<b>4.4</b>
Connecticut	560		Arkansas	244	
<b>NEW ENGLAND</b>	<b>2,128</b>	<b>5.7</b>	Louisiana	154	
New York	1,279		Oklahoma	219	
New Jersey	835		Texas	1,573	
Pennsylvania	1,688		<b>WEST SO. CENTRAL</b>	<b>2,190</b>	<b>5.9</b>
<b>MIDDLE ATLANTIC</b>	<b>3,802</b>	<b>10.3</b>	Montana	49	
Ohio	2,942		Idaho	67	
Indiana	1,599		Wyoming	24	
Illinois	2,352		Colorado	295	
Michigan	3,084		New Mexico	41	
Wisconsin	1,901		Arizona	305	
<b>EAST NO. CENTRAL</b>	<b>11,878</b>	<b>32.1</b>	Utah	247	
Minnesota	1,156		Nevada	74	
Iowa	447		<b>MOUNTAIN</b>	<b>1,102</b>	<b>3.0</b>
Missouri	706		Alaska	10	
North Dakota	67		Washington	488	
South Dakota	95		Oregon	283	
Nebraska	253		California	2,467	
Kansas	313		Hawaii	12	
<b>WEST NO. CENTRAL</b>	<b>3,037</b>	<b>8.2</b>	<b>PACIFIC</b>	<b>3,260</b>	<b>8.8</b>
Delaware	85		<b>UNITED STATES</b>	<b>33,642</b>	<b>90.9</b>
Maryland	208		U.S. Territories	57	
Washington, DC	10		Canada	3,204	
Virginia	396		Mexico	100	
West Virginia	74		Other International	-	
North Carolina	1,040		APO/FPO	-	
South Carolina	490				
Georgia	888				
Florida	1,441				
<b>SOUTH ATLANTIC</b>	<b>4,632</b>	<b>12.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,003</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2016	PT Products Insider E-Newsletter	PT Insider E-Newsletter	PT Weekly
<b>JULY</b>			
July 5	-	24,789	-
July 7	-	-	24,853
July 14	-	-	24,813
July 19	25,538	-	-
July 21	-	-	24,781
July 28	-	-	24,741
<b>AUGUST</b>			
August 2	-	24,692	-
August 4	-	-	24,691
August 11	-	-	24,557
August 16	25,327	-	-
August 18	-	-	24,539
August 25	-	-	24,463
<b>SEPTEMBER</b>			
September 1	-	-	24,414
September 6	-	24,379	-
September 8	-	-	24,370
September 15	-	-	24,261
September 20	25,136	-	-
September 22	-	-	24,220
September 29	-	-	24,194
<b>OCTOBER</b>			
October 4	-	24,085	-
October 6	-	-	24,061
October 13	-	-	24,052
October 18	24,896	-	-
October 20	-	-	23,983
October 27	-	-	23,959
<b>NOVEMBER</b>			
November 1	-	23,871	-
November 3	-	-	23,741
November 10	-	-	23,685
November 15	24,691	-	-
November 17	-	-	23,498
November 28	-	-	23,381
<b>DECEMBER</b>			
December 2	-	-	23,305
December 6	-	23,310	-
December 8	-	-	23,274
December 15	-	-	23,209
December 20	24,434	-	-
December 22	-	-	23,404
<b>AVERAGE:</b>	<b>25,004</b>	<b>24,188</b>	<b>24,098</b>

PT Products Insider E-Newsletter (6 issued in the period)  
 PT Insider E-Newsletter (6 issued in the period)  
 PT Weekly E-Newsletter (25 issued in the period)

# WEBSITE CHANNEL

WWW.PTONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	193,170	113,710	84,275	1.35	02:22	01:39
August	215,054	128,181	95,377	1.34	02:26	01:39
September	208,699	126,029	94,711	1.33	02:27	01:37
October	211,900	128,591	98,031	1.31	02:32	01:39
November	227,502	129,541	95,998	1.35	02:17	01:43
December	186,561	110,488	82,331	1.34	02:27	01:41
<b>AVERAGE:</b>	<b>207,148</b>	<b>122,757</b>	<b>91,787</b>	<b>1.34</b>	<b>02:25</b>	<b>01:40</b>

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](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 3,345 copies or 9.0%  
Other sources include 1 source of circulation for quantities of 25 copies or 0.1%.

### 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

January 16, 2017

State

New York

County

New York

Received by BPA Worldwide

January 16, 2017

Type

BD

ID Number

PO90B0D6

#### 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.