

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2012

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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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

PRODUCTION Machining

Gardner Publications, Inc.
6915 Valley Avenue
Cincinnati, OH 45244-3029
Tel.: (513) 527-8800
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RJacobs@gardnerweb.com

Official Publication of: None
Established: 2001
Issues Per Year: 12

FIELD SERVED

PRODUCTION MACHINING serves the screw machine and precision machining industries, focused on production of discreet parts and components in general manufacturing industries.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	7
Advertiser and Agency _____	1,864
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	242
Digital _____	-
All Other _____	794
TOTAL	2,907

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,566	100.0	20,566	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,566	100.0	20,566	100.0	-	-

2012 Issue			
2012 Issue	Number Removed	Number Added	Total Qualified
January _____	22	14	20,041
February _____	120	39	19,960
March _____	67	25	19,918
April _____	93	263	20,088
May _____	36	1,633	21,685
June _____	48	69	21,706
	TOTAL	386	2,043

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

This issue is 6.6% or 1,342 copies above the average of the other 5 issues reported in Paragraph two.

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 (Classification based on 2002 NAICS manual).

NAICS Code	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	COMPANY MANAGEMENT; PURCHASING	PRODUCTION OR MANUFACTURING ENGINEERING	QUALITY; DESIGN; RESEARCH	OTHER QUALIFIED TITLES N.E.C.
332	FABRICATED METAL PRODUCT MANUFACTURING						
3321	Forging and Stamping	199	0.9	83	99	9	8
3322	Cutlery and Handtool Manufacturing	84	0.4	33	44	4	3
3323	Architectural and Structural Metals Manufacturing	255	1.2	116	123	11	5
3324	Boiler, Tank, and Shipping Container Manufacturing	9	-	3	4	2	-
3325	Hardware Manufacturing	65	0.3	29	31	4	1
3326	Spring and Wire Product Manufacturing	57	0.3	19	30	7	1
332710	Machine Shops	11,119	51.3	8,871	2,122	126	-
332721	Precision Turned Product Manufacturing	2,559	11.8	1,635	822	102	-
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	806	3.7	443	319	44	-
3328	Coating, Engraving, Heat Treating, and Allied Activities	81	0.4	28	42	3	8
3329	Other Fabricated Metal Product Manufacturing	486	2.2	174	256	33	23
	Subtotal 332	15,720	72.5	11,434	3,892	345	49
333	MACHINERY MANUFACTURING						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	208	1.0	77	121	6	4
3332	Industrial Machinery Manufacturing	187	0.9	79	89	9	10
3333	Commercial and Service Industry Machinery Manufacturing	49	0.2	14	31	2	2
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	51	0.2	13	33	2	3
3335	Metalworking Machinery Manufacturing	1,115	5.1	647	412	56	-
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	170	0.8	55	92	14	9
3339	Other General Purpose Machinery Manufacturing	550	2.5	207	314	29	-
	Subtotal 333	2,330	10.7	1,092	1,092	118	28
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING						
3341	Computer and Peripheral Equipment Manufacturing	20	0.1	9	9	2	-
3342	Communications Equipment Manufacturing	35	0.2	8	24	3	-
3343	Audio and Video Equipment Manufacturing	6	-	-	5	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	105	0.5	29	65	6	5
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	203	0.9	50	134	10	9
	Subtotal 334	369	1.7	96	237	22	14
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING						
3351	Electric Lighting Equipment Manufacturing	13	0.1	7	5	-	1
3352	Household Appliance Manufacturing	8	-	1	7	-	-
3353	Electrical Equipment Manufacturing	102	0.5	22	67	11	2
3359	Other Electrical Equipment and Component Manufacturing	78	0.3	16	54	4	4
	Subtotal 335	201	0.9	46	133	15	7
336	TRANSPORTATION EQUIPMENT MANUFACTURING						
3361	Motor Vehicle Manufacturing	46	0.2	11	27	6	2
3362	Motor Vehicle Body and Trailer Manufacturing	26	0.1	10	14	1	1
3363	Motor Vehicle Parts Manufacturing	674	3.1	248	394	32	-
3364	Aerospace Product and Parts Manufacturing	641	3.0	280	336	25	-
3365	Railroad Rolling Stock Manufacturing	8	-	3	4	1	-
3366	Ship and Boat Building	16	0.1	4	10	1	1
3369	Other Transportation Equipment Manufacturing	38	0.2	15	20	2	1
	Subtotal 336	1,449	6.7	571	805	68	5
337	Furniture and Related Product Manufacturing	22	0.1	9	12	1	-
339	MISCELLANEOUS MANUFACTURING						
33911	Medical Equipment and Supplies Manufacturing	385	1.8	95	266	16	8
3399	Other Miscellaneous Manufacturing	148	0.7	71	66	3	8
	Subtotal 339	533	2.5	166	332	19	16
325-331	MISCELLANEOUS MANUFACTURING OTHER	465	2.1	160	241	24	40
	Subtotal Manufacturing	21,089	97.2	13,574	6,744	612	159
42	Wholesale Trade	305	1.4	250	45	10	-
541	Professional, Scientific, and Technical Services	143	0.7	94	43	6	-
811	Repair and Maintenance	148	0.7	129	18	1	-
	TOTAL QUALIFIED CIRCULATION	21,685	100.0	14,047	6,850	629	159

COMPANY MANAGEMENT; PURCHASING: Titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR. Buyer and other related titles.

PRODUCTION OR MANUFACTURING ENGINEERING: Titles include Director or Mfg. Engr. Plant Manager, Factory Manager, Foreman, Plant Supervisor and other related titles

QUALITY; DESIGN; RESEARCH: Titles include Q/A MGR. Quality Supervisor, Dir. of Design Engr, Q/C Director and other related titles.

OTHER QUALIFIED TITLES N.E.C.: Titles include Consultant, Services Mgr. Training Mgr. and other related titles.

ADDITIONAL DATA FOR ISSUE OF MAY 2012

This is an analysis of respondents by size of facility in which they work. These data are presented for statistical and marketing purposes only.

ANALYSIS OF RESPONDENTS BY PLANT SIZE

Plant Size	Quantity	Percent of Total
1 to 99	18,474	85.2
100 to 499	2,629	12.1
500 & above	582	2.7
TOTALS	21,685	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	13,415	4,149	-	17,564	81.0
II. Request from recipient's company: _____	58	-	-	58	0.3
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,063	-	-	4,063	18.7
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	3,615	-	-	3,615	16.7
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	448	-	-	448	2.0
VI. Single Copy Sales: _____	-	-	-	-	0.0
TOTAL QUALIFIED CIRCULATION	17,536	4,149	-	21,685	100.0
PERCENT	80.9	19.1	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	21,685	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	21,685	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	74		Kentucky _____	224	
New Hampshire _____	217		Tennessee _____	325	
Vermont _____	42		Alabama _____	264	
Massachusetts _____	578		Mississippi _____	118	
Rhode Island _____	98		EAST SO. CENTRAL	931	4.3
Connecticut _____	498		Arkansas _____	114	
NEW ENGLAND	1,507	7.0	Louisiana _____	196	
New York _____	937		Oklahoma _____	197	
New Jersey _____	388		Texas _____	1,175	
Pennsylvania _____	1,204		WEST SO. CENTRAL	1,682	7.8
MIDDLE ATLANTIC	2,529	11.7	Montana _____	35	
Ohio _____	2,091		Idaho _____	92	
Indiana _____	855		Wyoming _____	19	
Illinois _____	1,592		Colorado _____	207	
Michigan _____	1,513		New Mexico _____	43	
Wisconsin _____	917		Arizona _____	245	
EAST NO. CENTRAL	6,968	32.1	Utah _____	113	
Minnesota _____	863		Nevada _____	70	
Iowa _____	289		MOUNTAIN	824	3.8
Missouri _____	405		Alaska _____	9	
North Dakota _____	27		Washington _____	284	
South Dakota _____	68		Oregon _____	194	
Nebraska _____	150		California _____	1,969	
Kansas _____	242		Hawaii _____	2	
WEST NO. CENTRAL	2,044	9.4	PACIFIC	2,458	11.3
Delaware _____	28		UNITED STATES	21,012	96.9
Maryland _____	130		U.S. Territories _____	12	
Washington, DC _____	1		Canada _____	639	
Virginia _____	287		Mexico _____	22	
West Virginia _____	91		Other International _____	-	
North Carolina _____	451		APO/FPO _____	-	
South Carolina _____	308		TOTAL QUALIFIED CIRCULATION	21,685	100.0
Georgia _____	258				
Florida _____	515				
SOUTH ATLANTIC	2,069	9.5			

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 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011	January - June 2012*
Total Audit Average Qualified: _____	20,004	19,960	20,098	19,951	20,055	20,566
Qualified Non-Paid: _____	20,004	19,960	20,098	19,951	20,055	20,566
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 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 4 sources of circulation for quantities of 379 copies or 1.7% to 1,789 copies or 8.2%. Other sources include 3 sources of circulation for quantities of 72 copies or 0.3% to 258 copies or 1.2%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true.

Date signed

July 12, 2012

Joseph A. Campise, Publisher

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81

P. Ross Jacobs, CCCP, Circulation Director

State

Ohio

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

County

Hamilton

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Received

June

Type

PD