

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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MODERN MACHINE SHOP is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the machining and metalworking market. Modern Machine Shop'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.

CHANNELS

**MODERN
MACHINE SHOP
MAGAZINE**



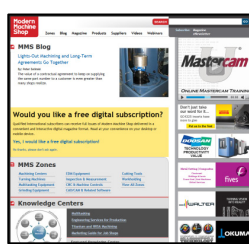
6 Issues in the period
96,261 average circulation

**MODERN
MACHINE SHOP
E-NEWSLETTERS**



2 E-Newsletters in the period
38 total issued in the period
63,822 average per occurrence
24,119 average per occurrence

**MODERN
MACHINE SHOP
WEBSITE**



91,295 average unique
browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MODERN MACHINE SHOP MAGAZINE (6 issues in the period)	96,261	-	96,261
MODERN MACHINE SHOP E-NEWSLETTERS			
a. MMS Extra (12 issued in the period)	63,822	-	63,822
b. The Shop - Blog (26 issued in the period)	24,119	-	24,119
MODERN MACHINE SHOP WEBSITE (Monthly Unique Browsers with 199,383 average Page Impressions – Note 1)	91,295	-	91,295

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

FIELD SERVED

MODERN MACHINE SHOP serves the metalworking field. Included are plants performing metalworking operations and whose products fall in manufacturing industries. Other industry divisions, as shown in the business/occupational breakdown section of this report also include metals and service centers, educational services, public administration and other non-manufacturing firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate executives, manufacturing production and manufacturing engineering management, quality assurance and quality control management, product design management, research and development management, factory automation management, purchasing and other titled and non-titled personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	157
Advertiser and Agency	5,209
Allocated for Trade Shows and Conventions	258
All Other	1,151
TOTAL	6,775

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	96,261	100.0	96,261	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	96,261	100.0	96,261	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
July	994	1,109	95,268
August	475	415	95,208
September	2,164	3,465	96,509
October	343	3,646	99,812
November	18,657	14,383	95,538
December	378	73	95,233
TOTAL	23,011	23,091	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

This issue is 0.9% or 868 copies below the average of the other 5 issues reported in Paragraph 2.

The North American Industry Classification System (NAICS), Business and Industry Codes were introduced in 1997, and then revised in 2002

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	MANUFACTURING							
				Production				Engineering			
				Company Management, Corporate Executives and Purchasing (B,L)	Management (C,R)	Department (D,S)	Management (E,V)	Department (F,G,T)	Quality Assurance Control (P,Q)	Product Design and Development (H,I,J)	Other Qualified Personnel (N,X,Z)
325	CHEMICAL MANUFACTURING	351	0.4	102	32	27	41	86	7	33	23
326	PLASTICS AND RUBBER PRODUCTS MANUFACTURING	2,178	2.3	705	257	194	266	496	46	159	55
327	NONMETALLIC MINERAL PRODUCT MANUFACTURING	226	0.2	62	26	16	25	58	-	28	11
331	PRIMARY METAL MANUFACTURING										
3311	Iron and Steel Mills and Ferroalloy Manufacturing	563	0.6	247	83	59	44	75	15	22	18
3312	Steel Product Manufacturing from Purchased Steel	268	0.3	88	38	19	35	61	6	9	12
3313	Alumina and Aluminum Production and Processing	160	0.2	51	15	23	12	38	4	9	8
3314	Nonferrous Metal (except Aluminum) Production and Processing	167	0.2	42	19	18	16	46	10	9	7
3315	Foundries	816	0.9	181	118	117	89	235	24	28	24
	Sub-Total NAICS 331	1,974	2.2	609	273	236	196	455	59	77	69
332	FABRICATED METAL PRODUCT MANUFACTURING										
33211	Forging and Stamping	1,057	1.1	376	145	123	91	229	35	36	22
33221	Cutlery and Handtool Manufacturing	405	0.4	163	48	42	21	78	6	25	22
33231	Plate Work and Fabricated Structural Product Manufacturing	648	0.7	226	88	64	62	152	11	24	21
33232	Ornamental and Architectural Metal Products Manufacturing	921	1.0	408	114	94	70	158	20	35	22
33241	Power Boiler and Heat Exchanger Manufacturing (pt)	17	-	3	2	3	3	5	-	1	-
33242	Metal Tank (Heavy Gauge) Manufacturing	10	-	4	1	1	1	2	-	1	-
33243	Metal Can, Box, and Other Metal Container (Light Gauge) Manufacturing	49	0.1	8	6	7	13	10	2	3	-
33251	Hardware Manufacturing (pt)	67	0.1	18	9	6	7	23	-	4	-
33261	Spring and Wire Product Manufacturing	323	0.3	107	39	37	32	61	16	22	9
33271	Machine Shops	19,020	19.9	12,115	1,646	1,526	580	2,145	380	242	386
33272	Turned Product and Screw, Nut and Bolt Manufacturing	1,994	2.1	857	264	224	117	361	87	45	39
33281	Coating, Engraving, Heat Treating, and Allied Activities	780	0.8	336	100	68	63	102	25	43	43
33291	Metal Valve Manufacturing	890	0.9	175	134	156	81	250	31	43	20
332991	Ball and Roller Bearing Manufacturing	408	0.4	72	49	56	39	139	18	29	6
332992	Small Arms Ammunition Manufacturing	42	-	2	5	9	1	20	1	4	-
332993	Ammunition (except Small Arms) Manufacturing	45	-	7	5	3	8	18	2	2	-
332994	Small Arms Ordnance, and Ordnance Accessories Manufacturing	279	0.3	87	24	24	23	95	6	17	3
332996	Fabricated Pipe and Pipe Fitting Manufacturing	481	0.5	119	86	69	47	113	11	18	18
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing (pt)	1,923	2.0	874	198	193	130	349	31	92	56
	Sub-Total NAICS 332	29,359	30.6	15,957	2,963	2,705	1,389	4,310	682	686	667
333	MACHINERY MANUFACTURING										
333111	Farm Machinery and Equipment Manufacturing (pt)	897	0.9	335	108	59	80	210	16	75	14
333112	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	175	0.2	40	17	12	14	57	5	27	3
33312	Construction Machinery Manufacturing	635	0.7	191	62	66	68	158	11	61	18
333131	Mining Machinery and Equipment Manufacturing	311	0.3	117	37	41	26	61	6	18	5
333132	Oil and Gas Field Machinery and Equipment Manufacturing	926	1.0	360	141	110	68	163	15	40	29
333241	Food Product Machinery Manufacturing	235	0.2	65	28	34	16	67	6	16	3
333242	Semiconductor Machinery Manufacturing	13	-	3	-	-	2	6	-	2	-
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	235	0.2	85	25	34	13	47	6	16	9
333244	Printing Machinery and Equipment Manufacturing	166	0.2	56	33	18	8	33	3	12	3
333249	All Other Industrial Machinery Manufacturing	901	0.9	307	97	97	82	200	5	68	45
333314	Optical Instrument and Lens Manufacturing	212	0.2	53	25	27	24	54	6	13	10
333316	Photographic and Photocopying Equipment Manufacturing	96	0.1	24	6	11	5	33	4	11	2
333318	Other Commercial and Service Industry Machinery Manufacturing (pt)	318	0.3	85	21	33	34	84	5	44	12
333413	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	168	0.2	42	25	17	19	45	2	11	7
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing (pt)	66	0.1	16	11	8	5	17	-	9	-
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	234	0.2	42	23	19	33	79	4	22	12

Duplication is identified or has been eliminated within each channel;

no attempt has been made to identify or eliminate duplication that may exist across media channels.

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Company Management, Corporate Executives and Purchasing (B.L)	MANUFACTURING		Quality Assurance Control (P,Q)	Product Design Research and Development (H,I,J)	Other Qualified Personnel (N,X,Z)		
					Production					Engineering	
					Management (C,R)	Department (D,S)				Management (E,V)	Department (F,G,T)
333511	Industrial Mold Manufacturing	4,818	5.0	2,596	433	541	252	640	60	170	126
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	1,723	1.8	892	154	133	131	255	28	74	56
333515	Cutting Tool and Machine Tool Accessory Manufacturing	1,707	1.8	721	177	124	83	281	31	94	196
333517	Machine Tool Manufacturing	2,182	2.3	817	201	180	156	432	24	115	257
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	183	0.2	73	26	19	18	25	4	10	8
333611	Turbine and Turbine Generator Set Unit Manufacturing	271	0.3	51	14	41	33	102	3	19	8
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	409	0.4	100	42	54	35	124	22	18	14
333613	Mechanical Power Transmission Equipment Manufacturing	347	0.4	84	43	45	30	99	14	23	9
333618	Other Engine Equipment Manufacturing (pt)	396	0.4	120	32	21	38	126	17	28	14
333911	Pump and Pumping Equipment Manufacturing (pt)	446	0.5	94	74	73	38	130	9	19	9
333912	Air and Gas Compressor Manufacturing	241	0.3	42	26	40	24	70	10	18	11
333913	Measuring and Dispensing Pump Manufacturing	25	-	2	5	8	-	6	-	4	-
333921	Elevator and Moving Stairway Manufacturing	33	-	12	2	2	4	6	2	5	-
333922	Conveyor and Conveying Equipment Manufacturing (pt)	309	0.3	83	58	29	33	67	2	22	15
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (pt)	105	0.1	33	11	11	14	23	1	8	4
333924	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	148	0.2	47	24	11	7	50	-	6	3
333991	Power-Driven Handtool Manufacturing	195	0.2	58	22	15	22	40	8	16	14
333992	Welding and Soldering Equipment Manufacturing	99	0.1	25	10	17	9	23	3	7	5
333993	Packaging Machinery Manufacturing	223	0.2	42	39	42	19	59	2	15	5
333994	Industrial Process Furnace and Oven Manufacturing	123	0.1	27	8	14	11	36	1	22	4
333995	Fluid Power Cylinder and Actuator Manufacturing	399	0.4	83	57	56	41	120	11	18	13
333996	Fluid Power Pump and Motor Manufacturing	146	0.2	30	13	28	17	46	6	4	2
333997	Scale and Balance (except Laboratory) Manufacturing	30	-	6	3	5	2	11	-	3	-
333999	All Other Miscellaneous General Purpose Machinery Manufacturing (pt)	935	1.0	409	79	86	53	189	15	61	43
	Sub-Total NAICS 333	21,081	21.9	8,268	2,212	2,181	1,567	4,274	367	1,224	988
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING										
3341	Computer and Peripheral Equipment Manufacturing	209	0.2	63	17	10	28	46	4	37	4
3342	Communications Equipment Manufacturing	512	0.5	106	39	40	80	166	13	55	13
3343	Audio and Video Equipment Manufacturing	76	0.1	14	11	5	12	20	3	11	-
3344	Semiconductor and Other Electronic Component Manufacturing	1,390	1.5	279	112	161	170	397	57	169	45
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	1,943	2.0	415	159	207	233	616	65	196	52
3346	Manufacturing and Reproducing Magnetic and Optical Media	23	-	2	1	1	6	4	-	6	3
	Sub-Total NAICS 334	4,153	4.3	879	339	424	529	1,249	142	474	117
335	ELECTRICAL EQUIPMENT, APPLIANCE, AND COMPONENT MANUFACTURING										
33511	Electric Lamp Bulb and Part Manufacturing	17	-	2	1	3	1	5	-	4	1
33512	Lighting Fixture Manufacturing	183	0.2	48	19	16	28	48	3	19	2
33521	Small Electrical Appliance Manufacturing	59	0.1	12	9	5	6	15	5	7	-
33522	Major Appliance Manufacturing	53	0.1	10	5	1	4	25	-	8	-
33531	Electrical Equipment Manufacturing	1,122	1.2	239	113	111	163	337	24	96	39
33591	Battery Manufacturing	56	0.1	6	3	3	5	26	2	8	3
33592	Communication and Energy Wire and Cable Manufacturing	43	-	9	6	-	5	15	-	7	1
33593	Wiring Device Manufacturing	257	0.3	39	33	49	31	72	5	23	5
33599	All Other Electrical Equipment and Component Manufacturing	281	0.3	67	24	17	46	83	3	28	13
	Sub-Total NAICS 335	2,071	2.3	432	213	205	289	626	42	200	64
336	TRANSPORTATION EQUIPMENT MANUFACTURING										
336111	Automobile Manufacturing	1,145	1.2	292	77	72	176	323	51	142	12
336112	Light Truck and Utility Vehicle Manufacturing	55	0.1	15	5	2	10	13	2	8	-
336120	Heavy Duty Truck Manufacturing	114	0.1	28	16	9	18	23	7	8	5
336211	Motor Vehicle Body Manufacturing (pt)	1,128	1.2	315	104	61	151	275	40	158	24
336212	Truck Trailer Manufacturing	481	0.5	223	70	16	54	71	6	31	10
336213	Motor Home Manufacturing	101	0.1	43	9	6	8	21	1	13	-
336214	Travel Trailer and Camper Manufacturing (pt)	124	0.1	71	15	4	7	12	2	12	1
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	586	0.6	210	42	34	67	168	16	40	9
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	568	0.6	149	57	46	85	146	27	49	9
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	74	0.1	21	9	1	15	17	3	7	1
336340	Motor Vehicle Brake System Manufacturing	58	0.1	20	3	3	8	13	1	8	2
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	217	0.2	59	21	14	24	66	6	24	3

NAICS	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	MANUFACTURING								Quality Assurance Control (P,Q)	Product Design Research and Development (H,I,J)	Other Qualified Personnel (N,X,Z)
				Company Management, Corporate Executives and Purchasing (B,L)				Engineering						
				Management (C,R)	Department (D,S)	Management (E,V)	Department (F,G,T)	Production	Engineering	Production	Engineering			
336360	Motor Vehicle Seating and Interior Trim Manufacturing	74	0.1	18	5	5	12	8	3	22	1			
336370	Motor Vehicle Metal Stamping	317	0.3	107	40	16	36	72	16	22	8			
336390	Other Motor Vehicle Parts Manufacturing	7,001	7.3	1,968	670	433	1,115	1,749	337	624	105			
336411	Aircraft Manufacturing	2,134	2.2	380	218	270	227	733	49	207	50			
336412	Aircraft Engine and Engine Parts Manufacturing (pt)	1,151	1.2	263	110	79	168	366	72	76	17			
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	4,874	5.1	1,465	581	403	568	1,157	330	258	112			
336414	Guided Missile and Space Vehicle Manufacturing	245	0.3	50	14	13	32	94	9	22	11			
336415	Guided Missile and Space Vehicle Propulsion Unit and Propulsion Unit Parts Manufacturing	122	0.1	23	10	10	22	43	7	6	1			
336419	Other Guided Missile and Space Vehicle Parts and Auxiliary Equipment Manufacturing	218	0.2	43	18	14	40	64	5	25	9			
3365	Railroad Rolling Stock Manufacturing	154	0.2	30	21	15	18	40	4	22	4			
3366	Ship and Boat Building	262	0.3	71	39	25	27	59	8	23	10			
3369	Other Transportation Equipment Manufacturing	430	0.4	175	39	33	33	104	6	32	8			
	Sub-Total NAICS 336	21,633	22.6	6,039	2,193	1,584	2,921	5,637	1,008	1,839	412			
337	FURNITURE AND RELATED PRODUCT MANUFACTURING													
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing	176	0.2	59	17	19	21	37	1	20	2			
3372	Office Furniture (including Fixtures) Manufacturing	70	0.1	17	9	10	8	14	1	9	2			
3379	Other Furniture Related Product Manufacturing	9	-	4	1	1	-	1	-	1	1			
	Sub-Total NAICS 337	255	0.3	80	27	30	29	52	2	30	5			
339	MISCELLANEOUS MANUFACTURING													
339112	Surgical and Medical Instrument Manufacturing	3,510	3.7	1,145	354	194	345	709	118	363	282			
339113	Surgical Appliance and Supplies Manufacturing	1,792	1.9	684	189	128	153	418	61	134	25			
339114	Dental Equipment and Supplies Manufacturing	287	0.3	90	33	31	29	63	5	31	5			
339115	Ophthalmic Goods Manufacturing	173	0.2	47	18	12	26	46	2	19	3			
339116	Dental Laboratories	3	-	3	-	-	-	-	-	-	-			
33991	Jewelry and Silverware Manufacturing	89	0.1	33	10	10	10	20	-	3	3			
33992	Sporting and Athletic Goods Manufacturing	197	0.2	72	25	15	12	50	3	19	1			
33993	Doll, Toy, and Game Manufacturing	46	-	30	4	1	1	4	-	4	2			
33994	Office Supplies (except Paper) Manufacturing	66	0.1	31	9	5	2	6	1	8	4			
33995	Sign Manufacturing	53	0.1	15	10	2	5	11	-	5	5			
33999	All Other Miscellaneous Manufacturing	820	0.8	323	78	73	59	180	19	54	34			
	Sub-Total NAICS 339	7,036	7.4	2,473	730	471	642	1,507	209	640	364			
311-324	OTHER MISCELLANEOUS MANUFACTURING	346	0.4	123	40	28	31	70	4	24	26			
	Total Manufacturing	90,663	94.9	35,729	9,305	8,101	7,925	18,820	2,568	5,414	2,801			
42	WHOLESALE TRADE	1,745	1.8	1,018	91	47	59	151	6	41	332			
541	PROFESSIONAL SERVICES	2,408	2.5	1,154	88	86	275	410	18	261	116			
	OTHER QUALIFIED NAICS, N.E.C.	722	0.8	120	-	-	-	483	25	94	-			
	Total Non-Manufacturing	4,875	5.1	2,292	179	133	334	1,044	49	396	448			
	TOTAL QUALIFIED CIRCULATION	95,538	100.0	38,021	9,484	8,234	8,259	19,864	2,617	5,810	3,249			

- (B) CORPORATE EXECUTIVE titles include Chairman, General Manager, Owner, Partner, President and Vice President.
(C) MANUFACTURING PRODUCTION MANAGEMENT titles include Factory Manager, Machine Shop Manager, Manufacturing Manager, Manufacturing Production Manager, Plant Manager, Production Manager, Shop Manager, Tool Room Manager and Works Manager.
(D) MANUFACTURING PRODUCTION DEPARTMENT titles include Foreman, Department Supervisor, Manufacturing Supervisor, Master Mechanic, Plant Supervisor and Production Supervisor.
(E,V) MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Manufacturing Engineering, Chief Methods Engineer, Manager of Process Engineering, Director of Production Engineering, Manager of Tool Design and Head of Tool Engineering.
(F,T) MANUFACTURING ENGINEERING (ENGINEERS) include most engineering titles where the individual does not manage the department.
(G) MANUFACTURING (OTHER MANUFACTURING PERSONNEL) titles include Diemaker, Expediter, Leadman, Chief Machinist and Chief Toolmaker.
(P) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Quality Assurance Manager, Quality Control Director and Chief of Quality Engineering.
(Q) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor.
(H) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering and Director of Research.
(I) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Design Project Engineer, Development Engineer and Research & Design Engineer.
(J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include Draftsman.
(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.
(X,Z) SALES & Marketing
(N) OTHER qualified titles N.E.C.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	66,957	15,144	-	82,101	85.9
II. Request from recipient's company:	913	-	-	913	1.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	12,524	-	-	12,524	13.1
Association rosters and directories	-	-	-	-	-
*Business directories	2,520	-	-	2,520	2.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	10,004	-	-	10,004	10.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	80,394	15,144	-	95,538	100.0
PERCENT	84.1	15.9	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	95,538	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	95,538	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 2011	July - December 2011	January – June 2012	July – December 2012	January – June 2013*	July – December 2013*
Total Audit Average Qualified:	96,597	95,392	95,247	96,302	94,101	96,261
Qualified Non-Paid:	96,597	95,392	95,247	96,302	94,101	96,261
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 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

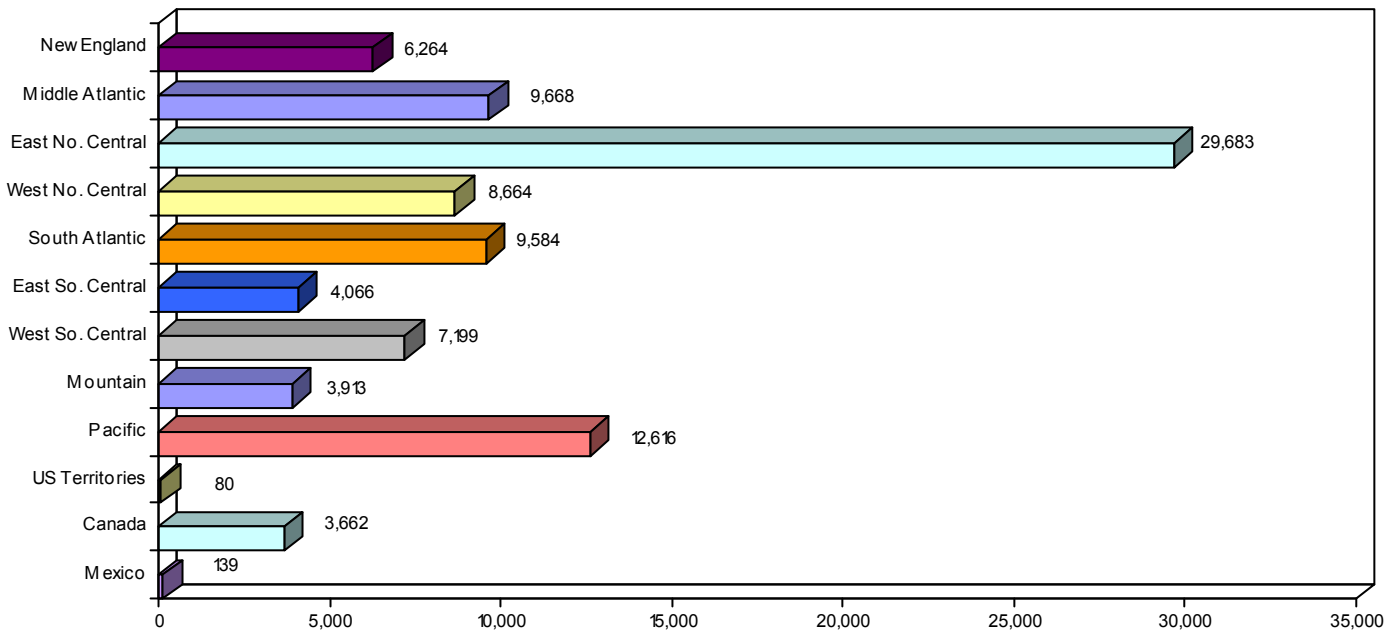
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	361		Kentucky	1,090	
New Hampshire	775		Tennessee	1,589	
Vermont	249		Alabama	1,001	
Massachusetts	2,420		Mississippi	386	
Rhode Island	339		EAST SO. CENTRAL	4,066	4.3
Connecticut	2,120		Arkansas	533	
NEW ENGLAND	6,264	6.5	Louisiana	646	
New York	3,576		Oklahoma	1,010	
New Jersey	1,615		Texas	5,010	
Pennsylvania	4,477		WEST SO. CENTRAL	7,199	7.5
MIDDLE ATLANTIC	9,668	10.1	Montana	170	
Ohio	7,217		Idaho	311	
Indiana	4,105		Wyoming	105	
Illinois	6,927		Colorado	942	
Michigan	7,382		New Mexico	237	
Wisconsin	4,052		Arizona	1,145	
EAST NO. CENTRAL	29,683	31.1	Utah	765	
Minnesota	2,819		Nevada	238	
Iowa	1,526		MOUNTAIN	3,913	4.1
Missouri	1,911		Alaska	47	
North Dakota	189		Washington	1,868	
South Dakota	317		Oregon	995	
Nebraska	630		California	9,664	
Kansas	1,272		Hawaii	42	
WEST NO. CENTRAL	8,664	9.1	PACIFIC	12,616	13.2
Delaware	139		UNITED STATES	91,657	95.9
Maryland	833		U.S. Territories	80	
Washington, DC	17		Canada	3,662	
Virginia	1,220		Mexico	139	
West Virginia	296		Other International	-	
North Carolina	2,115		AP0/FPO	-	
South Carolina	1,179				
Georgia	1,471				
Florida	2,314				
SOUTH ATLANTIC	9,584	10.0			
			TOTAL QUALIFIED CIRCULATION	95,538	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2013	MMS Extra	The Shop - Blog
JULY		
July 3	65,272	-
July 4	-	24,577
July 12	-	24,622
July 17	65,027	-
July 19	-	24,558
July 26	-	24,500
AUGUST		
August 2	-	24,372
August 7	64,837	-
August 9	-	24,355
August 16	-	24,396
August 21	64,257	-
August 23	-	24,380
August 30	-	24,299
SEPTEMBER		
September 4	64,460	-
September 6	-	24,229
September 13	-	24,235
September 18	64,332	-
September 20	-	24,123
September 27	-	24,173
OCTOBER		
October 2	63,755	-
October 4	-	24,075
October 11	-	24,066
October 16	63,371	-
October 18	-	24,072
October 25	-	24,008
NOVEMBER		
November 1	-	23,992
November 6	63,604	-
November 8	-	23,915
November 15	-	23,841
November 20	63,318	-
November 22	-	23,787
November 27	-	23,786
DECEMBER		
December 4	60,905	-
December 6	-	23,729
December 13	-	23,788
December 18	62,725	-
December 20	-	23,675
December 27	-	23,536
AVERAGE:	63,822	24,119

MMS Extra E-Newsletter (12 issued in the period)
 The Shop - Blog E-Newsletter (26 issued in the period)

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	172,905	99,502	78,558	1.27	01:53	01:40
August	180,910	102,487	79,773	1.28	01:59	01:51
September	185,524	106,899	85,981	1.24	01:56	01:41
October	207,959	120,795	99,395	1.22	01:56	01:43
November	245,757	131,546	108,092	1.22	01:43	01:42
December	203,244	116,677	95,971	1.22	01:48	01:45
AVERAGE:	199,383	112,984	91,295	1.24	01:52	01:44

*See Additional Data

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.

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.

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 789 copies or 0.8% and 1,731 copies or 1.8%
Other sources include 5 sources of circulation for quantities of 427 copies or 0.4% to 3,289 copies or 3.4%

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

WEBSITE ACTIVITY:

July - December 2013 data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

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

Travis Egan, 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

February 7, 2014

State

Ohio

County

Hamilton

Received by BPA Worldwide

February 7, 2014

Type

BD

ID Number

M102B0D3

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.