

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 Ave.
Cincinnati, OH 45244
Tel. No.: (800) 950-8020
Tel. No.: (513) 527-8800
Fax No.: (513) 527-8801
rjacobs@gardnerweb.com

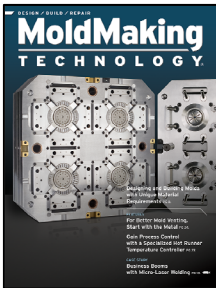
MOLDMAKING TECHNOLOGY is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the die/mold machining and plastic injection molding market. MoldMaking Technology's editorial team and expert contributors produce information on new product 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.

CHANNELS

MOLDMAKING TECHNOLOGY MAGAZINE



6 Issues in the period
20,045 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
14,986 average per occurrence
14,092 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



21,528 average
unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MOLDMAKING TECHNOLOGY MAGAZINE (6 issues in the period)	20,045	-	20,045
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	14,986	-	14,986
b. MMT Blog (26 issued in the period)	14,092	-	14,092
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Unique Browsers with 48,349 average Page Impressions – Note 1)	21,528	-	21,528

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

FIELD SERVED

MOLDBAKING TECHNOLOGY MAGAZINE serves the field of manufacturers, users and maintenance providers of injection molds, blow molds, casting, compression and transfer molds, extrusion blow molds, foam molds, liquid injection molds, reaction injection molds, reinforced plastic molds, rotational molds, stretch blow molds, thermoformed molds, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are general/corporate management, manufacturing production and engineers, design, quality control/assurance, R&D, purchasing, and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	1,369
Allocated for Trade Shows and Conventions	425
All Other	817
TOTAL	2,617

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,045	100.0	20,045	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,045	100.0	20,045	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
July	30	32	19,997
August	41	45	20,001
September	164	159	19,996
October	63	61	19,994
November	4,232	4,388	20,150
December	48	28	20,130
TOTAL	4,578	4,713	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013
This issue is 0.6% or 126 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS	BUSINESS/INDUSTRY	Total Qualified	Percent of Total	Company Mgmt; Purchasing (B,L)	Manufacturing Production/Engineering (C,D,E,F,G,R,S,V,T)	Design; Quality; R&D (H,I,J,P,O)	Qualified Personnel N.E.C. (N,X,Z)
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	6	-	5	-	1	-
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	11	0.1	4	6	1	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	125	0.6	39	69	12	5
326121	Unlaminated Plastics Profile Shape Manufacturing	192	1.0	59	112	18	3
326122	Plastics Pipe and Pipe Fitting Manufacturing	82	0.4	23	54	5	-
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	66	0.3	18	37	9	2
326140	Polystyrene Foam Product Manufacturing	12	0.1	2	5	5	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	19	0.1	4	10	5	-
326160	Plastics Bottle Manufacturing	198	1.0	49	127	20	2
326191	Plastics Plumbing Fixture Manufacturing	48	0.2	15	30	2	1
326199	All Other Plastics Product Manufacturing	5,484	27.2	2,388	2,601	369	126
326211	Tire Manufacturing (except Retreading)	22	0.1	4	13	5	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	49	0.2	23	19	6	1
326291	Rubber Product Manufacturing for Mechanical Use	-	-	-	-	-	-
326299	All Other Rubber Product Manufacturing	132	0.7	36	79	15	2
	Subtotal 326	6,446	32.0	2,669	3,162	473	142
327	Nonmetallic Mineral Product Manufacturing	74	0.4	26	33	11	4
331	Primary Metal Manufacturing	249	1.2	76	121	26	26
332	Fabricated Metal Product Manufacturing	1,585	7.9	802	600	105	78
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	90	0.5	21	53	15	1
3332	Industrial Machinery Manufacturing	185	0.9	56	86	31	12
3333	Commercial and Service Industry Machinery Manufacturing	82	0.4	25	42	11	4
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	47	0.2	9	30	8	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,046	5.2	577	331	70	68
333511	Industrial Mold Manufacturing	4,720	23.4	2,414	1,850	279	177
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	56	0.3	15	33	6	2
3339	Other General Purpose Machinery Manufacturing	257	1.3	82	142	24	9
	Subtotal 333	6,483	32.2	3,199	2,567	444	273
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	54	0.3	17	29	8	-
3342	Communications Equipment Manufacturing	76	0.4	17	47	12	-
3343	Audio and Video Equipment Manufacturing	9	-	1	7	1	-
3344	Semiconductor and Other Electronic Component Manufacturing	246	1.2	52	148	40	6
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	286	1.4	71	154	51	10
3346	Manufacturing and Reproducing Magnetic and Optical Media	8	-	1	7	-	-
	Subtotal 334	679	3.3	159	392	112	16
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	48	0.2	13	31	4	-
3352	Household Appliance Manufacturing	36	0.2	3	29	3	1
3353	Electrical Equipment Manufacturing	144	0.7	27	93	16	8
3359	Other Electrical Equipment and Component Manufacturing	124	0.6	33	71	16	4
	Subtotal 335	352	1.7	76	224	39	13
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	80	0.4	16	46	14	4
3362	Motor Vehicle Body and Trailer Manufacturing	88	0.4	18	58	10	2
3363	Motor Vehicle Parts Manufacturing	728	3.6	204	432	79	13
3364	Aerospace Product and Parts Manufacturing	598	3.0	208	269	80	41
3365	Railroad Rolling Stock Manufacturing	8	-	1	6	1	-
3366	Ship and Boat Building	33	0.2	20	9	2	2
3369	Other Transportation Equipment Manufacturing	33	0.2	12	19	2	-
	Subtotal 336	1,568	7.8	479	839	188	62
337	Furniture and Related Product Manufacturing	46	0.2	18	20	8	-
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	1,519	7.5	587	761	157	14
3399	Other Miscellaneous Manufacturing	397	2.0	157	178	49	13
	Subtotal 339	1,916	9.5	744	939	206	27
311-325	Other Manufacturing, N.E.C.	219	1.1	56	110	38	15
42	Wholesale Trade	139	0.7	77	29	4	29
541	Professional, Scientific, and Technical Services	394	2.0	220	100	47	27
	TOTAL QUALIFIED CIRCULATION	20,150	100.0	8,601	9,136	1,701	712

- (B) CORPORATE EXECUTIVE titles include Chairman, General Manager, Owner, President, Vice President and related titles.
- (C) MANUFACTURING PRODUCTION MANAGEMENT titles include Mold Coordinator, Mold Design Mgr., Advanced Mfg Director, and related titles.
- (D) MANUFACTURING PRODUCTION DEPARTMENT titles include Mold Dept Supv, Mold Design Supv, Mold Facility, Mfg Supervisor and related titles.
- (E) MANUFACTURING ENGINEERING MANAGEMENT titles include Engr Mgr., Chief Engineer, Engr Dept Mgr and other related titles.
- (F) MANUFACTURING ENGINEERING (ENGINEERS) titles 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 related titles.
- (H) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Q/A Manager, Q/C Director and Quality Engr Mgr, and related titles.
- (I) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Q/A Engineer, Q/C Foreman, Qual Supv and other related titles.
- (J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Design Engr Dir, R&D Director and related titles.
- (K) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Des Engineer, Devel Engineer, R&D Engineer and related titles.
- (L) PRODUCT DESIGN, R&D (OTHER DESIGN PERSONNEL) titles include Designer, Parts Designer, Draftsman and related titles.
- (M) FACTORY AUTOMATION MGMT titles include Factory Automation Mgr, Chief Factory Automation Engr, Systems Design Mgr, and related titles.
- (N) FACTORY AUTOMATION ENGINEERS titles include Factory Automn Engr, Automn Foreman, Systems Designer, Systems Engineer and related titles.
- (O) PURCHASING titles include Purch Director, Sr Buyer, Purch Manager and related titles.

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:	13,094	3,893	-	16,987	84.3
II. Request from recipient's company:	143	-	-	143	0.7
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,020	-	-	3,020	15.0
*Association rosters and directories	-	-	-	-	-
Business directories	1,546	-	-	1,546	7.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,474	-	-	1,474	7.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,257	3,893	-	20,150	100.0
PERCENT	80.7	19.3	-	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	20,150	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,150	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
	January – June 2011	July - December 2011	January – June 2012	July – December 2012	January – June 2013	July – December 2013*
Total Audit Average Qualified:	19,980	20,044	20,056	20,392	19,967	20,045
Qualified Non-Paid:	19,980	20,044	20,056	20,392	19,967	20,045
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: July – 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	23		Kentucky	210	
New Hampshire	131		Tennessee	266	
Vermont	71		Alabama	128	
Massachusetts	429		Mississippi	53	
Rhode Island	76		EAST SO. CENTRAL	657	3.3
Connecticut	336		Arkansas	119	
NEW ENGLAND	1,066	5.3	Louisiana	57	
New York	653		Oklahoma	69	
New Jersey	359		Texas	584	
Pennsylvania	844		WEST SO. CENTRAL	829	4.1
MIDDLE ATLANTIC	1,856	9.2	Montana	27	
Ohio	1,595		Idaho	37	
Indiana	820		Wyoming	9	
Illinois	1,366		Colorado	167	
Michigan	1,709		New Mexico	15	
Wisconsin	1,061		Arizona	186	
EAST NO. CENTRAL	6,551	32.5	Utah	144	
Minnesota	671		Nevada	57	
Iowa	229		MOUNTAIN	642	3.2
Missouri	375		Alaska	-	
North Dakota	11		Washington	222	
South Dakota	51		Oregon	175	
Nebraska	143		California	1,470	
Kansas	144		Hawaii	4	
WEST NO. CENTRAL	1,624	8.1	PACIFIC	1,871	9.3
Delaware	18		UNITED STATES	16,859	83.7
Maryland	121		U.S. Territories	41	
Washington, DC	3		Canada	1,615	
Virginia	158		Mexico	1,635	
West Virginia	35		Other International	-	
North Carolina	445		APO/FPO	-	
South Carolina	180				
Georgia	224				
Florida	579				
SOUTH ATLANTIC	1,763	8.7			
			TOTAL QUALIFIED CIRCULATION	20,150	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013	MMT Insider	MMT Blog
JULY	-	-
July 4	-	14,370
July 9	15,171	-
July 12	-	14,316
July 19	-	14,315
July 26	-	14,371
AUGUST	-	-
August 2	-	14,285
August 9	-	14,250
August 13	15,149	-
August 16	-	14,282
August 23	-	14,273
August 30	-	14,123
SEPTEMBER	-	-
September 6	-	14,191
September 10	15,023	-
September 13	-	14,168
September 20	-	14,169
September 27	-	14,178
OCTOBER	-	-
October 4	-	13,996
October 8	14,942	-
October 11	-	14,104
October 18	-	14,005
October 25	-	13,963
NOVEMBER	-	-
November 1	-	14,018
November 8	-	13,951
November 12	14,844	-
November 15	-	13,890
November 22	-	13,837
November 27	-	13,865
DECEMBER	-	-
December 6	-	13,894
December 10	14,786	-
December 13	-	13,916
December 20	-	13,880
December 27	-	13,787
AVERAGE:	14,986	14,092
MMT Insider E-Newsletter (6 issued in the period)		
MMT 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	40,686	21,450	15,992	1.34	01:39	01:45
August	45,727	24,156	17,121	1.41	01:44	01:45
September	45,338	26,171	20,836	1.26	01:46	01:27
October	49,762	29,209	25,374	1.15	01:45	01:25
November	54,305	28,697	24,596	1.17	01:34	01:32
December	54,276	29,507	25,247	1.17	01:36	01:31
AVERAGE:	48,349	26,532	21,528	1.25	01:41	01:34

*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 574 copies or 2.8% and 972 copies or 4.8%
Other sources include 4 sources of circulation for quantities of 147 copies or 0.7% to 489 copies or 2.4%

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.

Claude Mas, 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

Cincinnati

Received by BPA Worldwide

February 7, 2014

Type

BD

ID Number

M405B0D3

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.