



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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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PRODUCTS FINISHING is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the field of finishing. Products Finishing'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

PRODUCTS FINISHING MAGAZINE



6 Issues in the period
29,752 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
12 total issued in the period
15,417 average per occurrence
15,374 average per occurrence

PRODUCTS FINISHING WEBSITE



34,525 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PRODUCTS FINISHING MAGAZINE (6 issues in the period)	29,752	-	29,752
PRODUCTS FINISHING E-NEWSLETTERS			
a. PF Digital Dispatch (6 issued in the period)	15,417	-	15,417
b. PF News Alert (6 issued in the period)	15,374	-	15,374
PRODUCTS FINISHING WEBSITE (Monthly Unique Browsers with 73,345 average Page Impressions - Note 1)	34,525	-	34,525

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

FIELD SERVED

PRODUCTS FINISHING serves the finishing field. Included are plants whose products fall in manufacturing industries. Other industrial classifications, as shown in the business/occupational breakdown are also included in the field served.

Also served are wholesale trade firms, educational services, public administration and other non-manufacturing industries.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company management, manufacturing/production, manufacturing production engineering, product design and development engineering, metallurgy and chemistry, purchasing, sales, company copies and other qualified personnel as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	25
Advertiser and Agency	1,713
Allocated for Trade Shows and Conventions	237
All Other	677
TOTAL	2,652

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,752	100.0	29,752	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,752	100.0	29,752	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
July	76	99	30,123
August	52	46	30,117
September	155	131	30,093
October	426	2,301	31,968
November	7,194	3,364	28,138
December	89	22	28,071
TOTAL	7,992	5,963	

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

This issue is 6.4% or 1,936 copies below the average of the other 5 issues reported in Paragraph 2.

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	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
				COMPANY MANAGEMENT (B)	MANUFACTURING PRODUCTION (C,D,R,S)	MANUFACTURING ENGINEERING (E,F,G,T,V)	QUALITY, PRODUCT DESIGN & R&D (H,I,J,P,Q)	PURCHASING (L)	OTHER QUALIFIED TITLES, N.E.C. (N,X,Z)
325	Chemical Manufacturing	720	2.6	358	42	72	81	3	164
326	Plastics and Rubber Products Manufacturing	606	2.2	378	71	94	37	5	21
327	Nonmetallic Mineral Product Manufacturing	127	0.5	80	12	16	7	2	10
331	Primary Metal Manufacturing	702	2.5	389	140	92	41	21	19
332	Fabricated Metal Product Manufacturing								
3321	Forging and Stamping	263	0.9	116	54	48	24	11	10
3322	Cutlery and Handtool Manufacturing	313	1.1	157	59	49	24	13	11
3323	Architectural and Structural Metals Manufacturing	1,574	5.6	1,015	243	158	57	50	51
3324	Boiler, Tank, and Shipping Container	39	0.2	11	12	11	1	2	2
3325	Hardware Manufacturing	30	0.1	13	6	3	5	1	2
3326	Spring and Wire Product Manufacturing	179	0.7	79	35	30	19	1	15
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2,114	7.5	1,358	332	205	119	49	51
332811	Metal Heat Treating	1,005	3.6	644	111	113	68	13	56
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	1,672	5.9	1,055	261	139	94	30	93
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	5,107	18.1	3,169	808	395	418	71	246
3329	Other Fabricated Metal Product Manufacturing	1,921	6.8	1,110	310	249	139	43	70
	Sub-Total	14,217	50.5	8,727	2,231	1,400	968	284	607
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	382	1.4	127	85	115	31	13	11
3332	Industrial Machinery Manufacturing	345	1.2	141	72	75	22	10	25
3333	Commercial and Service Industry Machinery Manufacturing	143	0.5	54	20	32	19	4	14
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	178	0.6	56	34	45	15	3	25
3335	Metalworking Machinery Manufacturing	877	3.1	500	146	127	58	13	33
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	132	0.5	46	20	43	12	6	5
3339	Other General Purpose Machinery Manufacturing	666	2.4	242	113	185	50	17	59
	Sub-Total	2,723	9.7	1,166	490	622	207	66	172
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	46	0.2	18	6	11	5	-	6
3342	Communications Equipment Manufacturing	104	0.4	25	25	39	12	2	1
3343	Audio and Video Equipment Manufacturing	31	0.1	6	7	10	8	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	287	1.0	63	46	127	36	7	8
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	263	0.9	72	38	95	38	4	16
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	1	-	-	-	-
	Sub-Total	732	2.6	184	123	282	99	13	31
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	125	0.4	45	36	25	9	5	5
3352	Household Appliance Manufacturing	69	0.2	17	12	33	5	-	2
3353	Electrical Equipment Manufacturing	187	0.7	43	30	78	31	3	2
3359	Other Electrical Equipment and Component Manufacturing	117	0.4	33	20	47	7	2	8
	Sub-Total	498	1.7	138	98	183	52	10	17
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	312	1.1	90	40	120	46	11	5
3362	Motor Vehicle Body and Trailer Manufacturing	568	2.0	203	95	163	79	17	11
3363	Motor Vehicle Parts Manufacturing	2,502	8.9	785	416	826	366	72	37
3364	Aerospace Product and Parts Manufacturing	1,722	6.1	281	299	771	301	53	17
3365	Railroad Rolling Stock Manufacturing	70	0.2	15	11	21	22	-	1
3366	Ship and Boat Building	122	0.4	45	22	31	20	4	-
3369	Other Transportation Equipment Manufacturing	186	0.7	67	26	58	19	12	4
	Sub-Total	5,482	19.4	1,486	909	1,990	853	169	75
337	Furniture and Related Product Manufacturing	214	0.8	95	44	45	21	5	4
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	1,037	3.7	243	205	378	178	20	13
3399	Other Miscellaneous Manufacturing	392	1.4	203	82	61	30	3	13
	Sub-Total	1,429	5.1	446	287	439	208	23	26
311-324	Miscellaneous Manufacturing	148	0.5	93	18	12	15	2	8
42	Wholesale Trade	333	1.2	238	11	12	9	5	58
541	Professional, Scientific and Technical Svcs	207	0.7	102	11	40	27	1	26
	Sub-Total	688	2.4	433	40	64	51	8	92
	TOTAL QUALIFIED CIRCULATION	28,138	100.0	13,880	4,487	5,299	2,625	609	1,238

(B) COMPANY MANAGEMENT titles include Chairman, Director, General Manager, Managing Director, Owner, President, Vice President and other Company Management titles.
(C,D,R,S) MANUFACTURING PRODUCTION titles include: Vice President of Manufacturing (or Production), Die Designer, District Production Manager, Inspector, Foreman, Leadman, Machinist, Manager of Manufacturing, Millwright, and other Manufacturing/Production titles.
(E,F,G,T,V) MANUFACTURING ENGINEERING titles include Vice President of Manufacturing (or Production) Engineering, Abrasive Engineer, Administrative Value Engineer, Automation Engineer, Control Engineer, Design & Tool Engineer, Environmental Engineer, Estimate Engineer, Finishing Engineer, Plant Services Engineer, Production Design Engineer, Production Engineer and other Manufacturing/Production Engineering titles.
(H,I,J,P,Q) QUALITY, PRODUCT DESIGN, & R&D titles include Vice President of Product Design & Development Engineering, Detailer, Development Engineer, Development & Project Engineer, Division Engineer, Engineering Planner, Draftsman, Product Design Engineer, Product Design & Development Engineer, Product Designer, Product Planning Engineer, Engineer, and other Product Design and Development Engineering titles.
(L) PURCHASING titles include Vice President of Purchasing, Buyer, Procurement Engineer, Purchaser and other Purchasing titles.
(N,X,Z) OTHER QUALIFIED TITLES, N.E.C. titles include Apprentice Instructor, Chief Clerk, Sales, Marketing and other 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:	19,155	5,627	-	24,782	88.1
II. Request from recipient's company:	391	-	-	391	1.4
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,965	-	-	2,965	10.5
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,965	-	-	2,965	10.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,511	5,627	-	28,138	100.0
PERCENT	80.0	20.0	-	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	28,138	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	28,138	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	
	January – June 2011	July – December 2011	January – June 2012	July – December 2012	January – June 2013*	July – December 2013*
Total Audit Average Qualified:	34,699	32,076	31,802	30,454	30,361	29,752
Qualified Non-Paid:	34,699	32,076	31,802	30,454	30,361	29,752
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	97		Kentucky	321	
New Hampshire	133		Tennessee	557	
Vermont	64		Alabama	355	
Massachusetts	677		Mississippi	132	
Rhode Island	156		EAST SO. CENTRAL	1,365	4.8
Connecticut	596		Arkansas	199	
NEW ENGLAND	1,723	6.1	Louisiana	162	
New York	1,163		Oklahoma	291	
New Jersey	516		Texas	1,488	
Pennsylvania	1,381		WEST SO. CENTRAL	2,140	7.6
MIDDLE ATLANTIC	3,060	10.9	Montana	52	
Ohio	2,212		Idaho	92	
Indiana	1,170		Wyoming	24	
Illinois	1,805		Colorado	276	
Michigan	2,037		New Mexico	65	
Wisconsin	1,196		Arizona	369	
EAST NO. CENTRAL	8,420	29.9	Utah	234	
Minnesota	780		Nevada	94	
Iowa	391		MOUNTAIN	1,206	4.3
Missouri	652		Alaska	14	
North Dakota	49		Washington	535	
South Dakota	111		Oregon	316	
Nebraska	249		California	2,541	
Kansas	348		Hawaii	16	
WEST NO. CENTRAL	2,580	9.2	PACIFIC	3,422	12.2
Delaware	39		UNITED STATES	27,105	96.3
Maryland	228		U.S. Territories	23	
Washington, DC	2		Canada	951	
Virginia	340		Mexico	59	
West Virginia	81		Other International	-	
North Carolina	659		AP0/FPO	-	
South Carolina	410				
Georgia	511				
Florida	919				
SOUTH ATLANTIC	3,189	11.3			
			TOTAL QUALIFIED CIRCULATION	28,138	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013	PF Digital Dispatch	PF News Alert
JULY		
July 1	15,750	-
July 10	-	15,685
July 24	15,629	-
AUGUST		
August 14	-	15,545
August 28	15,463	-
SEPTEMBER		
September 11	-	15,423
September 25	15,299	-
OCTOBER		
October 9	-	15,279
October 23	15,197	-
NOVEMBER		
November 13	-	15,200
November 27	15,164	-
DECEMBER		
December 4	-	15,114
AVERAGE:	15,417	15,374

PF Digital Dispatch E-Newsletter (6 issued in the period)
 PF News Alert E-Newsletter (6 issued in the period)

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	67,895	39,820	33,053	1.20	01:33	01:06
August	73,881	40,274	33,407	1.21	01:43	01:26
September	73,786	40,760	34,380	1.19	01:43	01:23
October	77,525	44,155	37,745	1.17	01:47	01:21
November	80,861	43,223	37,130	1.16	01:38	01:25
December	66,122	36,375	31,433	1.16	01:39	01:21
AVERAGE:	73,345	40,768	34,525	1.18	01:40	01:20

*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:

Other sources include 5 sources of circulation for quantities of 87 copies or 0.3% to 1,105 copies or 3.9%

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.

GEOGRAPHICAL BREAKOUT OF ALL FOREIGN CIRCULATION (QUALIFIED) FOR THE ISSUE OF NOVEMBER 2013

COUNTRY	QUALIFIED
Alberta	129
British Columbia	106
Manitoba	46
New Brunswick	11
Newfoundland	3
Nova Scotia	12
Ontario	467
Prince Edward Island	1
Quebec	156
Saskatchewan	20
TOTAL CANADA	951
TOTAL MEXICO	59
Total Non-Qualified International	-
TOTAL	1,010

PUBLISHER'S AFFIDAVIT

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

Todd Luciano, 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	P141B0D3

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.