



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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PRODUCTION MACHINING is a business-to-business media brand that produces a monthly print magazine, digital media, industry research and live events for the high volume precision turned parts market. Production Machining’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

PRODUCTION MACHINING MAGAZINE

6 Issues in the period
20,605 average circulation

PRODUCTION MACHINING E-NEWSLETTERS

2 E-Newsletters in the period
32 total issued in the period
15,183 average per occurrence
13,913 average per occurrence

PRODUCTION MACHINING WEBSITE

24,817 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PRODUCTION MACHINING MAGAZINE (6 issues in the period)	20,605	-	20,605
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (6 issued in the period)	15,183	-	15,183
b. PM Blog (26 issued in the period)	13,913	-	13,913
PRODUCTION MACHINING WEBSITE (Monthly Unique Browsers with 48,651 average Page Impressions – Note 1)	24,817	-	24,817

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

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	9
Advertiser and Agency	1,880
Allocated for Trade Shows and Conventions	158
All Other	832
TOTAL	2,879

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,605	100.0	20,605	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,605	100.0	20,605	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
July	43	23	20,095
August	44	27	20,078
September	114	84	20,048
October	214	2,724	22,558
November	3,270	1,149	20,437
December	60	38	20,415
TOTAL	3,745	4,045	

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

This issue is 1.0% or 202 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 Code	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	COMPANY MANAGEMENT; PURCHASING (B,L)	PRODUCTION OR MANUFACTURING ENGINEERING (C,D,E,F,G,R,S,T,V)	QUALITY; DESIGN; RESEARCH (H,I,J,P,Q)	OTHER QUALIFIED TITLES N.E.C. (N,X,Z)
332	FABRICATED METAL PRODUCT MANUFACTURING						
3321	Forging and Stamping	142	0.7	63	63	9	7
3322	Cutlery and Handtool Manufacturing	50	0.2	23	22	1	4
3323	Architectural and Structural Metals Manufacturing	648	3.2	436	181	14	17
3324	Boiler, Tank, and Shipping Container Manufacturing	8	-	4	3	1	-
3325	Hardware Manufacturing	5	-	2	3	-	-
3326	Spring and Wire Product Manufacturing	46	0.2	15	26	3	2
332710	Machine Shops	8,683	42.5	6,829	1,619	133	102
332721	Precision Turned Product Manufacturing	2,099	10.3	1,063	853	126	57
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	958	4.7	386	456	94	22
3328	Coating, Engraving, Heat Treating, and Allied Activities	116	0.6	60	46	3	7
3329	Other Fabricated Metal Product Manufacturing	1,135	5.6	572	487	46	30
	Subtotal 332	13,890	68.0	9,453	3,759	430	248
333	MACHINERY MANUFACTURING						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	271	1.3	128	135	6	2
3332	Industrial Machinery Manufacturing	212	1.1	92	106	6	8
3333	Commercial and Service Industry Machinery Manufacturing	57	0.3	16	36	1	4
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	49	0.2	21	22	2	4
3335	Metalworking Machinery Manufacturing	1,534	7.5	910	451	66	107
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	188	0.9	69	98	16	5
3339	Other General Purpose Machinery Manufacturing	497	2.4	168	263	26	40
	Subtotal 333	2,808	13.7	1,404	1,111	123	170
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING						
3341	Computer and Peripheral Equipment Manufacturing	9	-	2	4	2	1
3342	Communications Equipment Manufacturing	37	0.2	6	26	4	1
3343	Audio and Video Equipment Manufacturing	6	-	-	6	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	132	0.7	37	79	10	6
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	163	0.8	39	106	12	6
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	1	-	-
	Subtotal 334	348	1.7	84	222	28	14
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING						
3351	Electric Lighting Equipment Manufacturing	22	0.1	4	16	2	-
3352	Household Appliance Manufacturing	8	-	-	8	-	-
3353	Electrical Equipment Manufacturing	114	0.6	29	72	10	3
3359	Other Electrical Equipment and Component Manufacturing	65	0.3	13	41	5	6
	Subtotal 335	209	1.0	46	137	17	9
336	TRANSPORTATION EQUIPMENT MANUFACTURING						
3361	Motor Vehicle Manufacturing	36	0.2	18	16	2	-
3362	Motor Vehicle Body and Trailer Manufacturing	43	0.2	21	14	5	3
3363	Motor Vehicle Parts Manufacturing	642	3.1	267	333	25	17
3364	Aerospace Product and Parts Manufacturing	526	2.6	218	274	22	12
3365	Railroad Rolling Stock Manufacturing	16	0.1	4	9	3	-
3366	Ship and Boat Building	26	0.1	11	12	1	2
3369	Other Transportation Equipment Manufacturing	47	0.2	26	16	3	2
	Subtotal 336	1,336	6.5	565	674	61	36
337	FURNITURE AND RELATED PRODUCT MANUFACTURING						
337	Furniture and Related Product Manufacturing	31	0.2	15	15	1	-
339	MISCELLANEOUS MANUFACTURING						
33911	Medical Equipment and Supplies Manufacturing	314	1.5	81	220	8	5
3399	Other Miscellaneous Manufacturing	179	0.9	102	66	3	8
	Subtotal 339	493	2.4	183	286	11	13
325-331	MISCELLANEOUS MANUFACTURING OTHER						
	Subtotal Manufacturing	19,826	97.0	12,132	6,461	696	537
42	WHOLESALE TRADE						
	Miscellaneous Others	317	1.6	142	49	6	120
		294	1.4	235	19	-	40
	TOTAL QUALIFIED CIRCULATION	20,437	100.0	12,509	6,529	702	697

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 NOVEMBER 2013

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	16,811	82.3
100 to 499	2,810	13.7
500 & above	816	4.0
TOTALS	20,437	100.0

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:	15,259	4,078	-	19,337	94.6
II. Request from recipient's company:	305	-	-	305	1.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	795	-	-	795	3.9
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	795	-	-	795	3.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,359	4,078	-	20,437	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	20,437	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,437	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:	19,951	20,055	20,566	21,110	20,044	20,605
Qualified Non-Paid:	19,951	20,055	20,566	21,110	20,044	20,605
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	84		Kentucky	197	
New Hampshire	196		Tennessee	358	
Vermont	41		Alabama	239	
Massachusetts	538		Mississippi	93	
Rhode Island	82		EAST SO. CENTRAL	887	4.3
Connecticut	449		Arkansas	114	
NEW ENGLAND	1,390	6.8	Louisiana	189	
New York	959		Oklahoma	183	
New Jersey	366		Texas	1,017	
Pennsylvania	1,143		WEST SO. CENTRAL	1,503	7.3
MIDDLE ATLANTIC	2,468	12.1	Montana	41	
Ohio	1,773		Idaho	92	
Indiana	772		Wyoming	25	
Illinois	1,580		Colorado	208	
Michigan	1,350		New Mexico	53	
Wisconsin	941		Arizona	242	
EAST NO. CENTRAL	6,416	31.4	Utah	118	
Minnesota	823		Nevada	69	
Iowa	332		MOUNTAIN	848	4.1
Missouri	402		Alaska	2	
North Dakota	38		Washington	269	
South Dakota	76		Oregon	177	
Nebraska	139		California	1,634	
Kansas	224		Hawaii	-	
WEST NO. CENTRAL	2,034	10.0	PACIFIC	2,082	10.2
Delaware	26		UNITED STATES	19,682	96.3
Maryland	135		U.S. Territories	13	
Washington, DC	1		Canada	713	
Virginia	256		Mexico	29	
West Virginia	75		Other International	-	
North Carolina	433		AP0/FPO	-	
South Carolina	280				
Georgia	333				
Florida	515				
SOUTH ATLANTIC	2,054	10.1			
			TOTAL QUALIFIED CIRCULATION	20,437	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013	PM Inbox Insights	PM Blog
JULY		
July 5, 2013	-	14,213
July 12, 2013	-	14,249
July 19, 2013	-	14,192
July 26, 2013	-	14,135
July 30, 2013	15,385	-
AUGUST		
August 2, 2013	-	14,045
August 9, 2013	-	14,089
August 16, 2013	-	14,029
August 23, 2013	-	14,061
August 27, 2013	15,343	-
August 30, 2013	-	14,001
SEPTEMBER		
September 6, 2013	-	13,971
September 13, 2013	-	13,957
September 20, 2013	-	13,954
September 24, 2013	15,238	-
September 27, 2013	-	13,958
OCTOBER		
October 4, 2013	-	13,895
October 11, 2013	-	13,847
October 18, 2013	-	13,823
October 25, 2013	-	13,844
October 29, 2013	15,108	-
NOVEMBER		
November 1, 2013	-	13,809
November 8, 2013	-	13,791
November 15, 2013	-	13,748
November 22, 2013	-	13,710
November 26, 2013	15,071	-
November 27, 2013	-	13,722
DECEMBER		
December 6, 2013	-	13,693
December 13, 2013	-	13,692
December 19, 2013	14,953	-
December 20, 2013	-	13,656
December 27, 2013	-	13,643
AVERAGE:	15,183	13,913

PM Inbox Insights E-Newsletter (6 issued in the period)
 PM 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	41,929	24,787	18,982	1.31	02:00	01:25
August	43,591	26,001	19,271	1.35	02:13	01:32
September	47,612	29,193	24,171	1.21	02:00	01:17
October	51,305	32,150	28,942	1.11	01:39	01:01
November	59,301	34,354	30,562	1.12	01:30	01:08
December	48,170	30,078	26,973	1.12	01:48	01:07
AVERAGE:	48,651	29,427	24,817	1.20	01:52	01:15

*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 3 sources of circulation for quantities of 140 copies or 0.7% to 355 copies or 1.7%.

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.

Joseph A. Campise, 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

State

County

Received by BPA Worldwide

Type

ID Number

February 7, 2014

Ohio

Hamilton

February 7, 2014

BD

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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.