

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 Avenue
Cincinnati, OH 45244
Tel. No.: (513) 527-8800
Fax No.: (513) 527-8801
E-mail RJacobs@gardnerweb.com

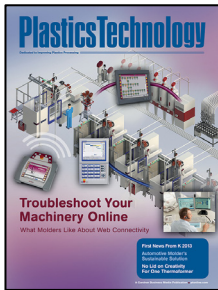
PLASTICS TECHNOLOGY is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the plastics processing market. Plastics Technology's editorial team and expert contributors produce information on new product technology, operational best practices, 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

PLASTICS TECHNOLOGY MAGAZINE



6 Issues in the period
36,898 average circulation

PLASTICS TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
12 total issued in the period
21,887 average per occurrence
25,804 average per occurrence

PLASTICS TECHNOLOGY WEBSITE



52,372 average
unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PLASTICS TECHNOLOGY MAGAZINE (6 issues in the period)	36,898	-	36,898
PLASTICS TECHNOLOGY E-NEWSLETTERS			
a. PT Materials (6 issued in the period)	21,887	-	21,887
b. PT Insider (6 issued in the period)	25,804	-	25,804
PLASTICS TECHNOLOGY WEBSITE (Monthly Unique Browsers with 124,449 average Page Impressions – Note 1)	52,372	-	52,372

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

FIELD SERVED

PLASTICS TECHNOLOGY serves the plastics processing and plastics product manufacturing industry, including those involved in injection molding, extrusion, blow molding, compounding, thermoforming, foam processing, reinforced composite processing, rotational molding, compression molding, structural foam, as well as others involved in mold making, mold maintenance and repair, assembly (bonding/welding), decorating and finishing, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	67
Advertiser and Agency	1,585
Allocated for Trade Shows and Conventions	258
All Other	1,035
TOTAL	2,945

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,898	100.0	36,898	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,898	100.0	36,898	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
July	79	50	36,815
August	237	203	36,781
September	113	70	36,738
October	460	524	36,802
November	9,114	9,454	37,142
December	65	32	37,109
TOTAL	10,068	10,333	

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

This issue is 0.8% or 293 copies above the average of the other 5 issues reported in Paragraph 2.

NAICS NO.	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
				Company Mgmt/ Purchasing (B,L)	Prod/Mfg Engr (C,D,E,F,G, R,S,T,V)	Qual; R&D (H,I,J,P,Q)	Other NEC (N,X,Z)
325	Chemical Manufacturing						
3251	Basic Chemical Manufacturing	274	0.7	59	111	78	26
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	651	1.8	209	245	125	72
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	12	-	1	6	2	3
3254	Pharmaceutical and Medicine Manufacturing	85	0.2	16	39	20	10
3255	Paint, Coating, and Adhesive Manufacturing	125	0.3	36	41	37	11
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	87	0.2	28	42	16	1
3259	Other Chemical Product and Preparation Manufacturing	362	1.0	125	141	59	37
	Subtotal 325	1,596	4.2	474	625	337	160
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	135	0.4	83	37	8	7
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	93	0.3	35	42	14	2
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	1,036	2.8	335	565	136	-
326121	Unlaminated Plastics Profile Shape Manufacturing	693	1.9	271	328	64	30
326122	Plastics Pipe and Pipe Fitting Manufacturing	366	1.0	136	194	29	7
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	291	0.8	111	126	33	21
326140	Polystyrene Foam Product Manufacturing	58	0.2	20	25	11	2
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	92	0.1	38	42	9	3
326160	Plastics Bottle Manufacturing	519	1.4	147	290	63	19
326191	Plastics Plumbing Fixture Manufacturing	112	0.3	44	54	12	2
326199	All Other Plastics Product Manufacturing	12,811	34.5	5,943	5,859	1,009	-
326211	Tire Manufacturing (except Retreading)	71	0.2	17	41	13	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	209	0.6	60	105	41	3
326299	All Other Rubber Product Manufacturing	386	1.0	126	200	51	9
	Subtotal 326	16,872	45.5	7,366	7,908	1,493	105
327	Nonmetallic Mineral Product Manufacturing	275	0.7	132	103	32	8
331	Primary Metal Manufacturing	240	0.6	95	104	28	13
332	Fabricated Metal Product Manufacturing	2,472	6.7	1,286	991	195	-
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	173	0.5	54	88	27	4
3332	Industrial Machinery Manufacturing	433	1.2	174	159	59	41
3333	Commercial and Service Industry Machinery Manufacturing	154	0.4	50	76	25	3
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	96	0.3	31	48	15	2
3335	Metalworking Machinery Manufacturing (not incl. 333511)	366	1.0	216	112	25	13
333511	Industrial Mold Manufacturing	2,527	6.8	1,451	952	124	-
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	84	0.2	23	31	26	4
3339	Other General Purpose Machinery Manufacturing	508	1.4	193	238	44	33
	Subtotal 333	4,341	11.8	2,192	1,704	345	100
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	59	0.2	15	35	6	3
3342	Communications Equipment Manufacturing	118	0.3	30	67	15	6
3343	Audio and Video Equipment Manufacturing	24	0.1	6	14	4	-
3344	Semiconductor and Other Electronic Component Manufacturing	314	0.8	77	168	60	9
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	693	1.9	310	274	94	15
3346	Manufacturing and Reproducing Magnetic and Optical Media	15	-	3	10	1	1
	Subtotal 334	1,223	3.3	441	568	180	34
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	76	0.2	26	38	11	1
3352	Household Appliance Manufacturing	114	0.3	28	68	16	2
3353	Electrical Equipment Manufacturing	194	0.5	49	116	18	11
3359	Other Electrical Equipment and Component Manufacturing	289	0.8	78	144	57	10
	Subtotal 335	673	1.8	181	366	102	24
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	208	0.6	67	109	28	4
3362	Motor Vehicle Body and Trailer Manufacturing	273	0.7	92	143	34	4
3363	Motor Vehicle Parts Manufacturing	2,288	6.2	863	1,167	215	43
3364	Aerospace Product and Parts Manufacturing	1,169	3.1	227	720	193	29
3365	Railroad Rolling Stock Manufacturing	18	-	4	12	2	-
3366	Ship and Boat Building	111	0.3	60	30	16	5
3369	Other Transportation Equipment Manufacturing	80	0.2	30	40	8	2
	Subtotal 336	4,147	11.1	1,343	2,221	496	87
337	Furniture and Related Product Manufacturing	223	0.6	96	100	25	2
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	2,163	5.8	810	1,111	211	31
3399	Other Miscellaneous Manufacturing	861	2.3	386	333	113	29
	Subtotal 339	3,024	8.1	1,196	1,444	324	60
311-324	Miscellaneous Manufacturing Other	778	2.1	298	291	147	42
42	Merchant Wholesalers	552	1.5	392	73	27	60
541	Professional Services	726	2.0	444	145	77	60
	TOTAL QUALIFIED CIRCULATION	37,142	100.0	15,936	16,643	3,808	755

- (B) CORPORATE EXECUTIVE titles include Chairman, General Manager, Owner, Partner, President and Vice President.
- (C) MANUFACTURING PRODUCTION MANAGEMENT titles include Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Mfg Director, and other qualified titles.
- (D) MANUFACTURING PRODUCTION DEPARTMENT titles include Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Production Supervisor and other qual titles.
- (V, E) MANUFACTURING ENGINEERING MANAGEMENT titles include Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer and other qual titles
- (T, F) MANUFACTURING ENGINEERING (ENGINEERS) 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 other qual titles.
- (P) QUALITY ASSURANCE/CONTROL MANAGEMENT titles include Quality Assurance Manager, Quality Control Director and Chief of Quality Engineering, and other titles.
- (Q) QUALITY ASSURANCE/CONTROL ENGINEERS titles include Quality Assurance Engineer, Quality Control Foreman and Quality Supervisor and other titles.
- (H) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT MANAGEMENT titles include Director of Design Engineering, Chief Draftsman, Manager of Product Engineering and Director of Research and other titles.
- (I) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT ENGINEERS titles include Design Project Engineer, Development Engineer and Research & Design Engineer and other titles.
- (J) PRODUCT DESIGN, RESEARCH AND DEVELOPMENT (OTHER DESIGN PERSONNEL) titles include Designer, Parts Designer, Draftsman and other qual titles.
- (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 and other qual titles.
- (N, X, Z) Other NEC include titles not elsewhere classified, (X) Sales titles, (Z) Marketing 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:	24,533	7,313	-	31,846	85.7
II. Request from recipient's company:	465	-	-	465	1.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	4,831	-	-	4,831	13.0
Association rosters and directories	-	-	-	-	-
*Business directories	2,751	-	-	2,751	7.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,080	-	-	2,080	5.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,829	7,313	-	37,142	100.0
PERCENT	80.3	19.7	-	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	37,142	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,142	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:	36,882	36,958	36,918	37,891	36,844	36,898
Qualified Non-Paid:	36,882	36,958	36,918	37,891	36,844	36,898
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	59		Kentucky	439	
New Hampshire	250		Tennessee	610	
Vermont	87		Alabama	281	
Massachusetts	927		Mississippi	134	
Rhode Island	200		EAST SO. CENTRAL	1,464	3.9
Connecticut	569		Arkansas	222	
NEW ENGLAND	2,092	5.6	Louisiana	151	
New York	1,134		Oklahoma	177	
New Jersey	806		Texas	1,490	
Pennsylvania	1,580		WEST SO. CENTRAL	2,040	5.5
MIDDLE ATLANTIC	3,520	9.5	Montana	36	
Ohio	2,724		Idaho	61	
Indiana	1,439		Wyoming	16	
Illinois	2,384		Colorado	284	
Michigan	2,402		New Mexico	25	
Wisconsin	1,886		Arizona	261	
EAST NO. CENTRAL	10,835	29.2	Utah	217	
Minnesota	1,052		Nevada	83	
Iowa	416		MOUNTAIN	983	2.7
Missouri	698		Alaska	8	
North Dakota	50		Washington	416	
South Dakota	85		Oregon	260	
Nebraska	244		California	2,247	
Kansas	331		Hawaii	9	
WEST NO. CENTRAL	2,876	7.7	PACIFIC	2,940	7.9
Delaware	85		UNITED STATES	31,141	83.8
Maryland	197		U.S. Territories	61	
Washington, DC	7		Canada	3,092	
Virginia	357		Mexico	2,848	
West Virginia	80		Other International	-	
North Carolina	1,015		AP0/FPO	-	
South Carolina	444				
Georgia	808				
Florida	1,398				
SOUTH ATLANTIC	4,391	11.8			
			TOTAL QUALIFIED CIRCULATION	37,142	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013	PT Materials E-Newsletter	PT Insider E-Newsletter
JULY		
July 2	-	26,132
July 11	22,263	-
AUGUST		
August 6	-	26,102
August 8	22,081	-
SEPTEMBER		
September 3	-	25,873
September 12	21,989	-
OCTOBER		
October 1	-	25,716
October 10	21,828	-
NOVEMBER		
November 5	-	25,519
November 14	21,571	-
DECEMBER		
December 3	-	25,482
December 12	21,588	-
AVERAGE:	21,887	25,804

PT Materials E-Newsletter (6 issued in the period)
 PT Insider 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	118,289	60,090	46,371	1.30	01:55	01:52
August	114,794	59,819	46,373	1.29	01:49	01:41
September	121,418	65,099	52,200	1.25	01:59	01:43
October	134,375	73,014	59,687	1.22	02:00	01:42
November	135,152	70,418	57,508	1.22	01:55	01:46
December	122,663	63,982	52,095	1.23	02:02	01:53
AVERAGE:	124,449	65,404	52,372	1.25	01:57	01:46

*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 748 copies or 2.0% and 2,003 copies or 5.4%
Other sources include 5 sources of circulation for quantities of 147 copies or 0.4% to 658 copies or 1.8%

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.

Richard G. Kline, Jr., 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 New York

County New York

Received by BPA Worldwide February 7, 2014

Type BD

ID Number PO90B0D3

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.