

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

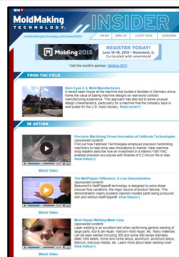
CHANNELS

MOLDMAKING TECHNOLOGY MAGAZINE



6 Issues in the period
20,127 average circulation

MOLDMAKING TECHNOLOGY E-NEWSLETTERS



2 E-Newsletters in the period
31 total issued in the period
15,334 average per occurrence
12,582 average per occurrence

MOLDMAKING TECHNOLOGY WEBSITE



23,990 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)	20,127	-	20,127
MOLDMAKING TECHNOLOGY E-NEWSLETTERS			
a. MMT Insider (6 issued in the period)	15,334	-	15,334
b. MMT Blog (25 issued in the period)	12,582	-	12,582
MOLDMAKING TECHNOLOGY WEBSITE (Monthly Unique Browsers with 62,128 average Page Impressions)	23,990	-	23,990

FIELD SERVED

MOLDBAKING TECHNOLOGY MAGAZINE serves the field of manufacturers, users and maintenance providers of industrial molds, as described in paragraph 3a. Also served are other manufacturing, wholesale trade, and professional, scientific, and technical services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production/engineering, design, quality assurance and quality control, research & development, purchasing, and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency Allocated for Trade Shows and Conventions	1,519
	817
All Other	762
TOTAL	3,107

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,127	100.0	20,127	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,127	100.0	20,127	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Number Removed	Number Added	Total Qualified
January	36	1	20,136
February	36	19	20,119
March	69	23	20,073
April	46	3	20,030
May	54	245	20,221
June	83	43	20,181
TOTAL	324	334	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015
This issue is 0.6% or 113 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,V,F,T,G,R,S)	Design; Quality; R&D (H,I,J,P,Q)	Qualified Personnel N.E.C. (A,N,X,Z)
326	Plastics and Rubber Products Manufacturing						
326111	Plastics Bag Manufacturing	37	0.2	8	23	5	1
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	15	0.1	4	10	1	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	128	0.6	43	66	16	3
326121	Unlaminated Plastics Profile Shape Manufacturing	75	0.4	27	36	8	4
326122	Plastics Pipe and Pipe Fitting Manufacturing	310	1.5	79	183	38	10
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	71	0.4	28	33	6	4
326140	Polystyrene Foam Product Manufacturing	7	-	1	4	2	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	94	0.5	37	45	9	3
326160	Plastics Bottle Manufacturing	128	0.6	39	76	12	1
326191	Plastics Plumbing Fixture Manufacturing	43	0.2	18	20	1	4
326199	All Other Plastics Product Manufacturing	5,373	26.6	2,526	2,280	393	174
326211	Tire Manufacturing (except Retreading)	17	0.1	5	7	5	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	65	0.3	27	31	6	1
326299	All Other Rubber Product Manufacturing	165	0.8	44	94	22	5
	Subtotal 326	6,528	32.3	2,886	2,908	524	210
327	Nonmetallic Mineral Product Manufacturing	62	0.3	25	27	7	3
331	Primary Metal Manufacturing	235	1.2	59	120	22	34
332	Fabricated Metal Product Manufacturing	1,448	7.2	800	493	87	68
333	Machinery Manufacturing						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	78	0.4	27	36	11	4
3332	Industrial Machinery Manufacturing	170	0.8	63	73	20	14
3333	Commercial and Service Industry Machinery Manufacturing	129	0.6	34	70	17	8
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment	36	0.2	8	24	3	1
3335	Metalworking Machinery Manufacturing (not incl. 333511)	1,372	6.8	669	519	102	82
333511	Industrial Mold Manufacturing	4,507	22.3	2,307	1,708	293	199
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	48	0.2	13	25	7	3
3339	Other General Purpose Machinery Manufacturing	320	1.6	104	174	31	11
	Subtotal 333	6,660	32.9	3,225	2,629	484	322
334	Computer and Electronic Product Manufacturing						
3341	Computer and Peripheral Equipment Manufacturing	36	0.2	13	22	1	-
3342	Communications Equipment Manufacturing	46	0.2	16	26	3	1
3343	Audio and Video Equipment Manufacturing	11	0.1	2	7	2	-
3344	Semiconductor and Other Electronic Component Manufacturing	217	1.1	54	126	30	7
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	274	1.4	67	153	45	9
3346	Manufacturing and Reproducing Magnetic and Optical Media	7	-	2	3	1	1
	Subtotal 334	591	3.0	154	337	82	18
335	Electrical Equipment, Appliance, and Component Manufacturing						
3351	Electric Lighting Equipment Manufacturing	35	0.2	16	16	3	-
3352	Household Appliance Manufacturing	34	0.1	6	25	3	-
3353	Electrical Equipment Manufacturing	116	0.6	21	70	16	9
3359	Other Electrical Equipment and Component Manufacturing	181	0.9	33	109	29	10
	Subtotal 335	366	1.8	76	220	51	19
336	Transportation Equipment Manufacturing						
3361	Motor Vehicle Manufacturing	125	0.6	27	73	22	3
3362	Motor Vehicle Body and Trailer Manufacturing	56	0.3	16	28	9	3
3363	Motor Vehicle Parts Manufacturing	719	3.6	204	424	80	11
3364	Aerospace Product and Parts Manufacturing	412	2.0	72	270	63	7
3365	Railroad Rolling Stock Manufacturing	10	-	1	8	1	-
3366	Ship and Boat Building	64	0.3	34	18	8	4
3369	Other Transportation Equipment Manufacturing	38	0.2	9	24	5	-
	Subtotal 336	1,424	7.0	363	845	188	28
337	Furniture and Related Product Manufacturing	63	0.3	21	35	6	1
339	Miscellaneous Manufacturing						
33911	Medical Equipment and Supplies Manufacturing	1,257	6.2	336	705	185	31
3399	Other Miscellaneous Manufacturing	451	2.2	174	208	55	14
	Subtotal 339	1,708	8.4	510	913	240	45
311-							
325	Other Manufacturing, N.E.C.	302	1.5	77	141	61	23
42	Wholesale Trade	164	0.8	80	31	8	45
541	Professional, Scientific, and Technical Services	389	1.9	200	109	57	23
	Miscellaneous Others	281	1.4	130	88	26	37
	TOTAL QUALIFIED CIRCULATION	20,221	100.0	8,606	8,896	1,843	876

- (B) Corporate Management: 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,V) Manufacturing Engineering Management: titles include Engr Mgr, Chief Engineer, Engr Dept Mgr and other related titles.
- (F,T,G) Manufacturing Engineering Department: include most engineering titles where the individual does not manage the department. Diemaker, Mold Maker, Machine Operator and related titles.
- (R) Factory Automation Management: titles include Factory Automation Mgr, Chief Factory Automation Engr, Systems Design Mgr, and related titles.
- (S) Factory Automation Department: titles include Factory Automn Engr, Automn Foreman, Systems Designer, Systems Engineer and related titles.
- (H) Product Design, Research and Development Management: titles include Design Engr Dir, R&D Director and related titles.
- (I,J) Product Design, Research and Development Department: titles include Des Engineer, Devel Engineer, R&D Engineer, Designer, Parts Designer, Draftsman and related titles.
- (L) Purchasing: titles include Purch Director, Sr Buyer, Purch Manager and related titles.
- (P) Quality Assurance/Control Management: titles include Q/A Manager, Q/C Director and Quality Engr Mgr, and related titles.
- (Q) Quality Assurance/Control Department: titles include Q/A Engineer, Q/C Foreman, Qual Supv and other related titles.
- (X,Z) Sales & Marketing: includes all Sales & Marketing titles.
- (A,N) Other NEC: includes titles not elsewhere classified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,748	3,866	-	16,614	82.2
II. Request from recipient's company:	415	-	-	415	2.0
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	3,192	-	-	3,192	15.8
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,355	3,866	-	20,221	100.0
PERCENT	80.9	19.1	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	20,161	99.7
Individuals by name only	60	0.3
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,221	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
	July – December 2012	January – June 2013	July – December 2013	January – June 2014	July – December 2014*	January – June 2015*
Total Audit Average Qualified:	20,392	19,967	20,045	20,174	20,165	20,127
Qualified Non-Paid:	20,392	19,967	20,045	20,174	20,165	20,127
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 2014 – June 2015 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 MAY 2015*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	38		Kentucky	231	
New Hampshire	135		Tennessee	283	
Vermont	70		Alabama	124	
Massachusetts	454		Mississippi	62	
Rhode Island	84		EAST SO. CENTRAL	700	3.5
Connecticut	365		Arkansas	126	
NEW ENGLAND	1,146	5.7	Louisiana	58	
New York	707		Oklahoma	83	
New Jersey	368		Texas	635	
Pennsylvania	950		WEST SO. CENTRAL	902	4.5
MIDDLE ATLANTIC	2,025	10.0	Montana	27	
Ohio	1,776		Idaho	42	
Indiana	932		Wyoming	12	
Illinois	1,560		Colorado	185	
Michigan	1,921		New Mexico	15	
Wisconsin	1,220		Arizona	175	
EAST NO. CENTRAL	7,409	36.6	Utah	147	
Minnesota	749		Nevada	60	
Iowa	257		MOUNTAIN	663	3.3
Missouri	397		Alaska	3	
North Dakota	11		Washington	263	
South Dakota	54		Oregon	190	
Nebraska	139		California	1,435	
Kansas	163		Hawaii	2	
WEST NO. CENTRAL	1,770	8.7	PACIFIC	1,893	9.4
Delaware	18		UNITED STATES	18,291	90.5
Maryland	116		U.S. Territories	39	
Washington, DC	1		Canada	1,789	
Virginia	159		Mexico	102	
West Virginia	32		Other International	-	
North Carolina	463		APO/FPO	-	
South Carolina	187				
Georgia	256				
Florida	551				
SOUTH ATLANTIC	1,783	8.8			
			TOTAL QUALIFIED CIRCULATION	20,221	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2015	MMT Insider	MMT Blog
JANUARY		
January 2	-	12,833
January 9	-	12,872
January 13	15,207	-
January 23	-	12,857
January 30	-	12,838
FEBRUARY		
February 6	-	12,805
February 10	15,102	-
February 13	-	12,774
February 20	-	12,782
February 27	-	12,530
MARCH		
March 6	-	12,473
March 10	14,857	-
March 13	-	12,659
March 20	-	12,626
March 27	-	12,584
APRIL		
April 3	-	12,588
April 10	-	12,581
April 14	14,812	-
April 17	-	12,540
April 24	-	12,531
MAY		
May 1	-	12,512
May 8	-	12,499
May 12	16,063	-
May 15	-	12,445
May 22	-	12,452
May 29	-	12,284
JUNE		
June 5	-	12,412
June 9	15,963	-
June 12	-	12,393
June 19	-	12,344
June 26	-	12,336
AVERAGE:	15,334	12,582

MMT Insider E-Newsletter (6 issued in the period)
MMT Blog E-Newsletter (25 issued in the period)

WEBSITE CHANNEL

WWW.MOLDMAKINGTECHNOLOGY.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	61,144	33,658	23,282	1.45	02:42	02:22
February	56,428	31,652	22,024	1.44	02:39	02:11
March	63,350	35,312	24,673	1.43	02:36	02:15
April	69,555	37,990	26,318	1.44	02:21	02:04
May	59,606	34,574	23,880	1.45	02:36	02:01
June	62,684	34,669	23,762	1.46	02:23	02:05
AVERAGE:	62,128	34,643	23,990	1.45	02:33	02:10

January – June 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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. A period of 30 minutes of inactivity will terminate the session.

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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 7 sources of circulation for quantities of 62 copies or 0.3% and 1,263 copies of 6.2%.

GEOGRAPHIC DISTRIBUTION:

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

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, 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

July 29, 2015

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 29, 2015

Type

BD

ID Number

M405B0J5

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.