

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

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

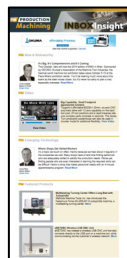
CHANNELS

PRODUCTION MACHINING MAGAZINE



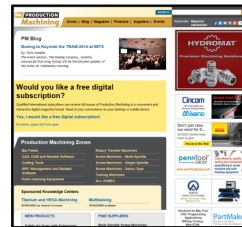
6 Issues in the period
20,586 average circulation

PRODUCTION MACHINING E-NEWSLETTERS



2 E-Newsletters in the period
32 total issued in the period
14,216 average per occurrence
12,317 average per occurrence

PRODUCTION MACHINING WEBSITE



23,855 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)	20,586	-	20,586
PRODUCTION MACHINING E-NEWSLETTERS			
a. PM Inbox Insights (6 issued in the period)	14,216	-	14,216
b. PM Blog (26 issued in the period)	12,317	-	12,317
PRODUCTION MACHINING WEBSITE (Monthly Unique Browsers with 52,754 average Page Impressions)	23,855	-	23,855

FIELD SERVED

PRODUCTION MACHINING serves the high volume turned parts and precision machining industries, focused on production of discreet parts and components in general manufacturing industries, 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, production and manufacturing engineering, quality assurance and quality control, product design, research & development, purchasing and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency Allocated for Trade Shows and Conventions	1,945 283
All Other	774
TOTAL	3,010

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,586	100.0	20,586	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,586	100.0	20,586	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Number Removed	Number Added	Total Qualified
January	57	-	20,589
February	12	13	20,590
March	33	16	20,573
April	25	13	20,561
May	31	3	20,533
June	54	189	20,668
TOTAL	212	234	

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is 0.3% or 63 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,V,F,T,G,R,S)	Quality; Design; Research (H,I,J,P,Q)	Other Qualified Titles N.E.C. (A,N,X,Z)
332	FABRICATED METAL PRODUCT MANUFACTURING						
3321	Forging and Stamping	194	0.9	95	83	6	10
3322	Cutlery and Handtool Manufacturing	64	0.3	32	29	1	2
3323	Architectural and Structural Metals Manufacturing	867	4.2	602	228	14	23
3324	Boiler, Tank, and Shipping Container Manufacturing	13	0.1	5	6	2	-
3325	Hardware Manufacturing	40	0.2	15	23	1	1
3326	Spring and Wire Product Manufacturing	49	0.2	19	21	5	4
332710	Machine Shops	8,491	41.4	6,581	1,642	155	113
332721	Precision Turned Product Manufacturing	1,334	6.5	681	548	75	30
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	653	3.2	272	307	54	20
3328	Coating, Engraving, Heat Treating, and Allied Activities	119	0.6	61	41	7	10
3329	Other Fabricated Metal Product Manufacturing	740	3.6	351	324	37	28
	Subtotal 332	12,564	61.2	8,714	3,252	357	241
333	MACHINERY MANUFACTURING						
3331	Agriculture, Construction, and Mining Machinery Manufacturing	378	1.8	165	166	32	15
3332	Industrial Machinery Manufacturing	194	0.9	86	90	8	10
3333	Commercial and Service Industry Machinery Manufacturing	83	0.4	31	42	4	6
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	71	0.4	24	39	3	5
3335	Metalworking Machinery Manufacturing	2,019	9.8	1,272	497	99	151
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	169	0.8	51	101	13	4
3339	Other General Purpose Machinery Manufacturing	547	2.7	203	278	34	32
	Subtotal 333	3,461	16.8	1,832	1,213	193	223
334	COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING						
3341	Computer and Peripheral Equipment Manufacturing	14	0.1	5	7	1	1
3342	Communications Equipment Manufacturing	35	0.2	9	23	3	-
3343	Audio and Video Equipment Manufacturing	6	-	-	6	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	126	0.6	28	85	11	2
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	180	0.9	33	128	12	7
3346	Manufacturing and Reproducing Magnetic and Optical Media	1	-	-	-	-	1
	Subtotal 334	362	1.8	75	249	27	11
335	ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING						
3351	Electric Lighting Equipment Manufacturing	14	0.1	6	7	1	-
3352	Household Appliance Manufacturing	8	-	2	5	1	-
3353	Electrical Equipment Manufacturing	117	0.6	29	78	8	2
3359	Other Electrical Equipment and Component Manufacturing	96	0.5	24	58	9	5
	Subtotal 335	235	1.2	61	148	19	7
336	TRANSPORTATION EQUIPMENT MANUFACTURING						
3361	Motor Vehicle Manufacturing	53	0.3	24	22	7	-
3362	Motor Vehicle Body and Trailer Manufacturing	37	0.2	18	12	4	3
3363	Motor Vehicle Parts Manufacturing	893	4.3	436	370	43	44
3364	Aerospace Product and Parts Manufacturing	631	3.1	279	303	36	13
3365	Railroad Rolling Stock Manufacturing	7	-	1	4	2	-
3366	Ship and Boat Building	19	0.1	9	8	1	1
3369	Other Transportation Equipment Manufacturing	31	0.2	16	13	2	-
	Subtotal 336	1,671	8.2	783	732	95	61
337	FURNITURE AND RELATED PRODUCT MANUFACTURING	46	0.2	24	19	1	2
339	MISCELLANEOUS MANUFACTURING						
33911	Medical Equipment and Supplies Manufacturing	358	1.7	124	216	11	7
3399	Other Miscellaneous Manufacturing	234	1.1	133	84	3	14
	Subtotal 339	592	2.8	257	300	14	21
311-331	MISCELLANEOUS MANUFACTURING OTHER	645	3.1	290	290	18	47
	Subtotal Manufacturing	19,576	95.3	12,036	6,203	724	613
42	WHOLESALE TRADE	362	1.8	147	71	10	134
541	PROFESSIONAL SERVICES	206	1.0	76	84	10	36
	Miscellaneous Others	389	1.9	276	65	10	38
	TOTAL QUALIFIED CIRCULATION	20,533	100.0	12,535	6,423	754	821

(B,L) Company Management; Purchasing: titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR. Buyer and other related titles.

(C,D,R,S,E,V,F,T,G) Production or Manufacturing Engineering: titles include Director or Mfg. Engr, Plant Manager, Factory Manager, Foreman, Plant Supervisor and other related titles

(H,I,J,P,Q) Quality; Design; Research: titles include Q/A MGR, Quality Supervisor, Dir. of Design Engr, Q/C Director and other related titles.

(A,N,X,Z) Other Qualified Titles, N.E.C.: titles include Consultant, Services Mgr. Training Mgr. and other related titles.

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:	16,842	3,319	-	20,161	98.2
II. Request from recipient's company:	308	-	-	308	1.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	62	-	-	62	0.3
V. TOTAL – Sources other than above (listed alphabetically):	2	-	-	2	-
Association rosters and directories	-	-	-	-	-
*Business directories	1	-	-	1	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1	-	-	1	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,214	3,319	-	20,533	100.0
PERCENT	83.8	16.2	-	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	20,443	99.6
Individuals by name only	90	0.4
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,533	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
	July – December 2012	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015*
Total Audit Average Qualified:	21,110	20,044	20,605	20,541	20,604	20,586
Qualified Non-Paid:	21,110	20,044	20,605	20,541	20,604	20,586
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 – June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	92		Kentucky	210	
New Hampshire	174		Tennessee	362	
Vermont	42		Alabama	231	
Massachusetts	509		Mississippi	85	
Rhode Island	82		EAST SO. CENTRAL	888	4.3
Connecticut	409		Arkansas	108	
NEW ENGLAND	1,308	6.4	Louisiana	181	
New York	925		Oklahoma	196	
New Jersey	362		Texas	1,012	
Pennsylvania	1,150		WEST SO. CENTRAL	1,497	7.3
MIDDLE ATLANTIC	2,437	11.9	Montana	38	
Ohio	1,773		Idaho	88	
Indiana	791		Wyoming	25	
Illinois	1,548		Colorado	205	
Michigan	1,567		New Mexico	51	
Wisconsin	981		Arizona	233	
EAST NO. CENTRAL	6,660	32.4	Utah	134	
Minnesota	776		Nevada	63	
Iowa	332		MOUNTAIN	837	4.1
Missouri	408		Alaska	6	
North Dakota	39		Washington	289	
South Dakota	82		Oregon	175	
Nebraska	134		California	1,515	
Kansas	237		Hawaii	-	
WEST NO. CENTRAL	2,008	9.8	PACIFIC	1,985	9.7
Delaware	24		UNITED STATES	19,600	95.5
Maryland	130		U.S. Territories	10	
Washington, DC	1		Canada	901	
Virginia	247		Mexico	22	
West Virginia	71		Other International	-	
North Carolina	418		APO/FPO	-	
South Carolina	252				
Georgia	339				
Florida	498				
SOUTH ATLANTIC	1,980	9.6			
			TOTAL QUALIFIED CIRCULATION	20,533	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2015	PM Inbox Insights	PM Blog
JANUARY		
January 2	-	12,619
January 9	-	12,598
January 16	-	12,615
January 23	-	12,595
January 27	13,847	-
January 30	-	12,590
FEBRUARY		
February 6	-	12,559
February 13	-	12,505
February 20	-	12,502
February 24	13,694	-
February 27	-	12,196
MARCH		
March 6	-	12,140
March 13	-	12,400
March 20	-	12,363
March 27	-	12,346
March 31	13,475	-
APRIL		
April 3	-	12,293
April 10	-	12,288
April 17	-	12,283
April 24	-	12,239
April 28	14,793	-
MAY		
May 1	-	12,217
May 8	-	12,214
May 15	-	12,150
May 22	-	12,136
May 26	14,651	-
May 29	-	12,130
JUNE		
June 5	-	12,101
June 12	-	12,076
June 19	-	12,042
June 26	-	12,054
June 30	14,836	-
AVERAGE:	14,216	12,317

PM Inbox Insights E-Newsletter (6 issued in the period)

PM Blog E-Newsletter (26 issued in the period)

WEBSITE CHANNEL

WWW.PRODUCTIONMACHINING.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	53,326	32,238	23,532	1.37	02:44	01:49
February	53,934	32,338	23,955	1.35	02:36	01:47
March	58,249	35,784	26,529	1.35	02:44	01:45
April	54,276	33,311	24,773	1.34	02:40	01:42
May	49,746	30,770	22,522	1.37	02:49	01:45
June	46,990	29,827	21,819	1.37	02:43	01:35
AVERAGE:	52,754	32,378	23,855	1.36	02:43	01:44

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:

Business directories include 1 source of circulation for quantities of 1 copy or -%. Other sources include 1 source of circulation for quantities of 1 copy or -%.

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.

Joseph A. Campise, 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 P428B0J5

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.