

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

CHANNELS

PRODUCTS FINISHING MAGAZINE



6 Issues in the period
28,060 average circulation

PRODUCTS FINISHING E-NEWSLETTERS



2 E-Newsletters in the period
18 total issued in the period
15,803 average per occurrence
15,720 average per occurrence

PRODUCTS FINISHING WEBSITE



42,844 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) | 28,060 | - | 28,060 |
| PRODUCTS FINISHING E-NEWSLETTERS | | | |
| a. PF Latest News Alert (12 issued in the period) | 15,803 | - | 15,803 |
| b. PF Upcoming Issue Alert (6 issued in the period) | 15,720 | - | 15,720 |
| PRODUCTS FINISHING WEBSITE (Monthly Unique Browsers with 85,705 average Page Impressions) | 42,844 | - | 42,844 |

FIELD SERVED

PRODUCTS FINISHING serves the finishing field. Included are plants whose products fall in manufacturing industries. Also served are wholesale trade firms, and professional, scientific and technical services.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 23 |
| Advertiser and Agency Allocated for Trade Shows and Conventions | 1,698 247 |
| All Other | 830 |
| TOTAL | 2,798 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 28,060 | 100.0 | 28,060 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 28,060 | 100.0 | 28,060 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2015 Issue | Number Removed | Number Added | Total Qualified |
|--------------|----------------|--------------|--------------------|
| January | 34 | 1 | 28,070 |
| February | 93 | 37 | 28,014 |
| March | 36 | 49 | 28,027 |
| April | 36 | 40 | 28,031 |
| May | 45 | 116 | 28,102 |
| June | 83 | 94 | 28,113 |
| TOTAL | 327 | 337 | |

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

This issue is 0.2% or 51 copies above 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) | Engineering Quality, Product Design & R&D (P,Q,H,I,J) | Purchasing (L) | Other Qualified Titles, N.E.C. (A,N,X,Z) |
| 325 | Chemical Manufacturing | 839 | 3.0 | 384 | 58 | 89 | 101 | 6 | 201 |
| 326 | Plastics and Rubber Products Manufacturing | 750 | 2.7 | 402 | 117 | 142 | 51 | 14 | 24 |
| 327 | Nonmetallic Mineral Product Manufacturing | 102 | 0.4 | 57 | 18 | 14 | 3 | 3 | 7 |
| 331 | Primary Metal Manufacturing | 538 | 1.9 | 269 | 112 | 76 | 43 | 11 | 27 |
| 332 | Fabricated Metal Product Manufacturing | | | | | | | | |
| 3321 | Forging and Stamping | 269 | 1.0 | 115 | 53 | 55 | 26 | 10 | 10 |
| 3322 | Cutlery and Handtool Manufacturing | 165 | 0.6 | 89 | 26 | 22 | 15 | 8 | 5 |
| 3323 | Architectural and Structural Metals Manufacturing | 1,729 | 6.1 | 1,142 | 277 | 157 | 63 | 47 | 43 |
| 3324 | Boiler, Tank, and Shipping Container Manufacturing | 58 | 0.2 | 24 | 17 | 8 | 5 | 3 | 1 |
| 3325 | Hardware Manufacturing | 139 | 0.5 | 46 | 31 | 40 | 15 | 5 | 2 |
| 3326 | Spring and Wire Product Manufacturing | 132 | 0.5 | 67 | 28 | 24 | 9 | - | 4 |
| 3327 | Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing | 1,903 | 6.8 | 1,225 | 302 | 184 | 111 | 42 | 39 |
| 332811 | Metal Heat Treating | 426 | 1.5 | 199 | 89 | 54 | 50 | 9 | 25 |
| 332812 | Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers | 1,630 | 5.8 | 1,042 | 245 | 134 | 86 | 31 | 92 |
| 332813 | Electroplating, Plating, Polishing, Anodizing, and Coloring | 4,453 | 15.8 | 2,815 | 652 | 315 | 367 | 58 | 246 |
| 3329 | Other Fabricated Metal Product Manufacturing | 1,355 | 4.8 | 811 | 205 | 166 | 85 | 23 | 65 |
| | Sub-Total | 12,259 | 43.6 | 7,575 | 1,925 | 1,159 | 832 | 236 | 532 |
| 333 | Machinery Manufacturing | | | | | | | | |
| 3331 | Agriculture, Construction, and Mining Machinery Manufacturing | 364 | 1.3 | 121 | 78 | 104 | 34 | 15 | 12 |
| 3332 | Industrial Machinery Manufacturing | 368 | 1.3 | 159 | 78 | 70 | 17 | 11 | 33 |
| 3333 | Commercial and Service Industry Machinery Manufacturing | 168 | 0.6 | 54 | 22 | 42 | 24 | 5 | 21 |
| 3334 | Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing | 159 | 0.6 | 42 | 32 | 47 | 17 | 7 | 14 |
| 3335 | Metalworking Machinery Manufacturing | 658 | 2.3 | 359 | 125 | 103 | 35 | 9 | 27 |
| 3336 | Engine, Turbine, and Power Transmission Equipment Manufacturing | 145 | 0.5 | 47 | 23 | 51 | 17 | 5 | 2 |
| 3339 | Other General Purpose Machinery Manufacturing | 745 | 2.7 | 263 | 122 | 198 | 66 | 21 | 75 |
| | Sub-Total | 2,607 | 9.3 | 1,045 | 480 | 615 | 210 | 73 | 184 |
| 334 | Computer and Electronic Product Manufacturing | | | | | | | | |
| 3341 | Computer and Peripheral Equipment Manufacturing | 36 | 0.1 | 14 | 5 | 11 | 5 | - | 1 |
| 3342 | Communications Equipment Manufacturing | 102 | 0.4 | 27 | 18 | 42 | 10 | - | 5 |
| 3343 | Audio and Video Equipment Manufacturing | 27 | 0.1 | 6 | 4 | 8 | 8 | - | 1 |
| 3344 | Semiconductor and Other Electronic Component Manufacturing | 253 | 0.9 | 60 | 40 | 98 | 40 | 9 | 6 |
| 3345 | Navigational, Measuring, Electromedical, and Control Instruments Manufacturing | 295 | 1.0 | 70 | 42 | 106 | 51 | 7 | 19 |
| 3346 | Manufacturing and Reproducing Magnetic and Optical Media | 3 | - | - | 1 | - | 1 | - | 1 |
| | Sub-Total | 716 | 2.5 | 177 | 110 | 265 | 115 | 16 | 33 |
| 335 | Electrical Equipment, Appliance, and Component Manufacturing | | | | | | | | |
| 3351 | Electric Lighting Equipment Manufacturing | 101 | 0.4 | 38 | 33 | 19 | 6 | 4 | 1 |
| 3352 | Household Appliance Manufacturing | 66 | 0.2 | 19 | 14 | 25 | 5 | - | 3 |
| 3353 | Electrical Equipment Manufacturing | 154 | 0.5 | 35 | 25 | 67 | 19 | 2 | 6 |
| 3359 | Other Electrical Equipment and Component Manufacturing | 155 | 0.6 | 44 | 26 | 58 | 14 | 4 | 9 |
| | Sub-Total | 476 | 1.7 | 136 | 98 | 169 | 44 | 10 | 19 |
| 336 | Transportation Equipment Manufacturing | | | | | | | | |
| 3361 | Motor Vehicle Manufacturing | 514 | 1.8 | 137 | 73 | 190 | 93 | 15 | 6 |
| 3362 | Motor Vehicle Body and Trailer Manufacturing | 638 | 2.3 | 251 | 120 | 165 | 66 | 27 | 9 |
| 3363 | Motor Vehicle Parts Manufacturing | 2,841 | 10.1 | 1,066 | 452 | 882 | 333 | 77 | 31 |
| 3364 | Aerospace Product and Parts Manufacturing | 2,286 | 8.1 | 472 | 407 | 997 | 316 | 76 | 18 |
| 3365 | Railroad Rolling Stock Manufacturing | 56 | 0.2 | 11 | 9 | 22 | 13 | - | 1 |
| 3366 | Ship and Boat Building | 213 | 0.8 | 100 | 31 | 39 | 31 | 11 | 1 |
| 3369 | Other Transportation Equipment Manufacturing | 292 | 1.0 | 119 | 50 | 76 | 30 | 10 | 7 |
| | Sub-Total | 6,840 | 24.3 | 2,156 | 1,142 | 2,371 | 882 | 216 | 73 |
| 337 | Furniture and Related Product Manufacturing | 228 | 0.8 | 105 | 41 | 49 | 17 | 7 | 9 |
| 339 | Miscellaneous Manufacturing | | | | | | | | |
| 33911 | Medical Equipment and Supplies Manufacturing | 665 | 2.4 | 177 | 128 | 236 | 98 | 14 | 12 |
| 3399 | Other Miscellaneous Manufacturing | 453 | 1.6 | 224 | 88 | 79 | 35 | 10 | 17 |
| | Sub-Total | 1,118 | 4.0 | 401 | 216 | 315 | 133 | 24 | 29 |
| 311-324 | Miscellaneous Manufacturing | 156 | 0.6 | 86 | 24 | 12 | 14 | 5 | 15 |
| 42 | Wholesale Trade | 383 | 1.4 | 259 | 18 | 17 | 10 | 4 | 75 |
| 541 | Professional, Scientific and Technical Svcs | 217 | 0.8 | 103 | 5 | 52 | 26 | 3 | 28 |
| | Miscellaneous Others | 873 | 3.1 | 663 | 52 | 70 | 26 | 4 | 58 |
| | Sub-Total | 1,629 | 5.8 | 1,111 | 99 | 151 | 76 | 16 | 176 |
| | TOTAL QUALIFIED CIRCULATION | 28,102 | 100.0 | 13,818 | 4,416 | 5,415 | 2,507 | 632 | 1,314 |

(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,V,F,T,G) 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.

(P,Q,H,I,J) 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.

(A,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 MAY 2015

| QUALIFICATION SOURCE | Qualified Within | | | Total Qualified | Percent |
|--|------------------|--------------|----------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | 18,663 | 5,381 | - | 24,044 | 85.5 |
| II. Request from recipient's company: | 442 | - | - | 442 | 1.6 |
| III. Membership Benefit: | - | - | - | - | - |
| IV. *Communication from recipient or recipient's company (other than request): | 3,613 | - | - | 3,613 | 12.9 |
| V. TOTAL - Sources other than above (listed alphabetically): | 3 | - | - | 3 | - |
| Association rosters and directories | - | - | - | - | - |
| Business directories | 1 | - | - | 1 | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| Other sources | 2 | - | - | 2 | - |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 22,721 | 5,381 | - | 28,102 | 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 | 28,013 | 99.7 |
| Individuals by name only | 89 | 0.3 |
| Titles or functions only | - | - |
| Company names only | - | - |
| Multi-Copy Same Addressee copies | - | - |
| Single Copy Sales | - | - |
| TOTAL QUALIFIED CIRCULATION | 28,102 | 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: | 30,454 | 30,361 | 29,752 | 28,126 | 28,062 | 28,060 |
| Qualified Non-Paid: | 30,454 | 30,361 | 29,752 | 28,126 | 28,062 | 28,060 |
| 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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015*

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine | 92 | | Kentucky | 299 | |
| New Hampshire | 133 | | Tennessee | 536 | |
| Vermont | 66 | | Alabama | 346 | |
| Massachusetts | 607 | | Mississippi | 124 | |
| Rhode Island | 151 | | EAST SO. CENTRAL | 1,305 | 4.6 |
| Connecticut | 611 | | Arkansas | 198 | |
| NEW ENGLAND | 1,660 | 5.9 | Louisiana | 161 | |
| New York | 1,147 | | Oklahoma | 289 | |
| New Jersey | 467 | | Texas | 1,387 | |
| Pennsylvania | 1,344 | | WEST SO. CENTRAL | 2,035 | 7.3 |
| MIDDLE ATLANTIC | 2,958 | 10.5 | Montana | 54 | |
| Ohio | 2,154 | | Idaho | 95 | |
| Indiana | 1,192 | | Wyoming | 24 | |
| Illinois | 1,736 | | Colorado | 284 | |
| Michigan | 2,176 | | New Mexico | 65 | |
| Wisconsin | 1,192 | | Arizona | 379 | |
| EAST NO. CENTRAL | 8,450 | 30.1 | Utah | 227 | |
| Minnesota | 738 | | Nevada | 93 | |
| Iowa | 370 | | MOUNTAIN | 1,221 | 4.4 |
| Missouri | 654 | | Alaska | 18 | |
| North Dakota | 56 | | Washington | 613 | |
| South Dakota | 113 | | Oregon | 299 | |
| Nebraska | 248 | | California | 2,568 | |
| Kansas | 359 | | Hawaii | 16 | |
| WEST NO. CENTRAL | 2,538 | 9.0 | PACIFIC | 3,514 | 12.5 |
| Delaware | 34 | | UNITED STATES | 26,740 | 95.2 |
| Maryland | 199 | | U.S. Territories | 28 | |
| Washington, DC | 3 | | Canada | 1,271 | |
| Virginia | 320 | | Mexico | 63 | |
| West Virginia | 89 | | Other International | - | |
| North Carolina | 642 | | APO/FPO | - | |
| South Carolina | 387 | | | | |
| Georgia | 494 | | | | |
| Florida | 891 | | | | |
| SOUTH ATLANTIC | 3,059 | 10.9 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 28,102 | 100.0 |

*See Additional Data

E-NEWSLETTER CHANNEL

| 2015 | PF Latest News Alert | PF Upcoming Issue Alert |
|-----------------|----------------------|-------------------------|
| JANUARY | | |
| January 7 | - | 15,698 |
| January 14 | 15,647 | - |
| January 28 | 15,526 | - |
| FEBRUARY | | |
| February 4 | - | 15,333 |
| February 11 | 15,033 | - |
| February 25 | 15,285 | - |
| MARCH | | |
| March 4 | - | 14,971 |
| March 11 | 15,161 | - |
| March 25 | 15,114 | - |
| APRIL | | |
| April 1 | - | 14,990 |
| April 8 | 15,013 | - |
| April 22 | 16,950 | - |
| MAY | | |
| May 6 | - | 16,826 |
| May 13 | 16,757 | - |
| May 27 | 16,660 | - |
| JUNE | | |
| June 3 | - | 16,502 |
| June 10 | 16,042 | - |
| June 24 | 16,449 | - |
| AVERAGE: | 15,803 | 15,720 |

PF Latest News Alert E-Newsletter (12 issued in the period)
 PF Upcoming Issue Alert E-Newsletter (6 issued in the period)

WEBSITE CHANNEL

WWW.PFONLINE.COM

| 2015 | PAGE IMPRESSIONS | USER SESSIONS | UNIQUE BROWSERS | UNIQUE BROWSER FREQUENCY | PAGE DURATION | USER SESSION DURATION |
|-----------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| January | 83,344 | 49,546 | 39,972 | 1.24 | 01:47 | 01:13 |
| February | 80,201 | 48,825 | 39,809 | 1.23 | 01:53 | 01:13 |
| March | 93,914 | 57,877 | 46,782 | 1.24 | 01:57 | 01:13 |
| April | 90,746 | 55,656 | 45,232 | 1.23 | 01:53 | 01:11 |
| May | 82,233 | 52,050 | 42,403 | 1.23 | 01:58 | 01:09 |
| June | 83,792 | 52,906 | 42,864 | 1.23 | 02:00 | 01:11 |
| AVERAGE: | 85,705 | 52,810 | 42,844 | 1.23 | 01:55 | 01:12 |

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 42 copies or 0.2% and 1,492 copies of 5.3%.

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.

Todd Luciano, 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

P141B0J5

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.