

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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ADDITIVE MANUFACTURING is a business-to-business media brand that produces a bi-monthly print magazine, digital media, research and live events for the industrial 3D printing for discreet part production market. With an emphasis on applications stories and case histories, Additive Manufacturing provides insight into real world applications of additive production technology, helping the subscriber to discover, not only what the technology can do, but how it can change their business, how it can help them serve their customers better and how they can be more profitable as a business enterprise.

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.

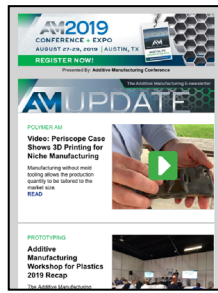
CHANNELS

ADDITIVE MANUFACTURING MAGAZINE



3 issues in the period
21,585 average circulation

ADDITIVE MANUFACTURING E-NEWSLETTER



26 issued in the period
35,582 average per occurrence

ADDITIVE MANUFACTURING WEBSITE



20,923 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ADDITIVE MANUFACTURING MAGAZINE (3 issues in the period)	21,585	-	21,585
(See Paragraph 3b for Format Type and Source)			
ADDITIVE MANUFACTURING E-NEWSLETTER (26 issued in the period)	35,582	-	35,582
ADDITIVE MANUFACTURING WEBSITE (Monthly Users with 56,623 average Pageviews)	20,923	-	20,923

Publication Format: This publication is produced in both print and digital formats.

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

FIELD SERVED

ADDITIVE MANUFACTURING serves the manufacturing industry. Included are plants performing and potentially performing additive manufacturing. Also served are other manufacturing, wholesale trade, and professional, scientific, technical, and educational services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate executives as well as company management, manufacturing production and manufacturing engineering management and departments, quality assurance and quality control management and department, product design management and department, research & development management and department, factory automation management and department, purchasing and other titled and non-titled personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	346
Allocated for Trade Shows and Conventions	167
All Other	880
TOTAL	1,393

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,585	100.0	21,585	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,585	100.0	21,585	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
July/August	19,322	13,696	20,811
September/October	19,599	14,085	21,529
November/December	20,115	14,726	22,414

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

This issue is 5.9% or 1,244 copies above the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Company Management; Purchasing	Production or Manufacturing Engineering	Quality; Design; Research	Educational or Government	Sales & Marketing	Other NEC
332 FABRICATED METAL PRODUCT MANUFACTURING								
3321 Forging and Stamping	191	0.9	57	109	21	-	3	1
3322 Cutlery and Handtool Manufacturing	129	0.6	39	68	17	-	5	-
3323 Architectural and Structural Metals Manufacturing	239	1.1	97	112	20	-	10	-
3324 Boiler, Tank, and Shipping Container Manufacturing	25	0.1	2	17	4	-	-	2
3325 Hardware Manufacturing	56	0.2	14	32	9	-	1	-
3326 Spring and Wire Product Manufacturing	52	0.2	20	22	9	-	1	-
3327 Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	3,836	17.1	2,086	1,425	207	8	101	9
3328 Coating, Engraving, Heat Treating, and Allied Activities	159	0.7	74	53	20	-	12	-
3329 Other Fabricated Metal Product Manufacturing	945	4.2	299	524	98	-	21	3
Subtotal 332	5,632	25.1	2,688	2,362	405	8	154	15
333 MACHINERY MANUFACTURING								
3331 Agriculture, Construction, and Mining Machinery Manufacturing	311	1.4	75	179	53	-	3	1
3332 Industrial Machinery Manufacturing	504	2.2	217	198	42	1	40	6
3333 Commercial and Service Industry Machinery Manufacturing	274	1.2	157	76	29	-	11	1
3334 Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	102	0.5	28	55	12	-	6	1
3335 Metalworking Machinery Manufacturing	1,632	7.3	708	658	142	3	112	9
3336 Engine, Turbine, and Power Transmission Equipment Manufacturing	252	1.1	48	164	38	1	1	-
3339 Other General Purpose Machinery Manufacturing	958	4.3	384	444	80	4	38	8
Subtotal 333	4,033	18.0	1,617	1,774	396	9	211	26
334 COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING								
3341 Computer and Peripheral Equipment Manufacturing	89	0.4	52	22	7	-	8	-
3342 Communications Equipment Manufacturing	156	0.7	35	97	21	-	2	1
3343 Audio and Video Equipment Manufacturing	24	0.1	5	15	4	-	-	-
3344 Semiconductor and Other Electronic Component Manufacturing	303	1.4	71	180	45	1	5	1
3345 Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	590	2.6	124	359	79	1	22	5
3346 Manufacturing and Reproducing Magnetic and Optical Media	14	0.1	3	7	3	-	1	-
Subtotal 334	1,176	5.3	290	680	159	2	38	7

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020 (CONTINUED)

Business and Industry	Unique Total Qualified*	Percent of Total	Company Management; Purchasing	Production or Manufacturing Engineering	Quality; Design; Research	Educational or Government	Sales & Marketing	Other NEC
335 ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING								
3351 Electric Lighting Equipment Manufacturing	55	0.2	17	30	4	-	3	1
3352 Household Appliance Manufacturing	41	0.2	8	24	9	-	-	-
3353 Electrical Equipment Manufacturing	248	1.1	39	152	46	-	10	1
3359 Other Electrical Equipment and Component Manufacturing	358	1.6	162	133	41	3	18	1
Subtotal 335	702	3.1	226	339	100	3	31	3
336 TRANSPORTATION EQUIPMENT MANUFACTURING								
3361 Motor Vehicle Manufacturing	213	1.0	37	130	44	-	1	1
3362 Motor Vehicle Body and Trailer Manufacturing	141	0.6	39	79	22	-	1	-
3363 Motor Vehicle Parts Manufacturing	1,066	4.8	258	633	158	2	11	4
3364 Aerospace Product and Parts Manufacturing	1,307	5.8	213	863	192	6	29	4
3365 Railroad Rolling Stock Manufacturing	27	0.1	2	18	6	-	-	1
3366 Ship and Boat Building	108	0.5	41	53	12	-	2	-
3369 Other Transportation Equipment Manufacturing	119	0.5	39	58	21	-	1	-
Subtotal 336	2,981	13.3	629	1,834	455	8	45	10
337 Furniture and Related Product Manufacturing	70	0.3	25	31	13	-	1	-
339 MISCELLANEOUS MANUFACTURING								
3391 Medical Equipment and Supplies Manufacturing	677	3.0	146	408	101	1	16	5
3399 Other Miscellaneous Manufacturing	491	2.2	181	207	74	7	19	3
Subtotal 339	1,168	5.2	327	615	175	8	35	8
311-331 Miscellaneous Manufacturing Other	3,540	15.8	1,104	1,654	564	14	181	23
Subtotal Manufacturing	19,302	86.1	6,906	9,289	2,267	52	696	92
42 Wholesale Trade	531	2.4	247	114	26	1	140	3
541 Professional Services	1,521	6.8	658	565	203	31	53	11
Miscellaneous Others	1,060	4.7	250	334	103	323	30	20
UNIQUE TOTAL QUALIFIED CIRCULATION*	22,414	100.0	8,061	10,302	2,599	407	919	126
PERCENT	100.0		36.0	46.0	11.6	1.8	4.0	0.6

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, CNC Programmer, 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.
EDUCATIONAL or GOVERNMENT: titles include Professor, Instructor and other Educational titles.
SALES & MARKETING: titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other sales/marketing titles.
OTHER QUALIFIED TITLES, N.E.C.
 *Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	16,011	14,726	18,310	81.7
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. **Communication (other than request):	3,974	-	3,974	17.7
V. TOTAL - Sources other than above (listed alphabetically):	130	-	130	0.6
Association rosters and directories	-	-	-	-
**Business directories	130	-	130	0.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,115	14,726	22,414	100.0
PERCENT	89.7	65.7	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 **See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	71		Kentucky	196	
New Hampshire	187		Tennessee	329	
Vermont	50		Alabama	179	
Massachusetts	550		Mississippi	53	
Rhode Island	92		EAST SO. CENTRAL	757	3.4
Connecticut	455		Arkansas	84	
NEW ENGLAND	1,405	6.3	Louisiana	89	
New York	875		Oklahoma	134	
New Jersey	426		Texas	941	
Pennsylvania	1,110		WEST SO. CENTRAL	1,248	5.6
MIDDLE ATLANTIC	2,411	10.7	Montana	34	
Ohio	1,702		Idaho	80	
Indiana	771		Wyoming	17	
Illinois	1,357		Colorado	300	
Michigan	1,843		New Mexico	58	
Wisconsin	1,042		Arizona	286	
EAST NO. CENTRAL	6,715	30.0	Utah	198	
Minnesota	714		Nevada	68	
Iowa	255		MOUNTAIN	1,041	4.6
Missouri	402		Alaska	13	
North Dakota	33		Washington	471	
South Dakota	56		Oregon	234	
Nebraska	119		California	1,786	
Kansas	244		Hawaii	7	
WEST NO. CENTRAL	1,823	8.1	PACIFIC	2,511	11.2
Delaware	26		UNITED STATES	20,187	90.1
Maryland	207		U.S. Territories	16	
Washington, DC	14		Canada	1,378	
Virginia	299		Mexico	169	
West Virginia	44		Other International	664	
North Carolina	487		APO/FPO	-	
South Carolina	271				
Georgia	319				
Florida	609				
SOUTH ATLANTIC	2,276	10.2			
			TOTAL QUALIFIED CIRCULATION	22,414	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	Additive Manufacturing Update
JULY	
July 1	35,852
July 8	35,806
July 15	35,731
July 22	35,681
July 29	35,593
AUGUST	
August 5	35,666
August 12	35,649
August 19	35,627
August 26	35,596
SEPTEMBER	
September 2	35,559
September 9	35,552
September 16	35,543
September 23	35,498
September 30	35,594
OCTOBER	
October 7	35,603
October 14	35,610
October 21	35,631
October 28	35,595
NOVEMBER	
November 4	35,576
November 11	35,554
November 18	35,527
November 25	35,488
DECEMBER	
December 2	35,459
December 9	35,406
December 16	35,375
December 23	35,348
AVERAGE:	35,582

Additive Manufacturing Update (26 issued in the period)

WEBSITE CHANNEL

[HTTP://WWW.ADDITIVEMANUFACTURING.MEDIA/](http://www.additivemanufacturing.media/)

2020	Pageviews	Sessions	Users	Average Session Duration
July	44,279	27,256	17,243	2:04
August	73,787	29,036	18,076	2:25
September	62,050	34,876	23,242	2:05
October	52,833	31,077	20,875	2:02
November	56,867	34,472	24,622	1:42
December	49,926	30,777	21,483	2:02
AVERAGE:	56,623	31,249	20,923	2:03

July – December 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

Sessions: A single continuous set of activity attributable to a cookie'd 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.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Communication (other than request) includes 6 sources of circulation for quantities of 336 copies or 1.5% to 1,872 copies or 8.4%. Business directories include 1 source of circulation for a quantity of 130 copies or 0.6%, including D&B/Hoovers.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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.

Rick Brandt, Publisher

Julie Ball, Audience Development Manager

(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

January 21, 2021

State

Ohio

County

Hamilton

Received by BPA Worldwide

January 21, 2021

Type

BD

ID Number

A646B0D0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.