

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 Ave  
Cincinnati, OH 45244-3029  
Tel. No.: 513-527-8800  
Fax No.: 513-527-8801  
www.additivemanufacturing.media  
JBall@gardnerweb.com

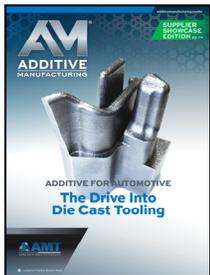
**ADDITIVE MANUFACTURING** is a business-to-business media brand that produces a bi-monthly print magazine, digital media, research and live events for the industrial 3D printing for discreet part production market. With an emphasis on applications stories and case histories, Additive Manufacturing provides 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



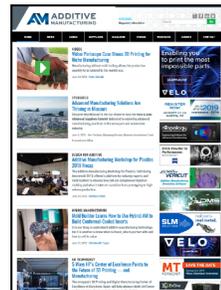
3 issues in the period  
20,311 average circulation

### ADDITIVE MANUFACTURING E-NEWSLETTER



26 issued in the period  
32,922 average per occurrence

### ADDITIVE MANUFACTURING WEBSITE



18,722 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>ADDITIVE MANUFACTURING MAGAZINE</b> (3 issues in the period)	20,311	-	20,311
<b>ADDITIVE MANUFACTURING E-NEWSLETTER</b> (26 issued in the period)	32,922	-	32,922
<b>ADDITIVE MANUFACTURING WEBSITE</b> (Monthly Users with 86,688 average Pageviews)	18,722	-	18,722

**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	2
Advertiser and Agency	452
Allocated for Trade Shows and Conventions	1,033
All Other	886
<b>TOTAL</b>	<b>2,373</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,311	100.0	20,311	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,311</b>	<b>100.0</b>	<b>20,311</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019 Issue	Total Qualified
July/August	20,335
September/October	20,428
November/ December	20,169

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**

This issue is 1.0% or 213 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Company Management; Purchasing (B,L)	Production or Manufacturing Engineering (C,D,E,F,G,R,S,T,V)	Quality; Design; Research (H,I,J,P,Q)	Educational or Governmental (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
<b>332 FABRICATED METAL PRODUCT MANUFACTURING</b>								
3321 Forging and Stamping	193	1.0	64	101	26	-	2	-
3322 Cutlery and Handtool Manufacturing	102	0.5	39	52	9	-	2	-
3323 Architectural and Structural Metals Manufacturing	287	1.4	121	130	26	-	7	3
3324 Boiler, Tank, and Shipping Container Manufacturing	24	0.1	7	12	4	-	-	1
3325 Hardware Manufacturing	78	0.4	18	40	17	-	3	-
3326 Spring and Wire Product Manufacturing	57	0.3	22	23	12	-	-	-
3327 Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	3,392	16.8	2,012	1,150	141	2	77	10
3328 Coating, Engraving, Heat Treating, and Allied Activities	210	1.0	112	66	19	1	12	-
3329 Other Fabricated Metal Product Manufacturing	596	3.0	197	314	68	-	15	2
<b>Subtotal 332</b>	<b>4,939</b>	<b>24.5</b>	<b>2,592</b>	<b>1,888</b>	<b>322</b>	<b>3</b>	<b>118</b>	<b>16</b>
<b>333 MACHINERY MANUFACTURING</b>								
3331 Agriculture, Construction, and Mining Machinery Manufacturing	325	1.6	102	178	40	1	3	1
3332 Industrial Machinery Manufacturing	489	2.4	253	168	36	-	27	5
3333 Commercial and Service Industry Machinery Manufacturing	355	1.8	213	97	34	-	9	2
3334 Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	91	0.4	18	58	11	-	3	1
3335 Metalworking Machinery Manufacturing	1,586	7.9	742	604	129	1	102	8
3336 Engine, Turbine, and Power Transmission Equipment Manufacturing	195	1.0	41	127	25	1	1	-
3339 Other General Purpose Machinery Manufacturing	968	4.8	484	378	69	1	31	5
<b>Subtotal 333</b>	<b>4,009</b>	<b>19.9</b>	<b>1,853</b>	<b>1,610</b>	<b>344</b>	<b>4</b>	<b>176</b>	<b>22</b>
<b>334 COMPUTER AND ELECTRONIC PRODUCT MANUFACTURING</b>								
3341 Computer and Peripheral Equipment Manufacturing	141	0.7	76	45	10	-	10	-
3342 Communications Equipment Manufacturing	104	0.5	19	71	12	-	-	2
3343 Audio and Video Equipment Manufacturing	21	0.1	8	12	1	-	-	-
3344 Semiconductor and Other Electronic Component Manufacturing	241	1.2	59	139	38	-	2	3
3345 Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	600	3.0	127	370	81	-	20	2
3346 Manufacturing and Reproducing Magnetic and Optical Media	16	0.1	3	9	2	-	2	-
<b>Subtotal 334</b>	<b>1,123</b>	<b>5.6</b>	<b>292</b>	<b>646</b>	<b>144</b>	<b>-</b>	<b>34</b>	<b>7</b>

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019 (CONTINUED)**

Business and Industry	Total Qualified	Percent of Total	Company Management; Purchasing (B,L)	Production or Manufacturing Engineering (C,D,E,F,G,R,S,T,V)	Quality; Design; Research (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
<b>335 ELECTRICAL EQUIPMENT APPLIANCE AND COMPONENT MANUFACTURING</b>								
3351 Electric Lighting Equipment Manufacturing	40	0.2	15	19	5	-	1	-
3352 Household Appliance Manufacturing	30	0.1	7	15	7	-	1	-
3353 Electrical Equipment Manufacturing	167	0.8	32	104	24	1	4	2
3359 Other Electrical Equipment and Component Manufacturing	373	1.9	206	123	29	1	14	-
<b>Subtotal 335</b>	<b>610</b>	<b>3.0</b>	<b>260</b>	<b>261</b>	<b>65</b>	<b>2</b>	<b>20</b>	<b>2</b>
<b>336 TRANSPORTATION EQUIPMENT MANUFACTURING</b>								
3361 Motor Vehicle Manufacturing	212	1.1	50	120	42	-	-	-
3362 Motor Vehicle Body and Trailer Manufacturing	145	0.7	74	53	17	-	1	-
3363 Motor Vehicle Parts Manufacturing	1,131	5.6	361	602	151	4	13	-
3364 Aerospace Product and Parts Manufacturing	944	4.7	181	607	127	4	24	1
3365 Railroad Rolling Stock Manufacturing	19	0.1	4	10	5	-	-	-
3366 Ship and Boat Building	104	0.5	43	44	14	-	3	-
3369 Other Transportation Equipment Manufacturing	87	0.4	31	43	11	-	1	1
<b>Subtotal 336</b>	<b>2,642</b>	<b>13.1</b>	<b>744</b>	<b>1,479</b>	<b>367</b>	<b>8</b>	<b>42</b>	<b>2</b>
<b>337 Furniture and Related Product Manufacturing</b>	70	0.4	30	29	8	-	3	-
<b>339 MISCELLANEOUS MANUFACTURING</b>								
3391 Medical Equipment and Supplies Manufacturing	646	3.2	209	328	99	1	7	2
3399 Other Miscellaneous Manufacturing	372	1.8	176	148	43	-	4	1
<b>Subtotal 339</b>	<b>1,018</b>	<b>5.0</b>	<b>385</b>	<b>476</b>	<b>142</b>	<b>1</b>	<b>11</b>	<b>3</b>
<b>311-331 Miscellaneous Manufacturing Other</b>	3,271	16.2	1,153	1,479	481	5	133	20
<b>Subtotal Manufacturing</b>	<b>17,682</b>	<b>87.7</b>	<b>7,309</b>	<b>7,868</b>	<b>1,873</b>	<b>23</b>	<b>537</b>	<b>72</b>
<b>42 Wholesale Trade</b>	585	2.9	266	132	35	-	148	4
<b>541 Professional Services</b>	1,144	5.7	546	411	137	8	31	11
Miscellaneous Others	758	3.7	228	272	64	156	21	17
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,169</b>	<b>100.0</b>	<b>8,349</b>	<b>8,683</b>	<b>2,109</b>	<b>187</b>	<b>737</b>	<b>104</b>
<b>PERCENT</b>	<b>100.0</b>		<b>41.4</b>	<b>43.0</b>	<b>10.5</b>	<b>0.9</b>	<b>3.7</b>	<b>0.5</b>

**(B,L) COMPANY MANAGEMENT; PURCHASING:** Titles include Chairman, General MGR, Owner, Partner, President, Purchasing MGR, Buyer and other related titles.  
**(C,D,E,F,G,R,S,T,V) PRODUCTION OR MANUFACTURING ENGINEERING:** Titles include Director or Mfg. Engr, Plant Manager, Factory Manager, CNC Programmer, 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.  
**(N) EDUCATIONAL or GOVERNMENT:** titles include Professor, Instructor and other Educational titles.  
**(X,Z) SALES & MARKETING:** titles include Regional Sales Director, National Sales Director, National Accounts Manager, Marketing Director, PR Director and other sales/marketing titles.  
**(A,U) OTHER QUALIFIED TITLES, N.E.C.**

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>11,544</b>	<b>4,312</b>	-	<b>15,856</b>	<b>78.6</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	<b>2,797</b>	-	-	<b>2,797</b>	<b>13.9</b>
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>1,516</b>	-	-	<b>1,516</b>	<b>7.5</b>
Association rosters and directories	-	-	-	-	-
*Business directories	1,516	-	-	1,516	7.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,857</b>	<b>4,312</b>	-	<b>20,169</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.6</b>	<b>21.4</b>	-	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	62		Kentucky	204	
New Hampshire	159		Tennessee	291	
Vermont	48		Alabama	177	
Massachusetts	515		Mississippi	54	
Rhode Island	100		<b>EAST SO. CENTRAL</b>	<b>726</b>	<b>3.6</b>
Connecticut	427		Arkansas	81	
<b>NEW ENGLAND</b>	<b>1,311</b>	<b>6.5</b>	Louisiana	100	
New York	752		Oklahoma	133	
New Jersey	373		Texas	908	
Pennsylvania	1,002		<b>WEST SO. CENTRAL</b>	<b>1,222</b>	<b>6.1</b>
<b>MIDDLE ATLANTIC</b>	<b>2,127</b>	<b>10.6</b>	Montana	38	
Ohio	1,533		Idaho	55	
Indiana	719		Wyoming	19	
Illinois	1,231		Colorado	256	
Michigan	1,736		New Mexico	58	
Wisconsin	920		Arizona	256	
<b>EAST NO. CENTRAL</b>	<b>6,139</b>	<b>30.4</b>	Utah	187	
Minnesota	647		Nevada	59	
Iowa	228		<b>MOUNTAIN</b>	<b>928</b>	<b>4.6</b>
Missouri	378		Alaska	12	
North Dakota	37		Washington	427	
South Dakota	50		Oregon	214	
Nebraska	122		California	1,647	
Kansas	236		Hawaii	9	
<b>WEST NO. CENTRAL</b>	<b>1,698</b>	<b>8.4</b>	<b>PACIFIC</b>	<b>2,309</b>	<b>11.4</b>
Delaware	23		<b>UNITED STATES</b>	<b>18,552</b>	<b>92.0</b>
Maryland	197		U.S. Territories	16	
Washington, DC	11		Canada	1,516	
Virginia	288		Mexico	85	
West Virginia	57		Other International	-	
North Carolina	432		APO/FPO	-	
South Carolina	227				
Georgia	297				
Florida	560				
<b>SOUTH ATLANTIC</b>	<b>2,092</b>	<b>10.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,169</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2019	Additive Manufacturing Update
<b>JULY</b>	
July 2	35,220
July 9	35,170
July 16	35,102
July 23	35,047
July 30	35,053
<b>AUGUST</b>	
August 6	34,929
August 13	34,925
August 20	34,922
August 27	34,913
<b>SEPTEMBER</b>	
September 3	25,870
September 10	25,867
September 17	25,802
September 24	26,209
<b>OCTOBER</b>	
October 1	28,271
October 8	30,485
October 15	34,522
October 22	34,615
October 29	34,563
<b>NOVEMBER</b>	
November 5	34,498
November 12	34,436
November 19	34,373
November 26	34,292
<b>DECEMBER</b>	
December 3	34,281
December 10	34,243
December 17	34,201
December 30	34,157
<b>AVERAGE:</b>	<b>32,922</b>

Additive Manufacturing Update (26 issued in the period)

# WEBSITE CHANNEL

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

2019	Pageviews	Sessions	Users	Average Session Duration
July	89,090	28,778	17,643	2:14
August	82,826	28,035	17,623	2:22
September	90,339	29,236	18,919	2:21
October	100,597	33,225	21,785	2:15
November	82,738	30,439	20,222	2:05
December	74,539	25,156	16,141	2:04
<b>AVERAGE:</b>	<b>86,688</b>	<b>29,144</b>	<b>18,722</b>	<b>2:13</b>

July – December 2019 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:

#### PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 7 sources of circulation for quantities of 158 copies or 0.8% to 1,466 copies or 7.3%. Business directories include 1 source of circulation for a quantity of 1,516 copies or 7.5%.

### 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 13, 2020

State Ohio

County Hamilton

Received by BPA Worldwide January 13, 2020

Type BD

ID Number A646B0D9

### 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.