

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 45244-3029
Tel.: (513) 527-8800
Fax: (513) 527-8801
www.ptonline.com
JBall@gardnerweb.com

PLASTICS TECHNOLOGY is a business-to-business media brand that produces a monthly print magazine, digital media, research and live events for the plastics processing market. Plastics 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

PLASTICS TECHNOLOGY MAGAZINE



6 issues in the period
33,254 average circulation

PLASTICS TECHNOLOGY E-NEWSLETTER



78 issued in the period
25,283 average per occurrence

PLASTICS TECHNOLOGY WEBSITE



95,284 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PLASTICS TECHNOLOGY MAGAZINE (6 issues in the period)	33,254	-	33,254
(See Paragraph 3b for Format Type and Source)			
PLASTICS TECHNOLOGY E-NEWSLETTER			
PT Insider (78 issued in the period)	25,283	-	25,283
PLASTICS TECHNOLOGY WEBSITE (Monthly Users with 219,051 average Pageviews)	95,284	-	95,284

FIELD SERVED

PLASTICS TECHNOLOGY serves the plastics processing and plastics product manufacturing industry, 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 and engineering, purchasing, research & development, quality assurance and quality control, and other qualified personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	1,411
Allocated for Trade Shows and Conventions	75
All Other	884
TOTAL	2,375

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,254	100.0	33,254	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,254	100.0	33,254	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	33,482	-	33,482
February	33,529	-	33,529
March	33,700	-	33,700
April	30,720	2,128	32,848
May	30,805	2,153	32,958
June	30,834	2,172	33,006

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is 1.1% or 355 copies below the average of the other 5 issues reported in Paragraph 2.

NAICS No.	Business and Industry	Total Qualified	Percent of Total	Classification by Title					
				Company Mgmt/ Purchasing (B,L)	Prod/ Mfg Engr (C,D,E,V,F,T, G,R,S)	Qual; R&D (H,I,J,P,Q)	Educational or Government (N)	Sales & Marketing (X,Z)	Other NEC (A,U)
325	Chemical Manufacturing								
3251	Basic Chemical Manufacturing	296	0.9	61	102	84	-	46	3
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing	1,122	3.4	379	440	175	3	115	10
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	8	-	2	3	1	-	1	1
3254	Pharmaceutical and Medicine Manufacturing	47	0.2	15	26	5	-	1	-
3255	Paint, Coating, and Adhesive Manufacturing	109	0.3	36	40	20	-	12	1
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	72	0.2	16	38	13	-	5	-
3259	Other Chemical Product and Preparation Manufacturing	368	1.1	113	105	72	3	68	7
	Subtotal 325	2,022	6.1	622	754	370	6	248	22
326	Plastics and Rubber Products Manufacturing								
326111	Plastics Bag Manufacturing	221	0.7	122	83	5	-	10	1
326112	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	131	0.4	54	52	17	-	8	-
326113	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	738	2.2	282	316	99	1	35	5
326121	Unlaminated Plastics Profile Shape Manufacturing	203	0.6	80	90	20	-	13	-
326122	Plastics Pipe and Pipe Fitting Manufacturing	236	0.7	77	125	25	-	6	3
326130	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	230	0.7	113	80	23	1	11	2
326140	Polystyrene Foam Product Manufacturing	41	0.1	8	22	8	-	3	-
326150	Urethane and Other Foam Product (except Polystyrene) Manufacturing	303	0.9	158	111	22	-	11	1
326160	Plastics Bottle Manufacturing	275	0.8	125	117	22	-	9	2
326191	Plastics Plumbing Fixture Manufacturing	65	0.2	27	32	5	-	1	-
326199	All Other Plastics Product Manufacturing	12,042	36.6	5,696	4,908	898	8	485	47
326211	Tire Manufacturing (except Retreading)	22	0.1	9	6	7	-	-	-
326212	Tire Retreading	1	-	1	-	-	-	-	-
326220	Rubber and Plastics Hoses and Belting Manufacturing	118	0.4	30	66	17	-	5	-
326291	Rubber Product Manufacturing for Mechanical Use	74	0.2	25	39	9	-	-	1
326299	All Other Rubber Product Manufacturing	286	0.9	124	118	31	-	13	-
	Subtotal 326	14,986	45.5	6,931	6,165	1,208	10	610	62
327	Nonmetallic Mineral Product Manufacturing	236	0.7	97	96	30	-	11	2
331	Primary Metal Manufacturing	338	1.0	104	165	39	1	26	3
332	Fabricated Metal Product Manufacturing	2,055	6.2	1,044	719	189	3	96	4
333	Machinery Manufacturing								
3331	Agriculture, Construction, and Mining Machinery Manufacturing	140	0.4	52	61	19	-	8	-
3332	Industrial Machinery Manufacturing	475	1.5	183	178	49	1	62	2
3333	Commercial and Service Industry Machinery Manufacturing	209	0.6	47	117	31	1	11	2
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	95	0.3	29	43	15	-	8	-
3335	Metalworking Machinery Manufacturing (not incl. 333511)	906	2.7	568	239	45	-	47	7
333511	Industrial Mold Manufacturing	1,085	3.3	604	361	57	2	59	2
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	67	0.2	24	33	7	-	3	-
3339	Other General Purpose Machinery Manufacturing	485	1.5	146	233	50	1	53	2
	Subtotal 333	3,462	10.5	1,653	1,265	273	5	251	15
334	Computer and Electronic Product Manufacturing								
3341	Computer and Peripheral Equipment Manufacturing	58	0.2	17	34	6	-	1	-
3342	Communications Equipment Manufacturing	88	0.3	16	58	11	1	2	-
3343	Audio and Video Equipment Manufacturing	24	0.1	4	18	2	-	-	-
3344	Semiconductor and Other Electronic Component Manufacturing	287	0.9	62	160	57	2	5	1
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	601	1.8	222	274	60	-	44	1
3346	Manufacturing and Reproducing Magnetic and Optical Media	14	-	2	10	1	-	1	-
	Subtotal 334	1,072	3.3	323	554	137	3	53	2
335	Electrical Equipment, Appliance, and Component Manufacturing								
3351	Electric Lighting Equipment Manufacturing	53	0.2	16	28	5	-	4	-
3352	Household Appliance Manufacturing	58	0.2	10	37	11	-	-	-
3353	Electrical Equipment Manufacturing	199	0.6	51	113	30	1	3	1
3359	Other Electrical Equipment and Component Manufacturing	324	0.9	86	173	47	-	18	-
	Subtotal 335	634	1.9	163	351	93	1	25	1
336	Transportation Equipment Manufacturing								
3361	Motor Vehicle Manufacturing	206	0.6	72	103	24	1	2	4
3362	Motor Vehicle Body and Trailer Manufacturing	127	0.4	63	48	14	-	2	-
3363	Motor Vehicle Parts Manufacturing	1,110	3.4	379	572	135	1	21	2
3364	Aerospace Product and Parts Manufacturing	456	1.4	139	245	57	-	11	4
3365	Railroad Rolling Stock Manufacturing	22	0.1	3	14	5	-	-	-
3366	Ship and Boat Building	159	0.5	93	45	18	-	2	1
3369	Other Transportation Equipment Manufacturing	83	0.2	35	31	14	1	2	-
	Subtotal 336	2,163	6.6	784	1,058	267	3	40	11
337	Furniture and Related Product Manufacturing	234	0.7	111	93	23	1	6	-
339	Miscellaneous Manufacturing								
33911	Medical Equipment and Supplies Manufacturing	972	3.0	330	495	119	2	19	7
3399	Other Miscellaneous Manufacturing	664	2.0	283	275	90	-	14	2
	Subtotal 339	1,636	5.0	613	770	209	2	33	9
311-324	Miscellaneous Manufacturing Other	1,132	3.4	438	471	158	4	57	4
42	Merchant Wholesalers	1,111	3.4	620	180	50	-	251	10
541	Professional, Scientific and Technical Services	942	2.9	490	262	121	7	56	6
	Miscellaneous Others	935	2.8	411	243	73	92	109	7
TOTAL QUALIFIED CIRCULATION		32,958	100.0	14,404	13,146	3,240	138	1,872	158

(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 Plastics Coordinator, Plastics Director, Plastics Manager, Advanced Manufacturing Director, Plastics Group Leader, Injection Molding Foreman, Department Supervisor, Mfg Supervisor, Diemaker, Mold Maker, Machine Operator, Chief Tool Engineer, Chief of Manufacturing Development, Director of Production Engineering, Plastics Engineer 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 NEC: titles include other qualified titles.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	20,173	8,792	-	26,812	2,153	28,965	87.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	2,252	-	-	2,252	-	2,252	6.8
V. TOTAL – Sources other than above (listed alphabetically):	1,741	-	-	1,741	-	1,741	5.3
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,741	-	-	1,741	-	1,741	5.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,166	8,792	-	30,805	2,153	32,958	100.0
PERCENT	73.3	26.7	-	93.5	6.5	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	88		Kentucky	415	
New Hampshire	263		Tennessee	647	
Vermont	70		Alabama	348	
Massachusetts	874		Mississippi	136	
Rhode Island	196		EAST SO. CENTRAL	1,546	4.7
Connecticut	536		Arkansas	212	
NEW ENGLAND	2,027	6.2	Louisiana	118	
New York	1,157		Oklahoma	231	
New Jersey	801		Texas	1,551	
Pennsylvania	1,547		WEST SO. CENTRAL	2,112	6.4
MIDDLE ATLANTIC	3,505	10.6	Montana	35	
Ohio	2,470		Idaho	70	
Indiana	1,378		Wyoming	30	
Illinois	2,159		Colorado	259	
Michigan	2,663		New Mexico	47	
Wisconsin	1,651		Arizona	307	
EAST NO. CENTRAL	10,321	31.3	Utah	265	
Minnesota	1,037		Nevada	94	
Iowa	326		MOUNTAIN	1,107	3.4
Missouri	635		Alaska	7	
North Dakota	54		Washington	374	
South Dakota	84		Oregon	283	
Nebraska	189		California	2,162	
Kansas	289		Hawaii	13	
WEST NO. CENTRAL	2,614	7.9	PACIFIC	2,839	8.6
Delaware	80		UNITED STATES	30,760	93.3
Maryland	199		U.S. Territories	45	
Washington, DC	5		Canada	2,065	
Virginia	388		Mexico	88	
West Virginia	59		Other International	-	
North Carolina	998		APO/FPO	-	
South Carolina	482				
Georgia	875				
Florida	1,603				
SOUTH ATLANTIC	4,689	14.2			
			TOTAL QUALIFIED CIRCULATION	32,958	100.0

*See Additional Data

2020	PT Insider
JANUARY	
January 2	25,673
January 3	25,636
January 6	25,610
January 8	25,604
January 10	25,046
January 13	25,036
January 15	25,023
January 17	25,007
January 20	24,994
January 22	24,986
January 24	24,957
January 27	24,955
January 29	24,957
January 31	24,950
FEBRUARY	
February 3	24,934
February 5	24,924
February 7	24,918
February 10	24,917
February 12	24,912
February 14	24,907
February 17	24,904
February 19	24,905
February 21	24,889
February 24	24,875
February 26	24,880
February 28	24,863
MARCH	
March 2	24,868
March 4	24,857
March 6	24,846
March 9	24,855
March 11	24,827
March 13	24,855
March 16	24,866
March 18	24,876
March 20	24,897
March 23	24,902
March 25	24,849
March 27	24,867
March 30	24,874
APRIL	
April 1	24,880
April 3	24,875
April 6	24,870
April 8	24,873
April 10	24,858
April 13	24,925
April 15	24,956
April 17	26,124
April 20	26,144
April 22	26,212
April 24	26,316
April 27	26,405
April 29	26,464
MAY	
May 1	26,511
May 4	25,402
May 6	25,448
May 8	25,524
May 11	25,594
May 13	25,664
May 15	25,744
May 18	25,807
May 20	25,879
May 22	25,928
May 26	26,012
May 27	26,026
May 29	26,086
JUNE	
June 1	26,152
June 3	26,212
June 5	26,241
June 8	26,265
June 10	24,822
June 12	24,887
June 15	24,957
June 17	24,989
June 19	25,027
June 22	25,039
June 24	25,092
June 26	25,150
June 29	25,211
AVERAGE:	25,283

PT Insider (78 issued in the period)

WEBSITE CHANNEL

WWW.PTONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	224,701	134,550	95,123	1:52
February	228,158	139,630	99,662	1:48
March	221,101	136,081	96,246	1:53
April	223,204	137,906	95,485	1:47
May	210,485	131,235	93,798	1:47
June	206,662	130,667	91,394	1:44
AVERAGE:	219,051	135,011	95,284	1:48

January – June 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 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 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 5 sources of circulation for quantities of 107 copies or 0.3% to 858 copies or 2.6%. Business directories include 1 source of circulation for a quantity of 1,741 copies or 5.3%.

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.

Ryan Delahanty, 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

July 24, 2020

State

Ohio

County

Hamilton

Received by BPA Worldwide

July 24, 2020

Type

BD

ID Number

P090B0J0

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.